

International Journal of Higher Education Teaching Theory

DECEMBER 2020 VOLUME 1 NUMBER 4

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



ACADEMIC PUBLISHING HOUSE

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The Main Problems and Countermeasures of Talent Training in The Construction of New Media

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Abstract: With the advent of the new media era, the demand for professional talents is increasing, resulting in more and more obvious problems in personnel training. Therefore, it is necessary to pay more attention to the personnel training work and take effective measures to solve the problem in time, so as to effectively improve the quality of talent training and promote the long-term development of new media construction. In this paper, the main problems in the media training can be discussed, and the corresponding countermeasures can be put forward.

Keywords: New media construction; Personnel training; Main problems; Countermeasures

1. INTRODUCTION

In recent years, the construction of new media talents has made new progress. At present, it has basically adapted to the new situation of news propaganda work. However, there are still many problems in talent training, such as the lack of innovation consciousness and the lack of high-level compound talents, which seriously restrict the development and progress of new media construction. Therefore, effective countermeasures should be taken in time solve. Based on this, China needs to speed up the pace of the introduction of young talents, constantly deepen the Internet thinking consciousness, and at the same time, establish a perfect talent reward and punishment standard. Only in this way can we stimulate the enthusiasm of every talent, and then inject fresh blood and vitality into the construction of new media.

2. THE MAIN PROBLEMS OF TALENT TRAINING IN THE CONSTRUCTION OF NEW MEDIA

2.1 There is a serious shortage of talents in creative planning, technical production and other fields

At this stage, with the development of big data, artificial intelligence and other technologies, the media field has ushered in new development opportunities. At the same time, there is an obvious demand for talents in the fields of creative planning and technical production. Due to the lack of talents in this field, the innovation of new media construction is not high, and the planning of related products is lack of direction, which leads to the poor communication effect of new media and the failure to achieve the expected construction goals. At present, the industry believes that short video is the outlet of the Internet field, and it will enter a more standardized and professional development track in the future. If there is no large number of talent support, it will increase the difficulty of development, thus affecting the development

and progress of new media construction.

2.2 There is a general shortage of compound journalists

In recent years, although a group of news professionals have been introduced into the new media industry in time, their experience in journalism is insufficient, and some people have not worked in the traditional media. As a result, the effect of new media construction is not ideal and they cannot give full play to their talent advantages. Moreover, the media in most areas are affected by various factors, which leads to the difficulty of introducing high-level and compound news talents, thus facing the dilemma of easy loss of excellent news talents. Therefore, strengthening the introduction of compound news talents is the top priority of the current work.

2.3 The training mechanism of new media talents is not perfect

At present, China's new media personnel training mechanism has not been improved, resulting in the process of personnel training is easy to encounter the mechanism is not flexible, the system is not smooth and other problems, greatly increasing the difficulty of personnel training, and then leading to the enthusiasm of the editing staff is difficult to mobilize, unable to play their creativity and thinking ability. In addition, the imperfect talent training mechanism will affect the efficiency of news gathering and editing. Only by enhancing the internal coordination and cohesion can the construction of new media be promoted. Therefore, it is necessary to further optimize the personnel training mechanism of new media [2].

3. COUNTERMEASURES TO SOLVE PROBLEMS

3.1 Accelerate the introduction of excellent talents and build a diversified talent team

In the process of new media construction, a large number of excellent talents are needed to support. Therefore, it is necessary to strengthen the introduction of excellent professionals, so as to build a diversified talent team, which is helpful to solve the problems in the construction of new media in time. At the same time, we should speed up the transformation of traditional media personnel, change the traditional thinking consciousness in the past, and constantly strengthen the Internet thinking consciousness, so as to enhance the innovation consciousness of media personnel, inject fresh vitality into the construction of new media, and then break the shackles of traditional thinking consciousness and realize the development and progress of new media construction. In addition, we should vigorously carry out the training of all

kinds of talents, ensure the specialization and multi-level of training activities, and promote the talent training in the three aspects of knowledge, skills and ideas, so that the existing editors can meet the actual needs of the construction of new media, and promote the popularization, specialization and youth of the production of new media products [3].

3.2 Establish a perfect talent training mechanism

First of all, it is necessary to establish a talent evaluation mechanism, so that the talent training work in the construction of new media can develop towards the direction of "one specialty with many abilities". The evaluation method is integrated with the media, based on objective evaluation, the environment for talent training is constantly optimized, and the phenomenon of "being able to go up and down" can be changed, so that talents can stimulate their potential and give full play to their creativity, Then effectively promote the development of new media construction. Secondly, we should improve the evaluation and incentive mechanism. At present, many units have waste of resources and low efficiency. The main reason is that the evaluation incentive mechanism is not perfect, which makes it difficult to mobilize the enthusiasm of the staff. Therefore, it is necessary to establish a more scientific and reasonable performance appraisal mechanism for new media, and set up standardized and targeted incentive schemes, so that employees can get incentives according to their own labor achievements, and then stimulate their own production enthusiasm and work enthusiasm.

3.3 Improve the corresponding talent reward and punishment standards

In order to ensure that the talent team can develop its own strengths, we need to work on the three links of "entering, managing and exporting", constantly strengthen the strategic arrangement of human resources, reasonably analyze the actual situation of human resources, and plan human resources according to the characteristics of talent demand, so as to promote the scientific development of talent training. At the same time, we should vigorously promote the annual promotion mechanism and chief post system, expand the single post development channel in the past, and promote the post career development channel to develop in a diversified direction, so as to improve the efficiency and quality of new media construction. In addition, talent selection should be carried out according to the principle of "fairness, impartiality and openness". The procedures of performance award and comprehensive evaluation should be taken as the important basis of talent selection. Standardizing the process of talent selection will help to improve the overall quality of talent construction team. For the follow-up management work, it is necessary

for new media units to formulate management objectives and annual plans in line with the actual level of talents according to the specialty of each talent, so as to create a good and respectful working atmosphere for talents, so as to stimulate the working potential and enthusiasm of each talent, so as to contribute to the construction of new media [4].

In the construction of new media, there are some problems in talent training, which hinder the construction of new media. The investment and reserve of new media talents are insufficient. Therefore, we should pay attention to the construction of new media talents. At present, there are many problems in the training of new media talents, such as the shortage of compound news gathering and editing talents, the lack of creative planning, technical production and other fields of talents. In this regard, effective countermeasures should be taken to solve these problems, so as to promote the long-term development of personnel training in the construction of new media. Therefore, it is necessary to strengthen the research on personnel training in the construction of new media, timely introduce excellent composite talents, make up for the deficiencies in talent training, and improve the corresponding personnel training management mechanism, effectively stimulate the enthusiasm and enthusiasm of talents, so as to inject vitality and vitality into the work of new media construction.

ACKNOWLEDGEMENTS

Shandong Vocational Education and Teaching Reform Research Project in 2019: Cross border and integration: Research and Practice of stepped cultural education System based on literacy Enhancement under the background of industry and education integration, Number, 2019581.

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Discussion on Control Technology of Hydraulic Braking System for MW Wind Turbine

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Abstract: The vast majority of offshore wind farms in China are offshore wind farms. Large MW units can greatly increase the power generation and save operation and maintenance costs, which is the trend of offshore wind power. However, when the wind turbine of the current unit is generating power, the unit mostly adopts the active yaw to wind, and the yaw brake realizes the damping load when the unit is yawing. Therefore, through the analysis of relevant problems in the technical field, the control technology of the hydraulic brake system of MW wind turbine is strengthened to achieve effective control effect. This paper summarizes the current situation of the control technology of the hydraulic brake system of MW wind turbine, and further analyzes how to control the relevant problems through technical means, so as to provide an effective reference for the control technology innovation of the hydraulic brake system of MW wind turbine.

Key words: MW class; Wind turbine; Hydraulic braking system; Control technology

1. INTRODUCTION

The hydraulic brake system is often used in wind turbine to drive the engine room to rotate when the yaw system command is sent[1]. However, the existing MW class wind turbine mostly adopts active yaw drive mode, which takes a long time to unwind the yaw cable; in the active damping yaw mode, the setting pressure of back pressure valve is fixed, which can reduce the effective driving capacity of yaw system, and the braking efficiency is general. In addition, affected by the real-time changes of wind direction and wind speed, in order to increase the utilization rate of wind energy and reduce the detection accuracy error of anemometer, the difficulty and response speed of unit yaw to wind are greatly increased, resulting in unit vibration and blade fatigue. Now, the hydraulic brake system control technology of MW wind turbine is analyzed as follows:

2. OVERVIEW OF HYDRAULIC BRAKING SYSTEM

MW class wind turbine is mainly composed of rotating parts of wind turbine. The wind wheel rotates along the horizontal axis to generate power. In the variable pitch fan, the blades of the wind wheel should rotate around the central axis of the root to adapt to different wind conditions. In the shutdown state, the blade tip is thrown out to form damping [2]. The hydraulic system is used to adjust blade torque, damping, stop, brake and other conditions. The composition of the hydraulic braking system is shown in Figure 1.

The pressure of the valve is controlled by the left half valve, which is controlled by the left half valve. After the stop command is issued, different solenoid valves are closed.

As a result, after the blade tip damping plate is ejected, the disc brake also acts to stop the wind turbine smoothly [3].

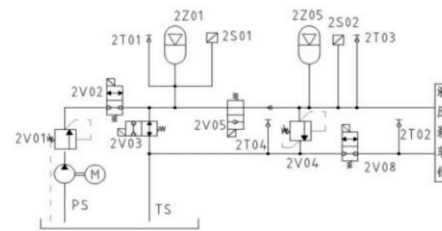


Figure 1 Composition of hydraulic braking system of MW wind turbine

3. CONTROL TECHNOLOGY OF HYDRAULIC BRAKING SYSTEM FOR MW WIND TURBINE

3.1 Design objectives

In order to overcome the shortcomings of the existing technology, the variable pressure yaw brake hydraulic system of wind turbine and its control method are applied to automatically optimize the yaw brake pressure according to the external load, so as to ensure that the driving capacity is not reduced, the stability of the yaw process is ensured, and the possibility of impact load on the yaw drive caused by the change of external load size and direction switch during the yaw process is eliminated [4].

3.2 Detail design

The variable pressure yaw brake hydraulic system of wind turbine includes system oil source, two position three-way electromagnetic directional valve, first accumulator, variable pressure oil source circuit and yaw brake; the cylinder of yaw brake is connected with the second oil port of two position three-way electromagnetic directional valve through two check valves with opposite opening direction, and the first oil port of two position three-way electromagnetic directional valve is respectively connected with the system. The first accumulator is equipped with a first manual stop valve for removing the pressure of the first accumulator, a first pressure sensor and a first pressure measuring connector for real-time monitoring the pressure of the first accumulator. The third oil port of the two position three-way solenoid directional valve is connected with a variable pressure oil source circuit; the variable pressure oil source circuit includes two two-way two-way electromagnetic on-off valves in parallel, They are oil inlet two position two-way electromagnetic on-off valve and oil drain two-position two-way electromagnetic on-off valve, and a second accumulator connected with the two-position two-way electromagnetic on-off valve; a throttle valve is respectively installed between the oil inlet two-way two-way electromagnetic on-off valve and the oil discharge two-position two-way electromagnetic

switching valve, and the second accumulator is configured to discharge the pressure of the second accumulator. And a second pressure sensor and a second pressure tap for real-time monitoring the pressure of the second accumulator. The two-position three-way solenoid directional valve, the oil inlet two-way two-way solenoid on-off valve and the oil drain two-way two-way electromagnetic on-off valve are all seat type solenoid directional valves. The control method of variable pressure yaw brake hydraulic system of wind turbine is based on the load adaptive adjustment of the brake pressure of the yaw brake, which mainly realizes the pressure control of the yaw brake under the three states of full yaw braking, yaw semi braking and yaw cable releasing [5]. The details are shown in Figure 2.

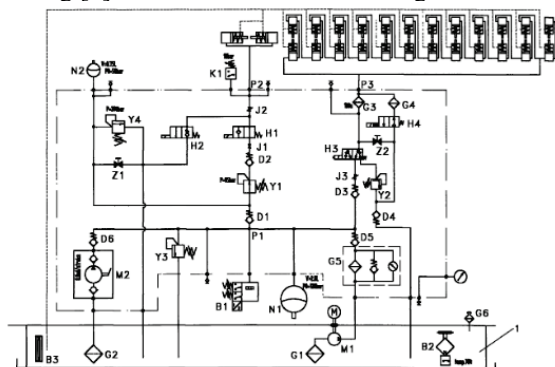


Figure 2: Hydraulic brake system control of MW fan

The system mainly includes oil tank, electric box, motor pump, manual pump, two accumulators and brake module; both motor pump and manual pump are connected to the oil inlet of brake module, in which the motor pump is the main power source and the manual pump is the standby power source; the two accumulators provide auxiliary power for the brake module; the control oil circuit of the brake module is divided into three paths, and the first route is the oil inlet of the brake module. From a group of valves, it is connected to the main shaft brake control interface of the brake module, which is the main shaft brake control oil circuit; in the second route, the auxiliary accumulator is connected to the main shaft brake control interface of the brake module through a group of valves, which is the auxiliary control oil circuit of the main shaft brake; the third route is the yaw brake control oil which is connected to the yaw brake control interface of the brake module through a group of valves from the oil inlet of the brake module Road.

3.3 Application feasibility analysis

In this structural design, based on the braking torque of wind turbine, namely blade tip damping braking and disc brake braking, the braking torque is on the low-speed shaft, and the impact force on the gearbox is small during the braking process. The braking link has smooth braking and small vibration; the braking mechanism is independent of each other, enhancing the reliability of the braking system. It is equipped with stall protection mechanism. Under the action of centrifugal force, the damping plate pops up to play a protective role. The yaw brake pressure ensures that the driving capacity does not decrease, and eliminates the possibility of impact load caused by the change of external load size and direction during the yaw process. The variable damping control of adaptive external load in yaw process can reduce the fatigue load of components of yaw system and prolong the service life of components; compared with conventional electric proportional directional valve, seat valve solenoid directional valve has smaller leakage, better sealing performance, lower cost, lower sensitivity to hydraulic oil pollution and higher overall reliability.

4.CONCLUSION

In order to solve the damping optimization problem of active yaw, eliminate the possibility of impact load caused by the change of external load size and direction during the yaw process, and improve the application performance of the system technically.

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Discussion on The Application and Development of Mechanical Integration System in Mechanical Engineering

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Abstract: The mechanical integration system originated from the island country of Japan. Through continuous development, the system has been widely used. In the early stage of development, the system is only used in the mechanical and electronic industries. However, with the rapid development of technology, there are more definitions of the system. In the development process of many industries, the system can play a greater role. Based on this, this paper makes the following discussion, hoping to help relevant people.

Keywords: Mechanical engineering; Integration; Mechanical monitoring; Intelligent

1.INTRODUCTION

Nowadays, with the rapid development of economy, the competition among all walks of life is increasingly fierce. In some traditional enterprises, for the production of mechanical products, we need to consider two points: one is to reduce labor force, the other is to increase production capacity, on this basis, improve the market competitiveness of enterprises. With the development of construction machinery, in order to increase the advantages of enterprises, it is necessary to make full use of the system, reduce the probability of equipment failure as far as possible, and ensure the normal operation of construction machinery [1-2].

2.OVERVIEW OF MECHANICAL INTEGRATION SYSTEM

In the past mechanical operation, whether it is finished product experiment or equipment production, the application of integrated system is often caused by the following conditions: equipment function differences, the degree of rectification of different sections. Through the introduction of mechanical integration system, it can greatly improve the utilization rate of resources, prevent the waste of resources, and then achieve the purpose of energy saving. In addition, it can ensure the smooth operation of machinery, reduce the consumption of energy and improve the working efficiency of machinery. With the continuous development of the machinery industry, the scale has been significantly expanded, showing the characteristics of systematization. In all walks of life, automation technology has been vigorously promoted, especially industrial machinery, has been a good application effect. There are many characteristics of construction machinery, among which mechanical automation is very critical, which can obtain better operation effect, reduce the workload of staff, and effectively prevent safety problems. In mechanical

engineering, there are a large number of parts and accessories, and the manufacturing structure is not simple, it is difficult to obtain good production effect by using common technology. Through the mechanical integration technology, to a large extent, it can improve the production efficiency. The reasonable application of this technology helps to better control the accuracy. In the field of processing and manufacturing, there are generally certain standards and high precision requirements, which need to meet various requirements, such as mechanical processing. Continuous improvement of precision is conducive to better meet the needs of mechanical application.

3.APPLICATION OF MECHANICAL INTEGRATION SYSTEM

In mechanical engineering, for the application of the system, this paper mainly analyzes the application of construction machinery monitoring, energy saving and other aspects for reference. In mechanical engineering, making full use of the system will help to improve the competitiveness of enterprises, bring certain economic benefits for enterprises and promote their better development.

3.1 Application of construction machinery monitoring

In the construction machinery, when using the integrated system, if you want to solve the fault in a short time, you need to do a good job in the detection of mechanical equipment. Based on the integrated system, it is often possible to conduct in-depth research on electronic equipment with the help of various ways, such as electronic mode, so as to form a remote monitoring system, supervise the working conditions of the equipment, judge the possible faults of the equipment, judge the faults in a scientific and reasonable way and effectively solve the faults, and once the equipment fails, it can also be the first time Play a warning role. For example, in the case of equipment failure, the system can timely send out an alarm, and then the first time to deal with the problem, and then can effectively deal with the fault to ensure the smooth operation of the equipment. Through the integrated system, it can monitor the equipment in an all-round way, avoid excessive personnel on-site monitoring, and improve the utilization rate of resources, which can bring certain benefits to enterprises. Usually, the integrated system consists of multiple systems, such as hydraulic and transmission systems. Fully understanding the functions of each system is helpful to better monitor the operation status of the equipment, accurately locate the fault location of the equipment, effectively analyze the causes of the failure, and deal with the equipment failure at the first time. The

continuous application of this system in construction machinery is helpful to realize the automatic protection of equipment and improve the operation efficiency of mechanical equipment. In short, it has a great effect on industrial machinery.

3.2 Application of energy saving

Mechanical integration is a kind of combination technology, which contains a variety of technologies, such as interface technology, mechanical technology. In general, any equipment with modern characteristics can be called mechanical integration equipment. In recent years, the industry has achieved rapid development, which needs to consume more energy. Through the use of the system, energy consumption can be effectively controlled. For example, for hydraulic excavation equipment, in the process of using energy, the efficiency is about 20%. Therefore, it is necessary to study the system in order to achieve energy-saving function and obtain good energy-saving effect. Now a foreign enterprise has integrated the energy-saving function into the system and developed an olls system, which greatly improves the energy utilization rate. In the field of construction machinery, with the wide application of the system, the enterprise also improved the system, developed a kind of Carter electronic machine, and achieved good results. With the development of mechanical integration, good environmental protection effect has been obtained at present, and zero pollution may be realized in the future development. In addition, improve the utilization rate of renewable resources, ensure that waste can be recycled, and improve the recovery efficiency.

4. DEVELOPMENT OF MECHANICAL INTEGRATION SYSTEM

In mechanical engineering, for the development of the system, this paper mainly from the personalized development, network development. The development of miniaturization and intelligence is explored for reference.

4.1 Personality development

With the rapid development of science and technology, the application of the system becomes more diversified in the field of construction machinery. For the system standards and requirements, different mechanical equipment has a certain difference. Therefore, the use of mechanical integration technology, need to improve the degree of attention, whether it is integrated products or equipment, should continue to improve the practicability, so that in construction machinery, can actively play the role of the system, promote the system with personalized development characteristics, better meet the application requirements.

4.2 Network development

With the development of technology, and in the production process, it has achieved good application effect. In the field of construction machinery, with the continuous application

of the system, it gradually presents the development of network. Reasonable application of integration technology can fully understand the status of network terminals and increase the operation efficiency of network terminals. Now, the network of the system has been better developed.

4.3 Miniaturization development

In the field of industrial machinery, for the application of the system, there has been a prominent trend, that is, the equipment volume is constantly shrinking. In the future development process, the equipment is likely to become smaller and achieve nano and micron volume, so as to ensure the smooth operation of the equipment. The volume of mechanical equipment is developing towards miniaturization to ensure the normal operation of machinery, which can increase the production capacity to a certain extent, and can obtain good environmental protection effect.

4.4 Intelligent development

In the construction machinery, for the application of the system, there are already intelligent features, the use of artificial intelligence technology, has a significant advantage, that is, more convenient, faster. In the future, in the process of application of the system, two technologies will be integrated, one is computer technology, the other is mechanical engineering technology, to ensure that the engineering can realize intelligent. In the process of construction machinery operation, through the use of artificial intelligence, and then replace manual operation, with the help of intelligent features, to implement operation instructions to machinery, based on the development of construction machinery, to ensure that the system is more intelligent.

5. CONCLUSION

With the rapid development of technology, the system is not only used in daily life, but also has achieved good results in industrial production. For example, in the mechanical precision control, the effective application of the system can enhance the market competitiveness and fully grasp the mechanical operation effect. In the field of construction machinery, through the use of the system, can better determine the role of the system, at the same time effectively predict the future development of the system, in the process of mechanical development, to ensure that the system is actively used.

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Research on The Modernization of Internal Governance System in Colleges and Universities

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Abstract: Colleges and universities bear the responsibility of cultivating high-quality compound talents for China's socialist modernization. The construction of internal governance system in Colleges and universities is directly related to the direction and quality of personnel training in Colleges and universities. Since the 13th five-year plan, the party and the state have attached great importance to the improvement of the internal governance system structure of colleges and universities. They have stressed the need to further promote the separation of management, operation and evaluation, gradually expand the provincial government's autonomy in education planning and colleges and universities themselves, accelerate the improvement of internal governance structure of colleges and universities, constantly stimulate the endogenous power of university development, and improve the quality of personnel training.

Key words: Universities; Internal governance system; Modernization; Research

1. INTRODUCTION

To promote the modernization of the internal governance system of colleges and universities is to continuously improve the efficiency of internal governance and the quality of personnel training. It is of great significance to promote the transformation and upgrading of China's Higher Education under the new situation and boost the modernization of national governance system and governance capacity [1]. In the new era, colleges and universities should constantly promote the modernization of internal governance system and promote the connotative development of higher education in the new era.

2. THE CURRENT SITUATION OF THE MODERNIZATION OF THE INTERNAL GOVERNANCE SYSTEM IN CHINA'S COLLEGES AND UNIVERSITIES

Since the 13th five-year plan, China has attached great importance to the modernization of the internal governance system of colleges and universities, and has taken a series of effective measures to promote this work. The internal governance structure of colleges and universities has been continuously optimized and the governance efficiency has been constantly stimulated, which is mainly reflected in the following aspects:

2.1 Continuous improvement of system construction

China insists on taking the system construction as the basic work to promote the modernization of the internal governance system of colleges and universities. In 2014, the implementation opinions on upholding and improving the president responsibility system under the leadership of the Party committee of ordinary colleges and universities

and other relevant systems were issued to further clarify the leadership system of colleges and universities in the new period. In the same year, the regulations of Academic Committee of colleges and universities and the general rules of university academic committee were issued. Through the regulations of the Council of higher education and the regulations on the Congress of faculty and staff of colleges and universities, the internal coordination and operation mechanism of colleges and universities has been further improved, focusing on the "four powers" in the daily operation of colleges and universities, clarifying the internal relationship of the internal governance structure of colleges and universities, and promoting the further improvement of the internal governance system of colleges and universities.

2.2 The co governance structure of multiple subjects has been basically formed

To further promote the modernization of internal governance structure in Colleges and universities, it is necessary to help colleges and universities realize the transformation from one-way management to multiple co governance structure, which is an important direction to promote the modernization of internal governance system in Colleges and Universities under the new situation [2]. Since the beginning of the new century, with the joint support of the Ministry of education and the provincial government, China's major colleges and universities combine their own reality and solidly promote the multi subject co governance of colleges and universities. First, the autonomy of colleges and universities is expanding. The government further promotes the simplification of administration and decentralization of power, supports colleges and universities to carry out education and teaching reform independently, continuously deepens talent training mode, and promotes colleges and universities to highlight the characteristics of running a school. Second, the role and influence of the president and faculty in the internal governance structure of colleges and universities are expanding. The president's right of suggestion and execution in the daily operation of the school is expanding. The majority of the staff, taking the staff congress as the carrier, are playing an increasingly important role in promoting the coordinated operation of colleges and universities.

3. RESEARCH ON THE MODERNIZATION OF INTERNAL GOVERNANCE SYSTEM IN COLLEGES AND UNIVERSITIES

The modernization of internal governance system in Colleges and universities is a complex and systematic project, which involves the joint participation of educational administrative departments, universities,

teachers and students, as well as all walks of life of the society

3.1 Further uphold and improve the party's leadership over higher education

To adhere to and improve the party's leadership over higher education and constantly keep the socialist direction of running colleges and universities are the premise and foundation for promoting the modernization of internal governance system in Colleges and universities in the new period. We should continue to adhere to and improve the president responsibility system under the leadership of the Party committee, ensure that colleges and universities fully implement the party's education policy for colleges and universities, adhere to the fundamental task of cultivating people by virtue, and continuously promote the construction of "double first-class", so as to make colleges and universities become an important base for delivering high-quality talents for China's socialist modernization construction in the new period.

3.2 Continue to deepen the comprehensive reform of Higher Education

We should continue to deepen the comprehensive reform of higher education and effectively boost the modernization of internal governance system in Colleges and universities. On the one hand, China's colleges and universities should actively learn from the well-known universities in developed countries, absorb their successful experience and practice in improving the internal governance system of colleges and universities, and adopt reference and application according to the actual situation of colleges and universities, so as to continuously deepen the comprehensive reform in Education Governance, talent cultivation, academic research, etc., and effectively improve talents In the second five-year plan, the central government should actively promote the construction of college teachers and students, and establish a mechanism for the continuous development of teachers and students We should continue to improve the relevant mechanism of university education security, continue to increase the support for colleges and universities, especially the "double first-class" colleges and universities, vigorously promote the process of higher education informatization construction, and enhance the development foundation of higher education Supporting function.

3.3 Strengthen the system construction and enhance the ability of running a school

The modernization of internal governance system in Colleges and universities is inseparable from the support and guarantee of a series of related systems. In order to strengthen the modernization of the internal governance system of colleges and universities in the new period, we must still firmly grasp the system construction, which is an important part of long-term management. It is necessary to normalize, adhere to the comprehensive analysis and carding of the current relevant institutions in Colleges and universities, solve and remove the outdated old systems, penetrate the party construction into the whole process of promoting the modernization of the internal governance

system of colleges and universities, continuously establish and improve the party building work system, personnel affairs, finance, enrollment and other related system construction, strengthen the thinking of the rule of law, and give full play to the teachers' Congress and the staff It is necessary to earnestly implement the relevant system of building a clean and honest government, improve the construction of the inspection system in Colleges and universities, and improve the internal governance risk prevention and control mechanism in Colleges and universities, so as to effectively form a system and complete system suitable for the modernization of the internal governance system of colleges and universities in the new period, and constantly straighten out the internal daily governance of colleges and universities The construction and operation mechanism can ensure the efficient operation of internal governance in Colleges and universities, and constantly promote the modernization of internal governance system and governance capacity.

4.CONCLUSION

In short, the modernization of internal governance system in Colleges and universities is an important part of the construction of China's education governance system, which directly affects the transformation and development of higher education and the effective improvement of talent training quality in the new period. In the process of the modernization of the internal governance system of colleges and universities, we should continue to adhere to and improve the centralized and unified leadership of the party, constantly improve the president responsibility system under the leadership of the Party committee, continuously deepen the comprehensive reform of higher education in the new period, strengthen the pace of establishing rules and regulations, and strive to build a working mechanism of division and cooperation between the party and the government under the leadership of the Party committee, so as to effectively promote China in the new period The modernization of internal governance system in Colleges and universities.

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Virtual Resource Scheduling Optimization Algorithm Based on Multi Objective Optimization

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Abstract: In order to fundamentally solve the problem of low efficiency of virtual resource scheduling algorithm, this paper constructs a multi-objective optimization virtual resource scheduling model, improves the process of genetic algorithm, scientifically designs the virtual resource scheduling optimization algorithm, so as to empty the global search performance of the algorithm. The example results show that the improved genetic algorithm ensures the efficiency and effect of virtual resource scheduling, and plays an important role in further improving the accuracy, reliability and stability of virtual resource scheduling results.

Keywords: Multi objective optimization; Virtual resource scheduling; Algorithm design

1. INTRODUCTION

With the continuous development and application of cloud computing technology, China has put forward higher requirements for virtual resource scheduling, which aims to meet the multi-objective optimization requirements such as the shortest delivery time, the lowest service cost and the highest service level, so as to improve the efficiency, stability and security of virtual resource scheduling. Therefore, how to scientifically optimize the virtual resource scheduling algorithm to meet the needs of multi-objective optimization is a problem that technicians must think about and solve.

2. CONSTRUCTION OF MULTI-OBJECTIVE SCHEDULING OPTIMIZATION MODEL

In the process of constructing the multi-objective scheduling optimization model, technicians should decompose the manufacturing project into several manufacturing tasks by decomposing the manufacturing project. On this basis, each manufacturing task is decomposed into several sub tasks again. Then, according to the multi-objective optimization requirements, the objective function is constructed [1]. In the process of constructing the function, in order to further improve the scientificity and rationality of the objective function, technicians comprehensively consider the relevant parameters of virtual resource scheduling, such as total scheduling time, total scheduling cost and total scheduling quality. Among them, the total scheduling time mainly includes two time periods, which are the time required for manufacturing project processing and the time required for logistics transmission; the total scheduling cost mainly includes the following two parts, which are manufacturing project processing cost and logistics transmission cost; the total scheduling quality mainly refers to the processing of

each subtask on the basis of user satisfaction with product experience. The final scheduling quality is obtained by adding the satisfaction degree.

3. DESIGN OF VIRTUAL RESOURCE SCHEDULING OPTIMIZATION ALGORITHM BASED ON MULTI-OBJECTIVE OPTIMIZATION

3.1 Improved genetic algorithm process

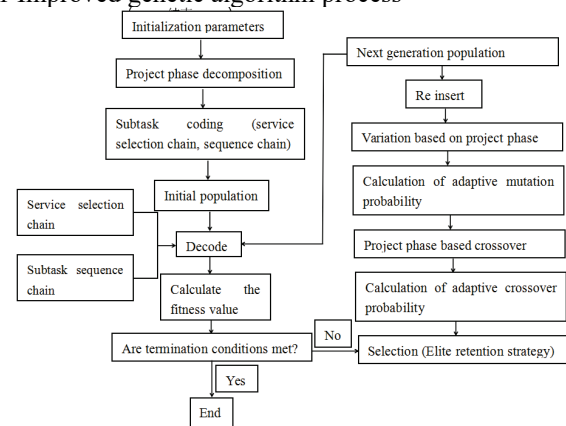


Figure 1 Flow chart of improved genetic algorithm

In order to realize the scientific design of multi-objective optimization virtual resource scheduling optimization algorithm, technicians should refer to the genetic algorithm, improve and optimize it, so as to improve the efficiency and effect of virtual resource scheduling. The flow chart of the improved genetic algorithm is shown in Figure 2. Firstly, technicians should adjust and control the parameters related to the manufacturing project, and then divide the manufacturing project into two parts, namely, service selection chain and subtask sequence chain, in the way of stage decomposition, so as to lay a solid foundation for better coding and processing the related population in the later stage [2]. Secondly, we need to decode the decomposed components, and accurately calculate the fitness value of the function. When the fitness value of the function meets the termination condition, the whole algorithm is over. Otherwise, we need to re-enter the genetic operation. In addition, in order to ensure the normalization and standardization of genetic operation, effective strategies should be selected as far as possible, such as the combination of consistent selection and elite retention to continuously improve the crossover probability [3], so as to automatically generate the adaptive function. According to the characteristics of adaptive function, on the basis of accurate calculation of crossover probability and mutation probability, new populations are automatically generated in strict

accordance with the relevant standards and requirements of genetic operation, which creates a good condition for accurate calculation of relevant fitness value in the later stage.

3.2 Coding

On the basis of this model, we should use the feature coding method to process the sub task. In this process, first of all, these subtasks should be sorted according to the relevant standards and requirements of the manufacturing project phase order [4], and then the sorted subtasks should be coded, and each coding bit should be assigned a service serial number to ensure that the total number of the task serial number is consistent with the number of subtasks.

4. ALGORITHM IMPLEMENTATION

In order to improve the scientificity and rationality of virtual resource scheduling optimization algorithm design, technical personnel should strictly follow the following steps to design the algorithm.

4.1 Initialize the relevant parameters, control the number of populations within 1000, set the genetic algebra to 100, and set the cost weight to 0.4.

4.2 Select operation. The objective function is normalized and the fitness function is used to calculate the fitness value of each population accurately.

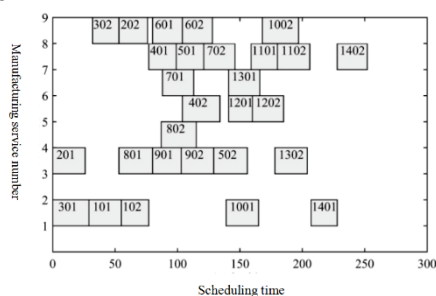
4.3 Through the use of consistent selection strategy, each population is selected, and the elite individuals are saved in the parents to select the excellent individuals.

4.4 The crossover operation and mutation operation are combined to make full use of the adaptive function to accurately calculate the crossover probability and mutation probability [5].

4.5 According to the fitness value of the final statistics, the optimal individual is selected. If the optimal individual meets the relevant convergence criteria and requirements, the optimal solution is calculated.

4.6 The optimal individual is processed by decoding and transformed into the result of virtual resource scheduling.

5. EXAMPLE VERIFICATION



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Research on The Ideological and Political Construction and Teaching Practice of Foreign Language Course in Colleges and Universities

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Abstract: In June this year, the Ministry of Education issued the guidelines for the ideological and political construction of college courses, which clearly requires all disciplines to comprehensively promote the ideological and political construction of college courses, which provides guidance and direction for the orderly development of Ideological and political construction and teaching practice of college foreign language courses in the new era. Foreign language courses in Colleges and universities should constantly speed up the pace of education and teaching reform, deeply tap the ideological and political elements in the process of foreign language teaching, consciously carry out ideological and political education for students in daily education, and strive to give full play to the educational role of foreign language courses.

Keywords: Foreign language; Curriculum; Ideology and politics; Teaching practice; Research

1. INTRODUCTION

The ideological and political construction of foreign language courses in Colleges and universities is a necessary measure to actively implement the spirit of the guiding outline of Ideological and political construction of college courses, and also an important step to enhance the effectiveness of Ideological and political education of college students in China and realize "three complete education"[1]. The ideological and political education and teaching practice of foreign language courses in Colleges and universities should focus on improving the quality of personnel training. In the process of education and teaching, students should be consciously educated, including socialism with Chinese characteristics, legal education, moral education and mental health education, so as to give full play to the educational goal of Ideological and political education.

2. ANALYSIS OF THE NECESSITY OF IDEOLOGICAL AND POLITICAL CONSTRUCTION OF FOREIGN LANGUAGE COURSES IN COLLEGES AND UNIVERSITIES

For a long time, the ideological and political education of college students mainly depends on the ideological and political theory course and daily ideological and political education. One is the main channel, the other is the main position. They are jointly responsible for the ideological and political education of college students. However, with the increasing number of College students in the new period, the development of social transformation and the arrival of information society In this context, we must

strive to get rid of the long-standing "two skin" problem in the education of Ideological and political courses and professional courses, and strive to promote the ideological and political construction of the course, so that the ideological and political course and the ideological and political course can keep "opposite", form a joint force, and effectively improve the quality of education Under the new situation, the effectiveness of Ideological and political education of college students is a new topic and new requirement of the development of the times.

To vigorously promote the ideological and political construction of foreign language courses in Colleges and universities is to change the traditional practice of focusing on "teaching" rather than "educating" in the traditional foreign language courses, so that the foreign language courses can focus on the core issue of who to cultivate and for whom to cultivate in the daily teaching process, realize the diversification of the main body of Ideological and political education of college students, and strive to build a new era of colleges and universities in China“ In order to improve the quality and effect of personnel training in Colleges and universities in the new era, we should strengthen the "Ideological and political" education pattern.

3. PATH ANALYSIS OF IDEOLOGICAL AND POLITICAL CONSTRUCTION AND TEACHING PRACTICE OF FOREIGN LANGUAGE COURSE IN COLLEGES AND UNIVERSITIES

The practice path of Ideological and political construction and teaching practice of foreign language courses in Colleges and universities should focus on strengthening the top-level design and grass-roots practice, adhere to the large-scale promotion and all-round practice, and effectively promote the ideological and political construction and teaching practice of foreign language courses in Colleges and universities in the new era, and constantly make new breakthroughs. Specifically, we should do the following:

3.1 Strengthen the top-level design and promote the ideological and political education and teaching research of foreign language courses

Schools, especially at the level of foreign language colleges, should fully realize the great significance of promoting the ideological and political construction of foreign language courses, and set up professional guidance groups and other organizations to coordinate and promote the ideological and political construction and teaching research of foreign language courses in an orderly manner. First, it is necessary to study and guide

the deployment on a regular basis, incorporate the ideological and political construction of the curriculum into the key work of the whole college, adhere to the working pattern of the main leaders' personal grasp and the leaders in charge of specific grasp, and regularly hold coordination meetings to promote the ideological and political construction of the curriculum, so as to make the ideological and political construction of the curriculum a "high-frequency word" in the education and teaching work of the college. Second, we should adhere to the principle of overall promotion. It is necessary to adhere to the principle of department leading and teacher leading, constantly explore the beneficial experience of promoting the ideological and political construction of foreign language curriculum, and timely promote it in the whole college, department and even the whole school. It is necessary to speed up the improvement of the relevant systems to promote the ideological and political construction of foreign language courses, and ensure the rapid, stable and orderly implementation of the ideological and political construction of foreign language courses.

3.2 Give full play to the leading role of teachers and deeply implement the ideological and political education and teaching research of foreign language courses

Teachers are not only the leaders of education and teaching, but also the main undertakers of promoting the ideological and political construction of foreign language curriculum [2]. Teachers play a decisive role in the effect of Ideological and political construction of foreign language courses. Therefore, in the process of Ideological and political construction and teaching practice research of foreign language courses in Colleges and universities, schools and colleges should firmly grasp the key core of teacher group, and strive to change the teaching concept of teachers. Teachers, as educators, must first have the awareness of Ideological and political teaching, consciously absorb the nutrients of Ideological and political education, and have the characteristics. In other words, we should take the lead to enhance the "Four Consciousness", strengthen the "four self-confidence", take the initiative to internalize the concept of foreign language education in the heart, externalize it in the practice, and "guide students to buckle the first lesson in life". We should constantly improve the ability of education and teaching, innovate teaching methods, find the connection point between foreign language curriculum and ideological and political teaching, and adhere to Marxism Leninism Reform the teaching content, consciously carry out ideological and political education in the course teaching. In view of the confusion that many teachers "want to do but don't know how to do" in promoting the ideological and political education of foreign language courses in practice, the college should actively promote the awareness and ability of foreign language teachers to promote the ideological and political education of foreign language courses and actively guide the majority of foreign language teachers by holding special training classes, carrying out special lectures and mutual observation among teachers Full time teachers can dig deep into the ideological and political elements in

foreign language courses, integrate ideological and political education into foreign language teaching, and integrate the principles of life, socialist core values, patriotism and other contents into the daily teaching process. At the same time, the college can also actively organize various forms of Ideological and political teaching design competitions, so that the majority of teachers can learn in practice and practice in learning, and constantly improve the ideological and political quality of the course Political teaching ability and research ability.

3.3 Improve the incentive mechanism to promote the effective development of Ideological and political work in foreign language courses

To promote the ideological and political education and teaching research of foreign language curriculum efficiently, we need the corresponding evaluation and incentive mechanism [3]. Colleges and universities, especially foreign language colleges, should make efforts to improve the evaluation and incentive mechanism of Ideological and political construction of foreign language courses, and improve the multi-dimensional evaluation system of Ideological and political construction of foreign language courses. In particular, the ideological and political construction of foreign language courses should be included in foreign language teaching quality inspection and evaluation, first-class curriculum construction, especially in the aspects of teacher performance appraisal, professional qualification certification and teaching evaluation It is necessary to further strengthen the assessment of Ideological and political construction of foreign language courses, which forces the ideological and political work of foreign language courses to be carried out efficiently.

4. CONCLUSION

In a word, promoting the ideological and political construction and teaching practice research of foreign language course in Colleges and universities is not only the need of the development of the times, but also an important part of the effective implementation of "three complete education" in Colleges and universities in the new era. At the university level, college level and the vast number of front-line foreign language teachers should fully realize the importance of Ideological and political construction of foreign language courses. By strengthening the top-level design, improving teachers' ability of Ideological and political construction of foreign language courses and strengthening incentive assessment, they should vigorously promote the ideological and political construction and teaching practice research of foreign language courses in Colleges and universities in the new period, and constantly improve the quality of foreign language teaching in Colleges and universities in the new period.

ACKNOWLEDGEMENTS

Research project of Henan Federation of Social Sciences: Research project of Henan Federation of Social Sciences in 2020; Project number: SKL-2020-1278.

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Research on Cultural Translation of Chinese American Literature and its Chinese Translation

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Abstract: With the increasing number of Chinese American literary works in recent years, the status of Chinese American writers in the field of American literature has gradually improved, which is why all walks of life begin to pay close attention to the development of Chinese American literature. In the face of the current social background, we should attach great importance to Chinese American literature, and give full play to the important role of translation and Chinese translation in cultural communication and cross-cultural communication, so as to ensure the continuous improvement of the translation quality of Chinese American literature. This paper explores the cultural translation of Chinese American literature and its Chinese translation, and puts forward relevant strategies for reference.

Key words: Chinese American literature; Cultural translation; Chinese Translation

1. INTRODUCTION

With the continuous development of society, Chinese American literature has completely broken away from the marginalized status of the mainstream American society, and began to appear frequently in American high school teaching. The research enthusiasm of Chinese American literature at home and abroad has increased unprecedentedly. At present, cultural globalization is accelerating. Chinese American literature is an important means and link for cultural exchanges between China and the United States and for people of the two countries to understand each other. Therefore, Chinese American literature is also highly valued in the field of Chinese literature. Many scholars have conducted in-depth analysis and Research on Chinese American literature from the perspectives of translation, culture and literature explore. However, in contrast, the domestic research on the Chinese translation of Chinese American literature is relatively scarce. The degree of Chinese translation of Chinese American literature can reach the second level, which determines whether Chinese American literature can be accepted and recognized in China. The knowledge accumulation of translators and the ethical choice of translators can directly determine the quality of Chinese American literature translation. Therefore, this paper aims to explore and analyze the cultural translation and Chinese translation of Chinese American literature, hoping to provide the necessary reference for the future translation of Chinese American Literature in China.

2. THE CHARACTERISTICS AND DEVELOPMENT OF CHINESE AMERICAN LITERATURE

2.1 Characteristics of Chinese American Literature

In Chinese American literature, many writers will

integrate their understanding of Chinese culture into their works, and under the influence of American native culture and mainstream cultural concepts, process ancient Chinese myths, historical stories and legends, so as to create works that can truly meet the taste and aesthetic requirements of American people's culture. From the perspective of essence, although a lot of Chinese culture has been absorbed by Chinese American literature, in fact, the Chinese culture has also been processed correspondingly. The author makes full use of his divergent thinking to create works, which makes the American ideas and values more prominent. For example, in the woman warrior, a Chinese American literary writer, Hong Tingting integrates many historical allusions and Chinese mythology, including mother-in-law's needling words, fan Lihua's apprenticeship and Hua Mulan's military service for her father. Through the author's processing, the heroine's image of a woman warrior without men's needs is vividly displayed.

2.2 The development of Chinese American Literature

Chinese American literature, as we often say, refers to the literature forms of Chinese Americans and Chinese Americans who have long settled in the United States, grew up in the United States and were born in the United States, and have become American citizens. They have created their struggle and life experience in the United States through English. Chinese American literature first appeared in the 19th century. My childhood in China, which is the work of Chinese writer Li Fuen, can be said to be the beginning of Chinese entering the field of American literature. However, in the process of development, due to the influence of mainstream culture, Chinese American writers who write in English often suffer from the fact and exclusion of American literature. Then, in the first half of the 20th century, the autobiographical novel the fifth Chinese woman, written by the Chinese American writer Huang Yuxue, achieved great success in the American literary world, and even became one of the most important works in the history of Chinese American literature. Huang Yuxue was also known as the "mother of Chinese American Literature". With the continuous development of society, due to the influence of multiculturalism in American society, and the higher social status of Chinese Americans, the American public began to gradually recognize and accept Chinese American literary works, and more Chinese American writers' creative enthusiasm was fully stimulated. After hundreds of years of development, many outstanding Chinese American writers have emerged in the field of Chinese American literature, such as Lei zuwei, Ren Bilian, Tan EnMei, Li Jiansun and Hong Tingting.

3. PRINCIPLES OF CHINESE AMERICAN

ACADEMIC PUBLISHING HOUSE

LITERATURE TRANSLATION

Due to the cultural differences between China and the west, people in China and the United States have many differences in the way of thinking, customs, values and moral values. Therefore, in the process of translating Chinese American literature, many translators have been seriously affected [1]. Due to the dual cultural attributes of Chinese American literature, translators should not only ensure that the Chinese American cultural characteristics in the original works can be fully highlighted, but also reconstruct the heterotopic processing of Chinese culture. In the process of translation, translators should follow the following principles.

3.1 Alienation

Although there is Chinese culture in Chinese American literature, Chinese American literature is essentially a branch of American literature[2]. In the process of creation, the author only stands in line with the American people's values and aesthetic concepts, imagines and rewrites Chinese culture. The brand of American culture in the whole work is still very obvious. Therefore, in the process of translating Chinese literature, translators should not focus on the differences between Chinese culture and American culture. If the ability of American readers to translate Chinese American literature is too much affected by the real situation of Chinese American literature, then it is bound to be seriously affected by the Chinese American cultural differences. In the process of translation, we should fully refer to the principle of reserving differences, how to use various means to ensure that translators can find a scientific translation perspective, so as to fully protect the cultural differences in the works and create a special cultural system of Chinese American ethnic group.

3.2 Domestication as a supplement

With the increasing number of Chinese American literary works in recent years, more and more Chinese cultural elements are involved in the works, which leads to the formation of a system of Chinese American Literature in the field of American literature[3]. Therefore, in the process of translating Chinese American literary works, many translators will choose to restore the Chinese cultural elements involved in the original text, that is, to deal with the cultural resources involved in the works in the form of back translation. However, in the process of back translation, translators should strictly follow the principle of domestication as a supplement, that is, they should not directly restore the original text without full analysis, let alone excessively modify the original text, which will have a serious impact on the quality of the translation. In many Chinese American literary works, even the authors often have the intention to mistranslate Chinese culture, and the Chinese culture that some writers receive from indirect channels is in essence quite different from the original Chinese culture. In the process of translation, translators need to conduct in-depth research on the Mistranslation of Chinese cultural elements, control the application of domestication translation principles, and fully ensure that readers can truly understand the Orientalism in the hearts of Chinese Americans.

3.3 The principle of seeking common ground while reserving differences

In the Chinese American literary works in the 1960s and 1970s, we can still find that many writers are inheriting and inheriting Chinese culture. However, after the development of Chinese American Literature in the 1980s, due to the influence of various factors, Chinese American writers began to try to eliminate the boundary between Chinese and Western culture and foreignize the myth transmission in Chinese culture. In this way, the integration of Chinese and Western cultures from the perspective of Chinese Americans can be fully demonstrated. Therefore, in the process of translation, translators should strictly follow the principle of seeking common ground while reserving differences, combine domestication and foreignization, fully show the particularity and differences of Chinese American culture to domestic readers, and let readers truly realize the infiltration of Chinese culture in Chinese American culture, so as to lay a good foundation for promoting the exchange of different cultures.

4. THE TRANSLATION OF CHINESE AMERICAN LITERATURE

In recent decades, translatology has changed from a single linguistic study or literary research to a diversified one, thus forming a diversified and rich situation of translation studies [4]. For example, the translation studies advocated by the cultural translatology school should turn to culture, changing the traditional translation is a single code to another code activity, but one culture to another. Therefore, in the process of Chinese American literature translation, the relevant translation staff should change the working concept of traditional translation from one language to another, and truly realize the interpretation and translation at the cross-cultural level. In fact, the process of its creation is actually a translation project, in which the Chinese culture is presented to the Western readers by means of foreignization or domestication while constantly crossing the boundary between two languages or cultures. At present, the translation of Chinese American literature can be divided into two categories: Chinese translation of Chinese American literature and cultural translation.

4.1 Cultural translation

Based on the analysis of the whole Chinese American literary and cultural translation, the study of Chinese American literary and cultural translation is basically carried out around two aspects. The first is the translation of Chinese unique culture by Chinese American writers in the process of translation creation. According to the existing research results, the content mainly focuses on the following aspects: the first is the cultural translation at the language level, which mainly includes the translation of Chinese culture specific items, the translation of Chinese characters and the translation of Chinese dialogue, including the summary of the corresponding strategies; the second is the content. The third is the analysis of mistranslation or rewriting of the refracted images of Chinese culture, which is mainly from the perspective of post colonialism, such as the "stereotype" of said's

Orientalism, the "hybridity" of homi Bhabha and the third space And Spivak's "voice" and so on. In addition, based on the identity building and cultural translation of Chinese American writers, this paper discusses in detail how to shape the cultural identity of Chinese American groups in the cultural translation of Chinese American writers and the important role of cultural translation in the construction of Chinese American identity.

4.2 Chinese translation of Chinese American Literature

Although the current Chinese American literature translation is still lack of comprehensiveness and systematicness, it is undeniable that there are more and more Chinese American literature translations [5]. Since 2005, more and more scholars have been engaged in the study of Chinese American literature translation. In his "Reflections on the study of Chinese American Literature", a professor of the Chinese American Literature Research Center has clearly put forward the issues that should be attached great importance to in the future research of Chinese American literature, among which the Chinese translation of Chinese American literature is the key content. In the subsequent studies, scholars have also carried out a detailed study and Analysis on the translation of Chinese American literature, mainly focusing on the analysis of English translation of Chinese American literature and the translation of the names of writers' works. However, in recent years, the studies on the translation of Chinese American literature often remain in these issues. Other researchers mainly focus on stylistic analysis, mainly focusing on the translation of the woman warrior and the Joy Luck Club.

Based on the analysis of the limited number of studies, we can see that there are still some problems in the Chinese translation of Chinese American literature [6]. The first is the Chinese translation of the Joy Luck Club; the second is the translation of names in Chinese American literature; the third is about the Chinese translation of works from the perspective of postcolonial theory, iconology and translation theory; the fourth is the study of back translation in cultural translation; the fifth is about the miscellaneous text The sixth is the introduction of Chinese translation. These problems basically study the Chinese translation methods and Strategies of the woman warrior and the Joy Luck Club, which can play a good reference and guidance role in the future Chinese translation of other works. However, due to the current Chinese American literary genre and the singleness and repetition of the research object, it is difficult to really in-depth study on the translation problems unique to this kind of text, and the consciousness of type research on the Chinese translation of Chinese American English novels is very scarce.

4.3 Comprehensive research

In addition to the above-mentioned two forms of translation, there are also two forms of translation[7]. From the perspective of postcolonial theory and guided by the relationship between translation and cultural identity, this paper reveals the rights hidden in the translation of Chinese American literature and Chinese translation. Although Liu Fang has put forward a new direction for the

study of Chinese American literary translation, the works of Maxine Hong Kingston and Amy Tan are the main text objects of her study.

5. THE CHARACTERISTICS AND SHORTCOMINGS OF CHINESE AMERICAN LITERATURE TRANSLATION STUDIES

Ethnic attributes and cultural identity are hot topics in the study of Chinese American literature [8]. On the construction of cultural identity in cultural translation, most researchers will focus on self-bridal chamber flower and identity construction; mixed literature research beyond identity in multicultural context; research on de marginalization and self-reconstruction of identity and construction of ethnic characteristics. In the end, the purpose of these studies is to reflect the hybridity in the process of Chinese American writers' creation, which is embodied in the following two aspects: first, cultural hybridity; second, language hybridity. Cultural hybridity is a special creative way of Chinese American writers, which is to draw on Chinese cultural resources in the American environment. Therefore, there are a lot of Chinese cultural elements in these works, such as the unique myths and legends, poems and books, customs and habits, etc. Compared with the special relevance of Chinese culture, Chinese American literature is very prominent. Language hybridity is the use of Chinese words and sentences to form a multi-language text and non-standard English (the use of Chinglish and China English), and then produce a special cultural effect. When the translation staff will be involved in the work of a large number of Chinese characteristics involved in the deepening of the story, language features and characters in the process of their original culture, it is necessary to involve the translation of mixed language and culture. But in a word, no matter what we call it, we can see that domestic scholars begin to pay more attention to this aspect of translation.

At present, China has not put forward many countermeasures for the translation of hybrid languages and cultures, and various scholars have not formed a relatively unified understanding [9]. However, there are still a large number of scholars with different views on the above. They also believe that the retention of differences should be the main principle and strategy in the translation of English expression of Chinese cultural information. The author also thinks that this difference should be retained. For example, French translation theorists attach great importance to the translation of multilingual texts. They even think that the main soul of translation is the "heterogeneity" and "otherness" in the text. They think that the work done by the translators who completely eliminate the heterogeneity will be very bad translation. But how to do it? Individual researchers have given specific suggestions. For example, Chinese scholars proposed that we should deal with these multi expressive cross-cultural texts from the perspective of holographic translation. Translators should be good at discovering the heterogeneity of the text and highly respect other cultures reflected by the differences in the process of translation. Therefore, in the future, relevant researchers should attach

great importance to the "otherness" and "difference" of the text, and put forward specific countermeasures and translation guidance.

At the present stage, translators do not pay much attention to the problems in Chinese translation [10]. Therefore, it is suggested that researchers should pay more attention to the issue of intralingual translation in the future. For example, in the process of historical translation, we should fully highlight the epochal nature of the original text.

6. CONCLUSION

Facing the diversified social context, the literary translation and Chinese translation of Chinese American literature can no longer simply stay at the language level or translation skills. We should pay more attention to the relevant factors of Chinese American literature at the political and cultural level. How to construct a national cultural identity of foreign culture requires translators to form in the process of translation molding A moral view belonging to the individual. To a certain extent, the ethnic characteristics and diversified texts of Chinese American literature directly determine what kind of knowledge the translator needs to prepare, how to locate the target of translation, how to define the translation task and how to choose translation strategies. It is necessary to estimate the political and cultural effects of Chinese American Literature in detail. Translators should be fully aware that the over alienation and over domestication of Chinese American literature will, to some extent, have a serious impact on the mission of cultural exchange between China and the West in the translation of Chinese American literature. Translators should, from the perspective of ethics, take alienation as the main means, assist domestication, seek common ground while reserving differences to the greatest extent, and truly build an independent cultural identity of Chinese American ethnic group on the basis of fully protecting the consistency of Chinese American language and tiger, enrich the forms of Chinese national culture, and reconstruct a high-quality Chinese culture In order to ensure the cohesion and self-confidence of the Chinese nation to be fully improved, we can truly lay a solid foundation for the interaction and coexistence of Chinese and American cultures in the context of globalization.

ACKNOWLEDGEMENTS

Key research project of economic and social development in Heilongjiang Province, A Study of Narrative Discourse in Chinese American Literature from the Perspective of Digital Humanity, No. WY2019001-A.

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On Food Culture from The Perspective of Geographical Environment Determinism

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Abstract: Food for the people. Since ancient times, diet is the first priority of the people. China has a vast territory. Different geographical environment and material conditions result in the differences of food culture in different regions of China. The culture of any region is the product of the social and historical development in a certain region, and the geographical environment has a decisive impact on the food culture. Geographical environment determines the choice of food materials, affects the cooking techniques and tastes of food, and is the basis of the diversification of food culture. Taking diet as the carrier, combined with the historical and cultural background of various places, this paper explores the catering culture in China. Through the analysis of the organic relationship between geographical environment determinism and food culture, it is found that there are significant differences in food culture between different latitude regions and different regions at the same latitude. **Key words:** Geographical environment determinism; Diet; Culture

1. INTRODUCTION

Since ancient times, diet is the first priority of the people. "The Analects of Confucius Xiangdang" has a saying that "one should never be tired of fine food, and one should not be tired of fine food", "evil color, no food; bad smell, no food; loss of food, do not eat; from time to time, do not eat". [1] Different geographical environment and material conditions create the differences of food culture in different regions of China. Based on the theory of geographical environment determinism and food culture, this paper divides China into four distinct geographical regions of food culture and compares the differences between them.

2. GEOGRAPHICAL ENVIRONMENT DETERMINISM AND GEOGRAPHICAL DIVISION OF DIET

2.1 Geographical environment determinism

Geographical environment determinism originated in ancient Greece. Hippocrates (460-370 B.C.), the first

doctor of medical geography in ancient Greece, put forward climate determinism. He pointed out: "people (living in the extremely hot climate) are livelier and more robust than northerners. Their voices are clearer, their personalities are gentler and their wisdom is sharper. At the same time, all products in the tropics are better than those in the cold places...". [2] Aristotle believed that geographical location, climate, soil and so on affected the individual national characteristics and social nature. [3] In his book on the spirit of law, Montesquieu, the master of geographical environment determinism, systematically discussed the decisive role of "the nature of climate" and "the nature of land" on the law, social system and national spirit of a country; he stressed the importance of geographical environment to legal spirit, and held that "geographical environment, especially climate, soil, and people's nature" played a decisive role in the legal spirit. There is a relationship between personality and emotion [4].

Guanzi shuidi, a book written by Guan Zhong and his disciples, also has a systematic discussion on the determinism of geographical environment. It emphasizes that water and earth are the root of beauty, ugliness, cleverness, good and evil of human nature. [5] In modern times, the determinism of geographical environment flourished during the period of Western learning spreading to the East in China. Liang Qichao, Li Dazhao and others "mainly use the theory and method of" geographical environment determinism "provided by Montesquieu when they pursue the reasons for the cultural differences between China and the West." [6]

To sum up, this paper generalizes the "geographical environment determinism" as follows: the sum of the natural world around human society plays a certain decisive role in the development of human and society, which is not only reflected in human physiological characteristics, psychology, personality, temperament and behavior, but also affects social economy and literature

2.2 Geographical division of diet

Table 1 geographical division of Chinese food culture

region	South of 30°n region	30°n to 35°n region	35 °n to 40 °n region	North of 40 ° n region
Main provinces (cities, autonomous regions) of distribution	It mainly includes Zhejiang, Fujian, Jiangxi, Guangdong, Guangxi, Hunan, Guizhou, Yunnan, Hainan and Pearl River Delta	It mainly includes Jiangsu, Shanghai, Anhui, Henan, Hubei, Chongqing, Sichuan and Qinghai Tibet Plateau	It mainly includes Shandong, Beijing, Tianjin, Hebei, Shanxi, Shaanxi, Ningxia, Gansu and Qinghai	It mainly includes Heilongjiang, Jilin, northeast Liaoning, Inner Mongolia and northwest

Note: this table is mainly based on Tian Xihu's discussion in the teaching of geographical latitude zonal law in middle school. For details, please

refer to Tian Xihu: "the teaching of geographical latitude zonal law in middle school", Journal of Lanzhou Institute of education, No.2, 1985,

pp. 39-40.

Chinese food culture is broad and profound, has a long history, and has a high reputation in the world. Chinese people say that eating is not only to fill their stomachs, but also to be refined, beautiful, affectionate and polite. In fact, it breeds Chinese food culture with distinctive regional characteristics. In fact, the differences in diet and culture in these regions are mainly caused by the differences in geographical environment, and are the result of long-term effects of geographical environment and historical changes. According to the geographical law of latitude zonality, that is, natural elements such as climate, hydrology, biology and soil, and geographical landscape change regularly along the latitude direction, this paper divides China into four food geographical regions (see Table 1), which are south of 30°n, 30°n to 35°n, 35°n to 40°n, and north of 40°n. To elaborate.

3. THE GEOGRAPHICAL DIVISION OF CHINESE FOOD CULTURE

According to the characteristics of natural climate, soil and water, the biological landscape changes in different latitudes. The special diet of different regions breeds different local culture. The formation and change of food culture is the result of geographical environment differences and historical changes. There are obvious regional differences between the north and the south of China, as well as differences in food culture. The geographical environment of the South and North, such as climate and soil, makes the production of different regions very different. After a long period of accumulation, it has resulted in the differences in people's diet, thus forming a distinctive regional diet customs and traditions.

3.1 South of 30°n

The climate in the south of 30°n in China is mainly subtropical monsoon climate, and a small part of China is tropical monsoon climate. The climate is warm and humid, rainfall is abundant, rivers are dense and soil is fertile, so it is an ideal place to develop rice. Therefore, rice is the staple food in this area. Generally speaking, rice can be divided into three categories: japonica rice, indica rice and glutinous rice. Japonica rice is soft and fragrant, which can cook dry rice and porridge; indica rice is hard and hunger resistant, which is suitable for dry rice; glutinous rice is sticky and fragrant, which is often used to make cakes or wine vinegar. In this area, rice is used as raw material to produce a variety of food, one after another. Among the famous snacks in Shaxian County of Fujian Province, glutinous rice cake, Tangyuan, Ciba, meat dumplings, rice jelly, xiguotuan, Baiguo cake, Tuan cake and many other raw materials are inseparable from glutinous rice. High quality glutinous rice makes the taste of snacks more fragrant and glutinous. In Guizhou, apart from fish in sour soup and silk dolls, they also make Ciba, erkuai, steamed huangba and so on every new year's festival. They also like to brew low alcohol rice wine, which is called "Jiajiu" or "huangdangjiu" in folk. For Guangxi region, there are various kinds of rice products, such as five color glutinous rice, glutinous rice Ciba, New Year cake, Fenli, and rice flour.

It can be found that the food culture in the area south of 30°n is centered on rice. People use japonica rice, indica

rice and glutinous rice to make all kinds of sweet and glutinous rice porridge, cakes and so on, and to brew characteristic rice wine. Due to the influence of the north latitude and south latitude, the food culture has become one of the main characteristics.

3.2 30°n to 35°n

Subtropical monsoon climate is the main climate in China from 30°n to 35°n. The annual accumulated temperature is between 4500-8000 °C, and the average temperature of the coldest month is 0-15 °C. It is high temperature and rainy in summer, mild and little rain in winter. The annual precipitation is generally more than 1000 mm, mainly concentrated in summer, without obvious dry and wet seasons. The typical vegetation is subtropical evergreen broad-leaved forest. This region is very suitable for the growth of various kinds of crops with large demand. Rice is widely planted as the food crop. In some mountainous areas, corn is also planted in large quantities. The oil-bearing crop is mainly rape, which is particularly rich in products. Aquaculture and poultry breeding are quite prosperous. Due to the influence of topography, the western Qinghai Tibet Plateau belongs to plateau mountain climate, which is non regional climate. The eastern part of the latitude zone has a large number of rivers and abundant fishery resources, forming the food culture characteristics of wide range of food materials and fresh water in rivers and lakes. For example, the famous special diets in Jiangsu province include three fresh fishes from the Yangtze River (shad, swordfish, puffer fish), Taihu silverfish, Yangcheng Lake hairy crab, Nanjing Longchi crucian carp, etc. Hot pot, maocai, dry pot and lengchuanchuan are the special food in Sichuan and Chongqing.

In the area from 30°n to 35°n, due to the suitable climate and abundant products, the diet mainly consists of various dishes with rich raw materials, which are well prepared and have many patterns. Due to the influence of the terrain in the East and the west, the taste in the East is light and sweet. We pay great attention to knife work and pyrotechnics. We have a variety of cooking methods. We are good at stewing and braising. Our diet emphasizes the original taste and highlights the main ingredients. The dishes are elegant in style and beautiful in shape and quality. In the western region, the main flavor is salty and spicy, which tends to be hemp. The western region is more conscientious in the use of spicy. It pays attention to the spicy in the spicy and spicy in the spicy. It has strong adaptability. The eastern and western regions have formed a different food culture.

3.3 35°n to 40°n

From 35°n to 40°n, temperate monsoon climate, temperate continental climate and plateau mountain climate are in turn from east to west. The temperature range of this latitude zone is relatively large, the winter is cold, the summer is hot, and the precipitation is concentrated in the summer, which is suitable for the growth of Dryland Crop Wheat. Therefore, pasta has become a major feature of the food culture in this latitude zone. In Gansu, Lanzhou beef ramen, brewed skin, Dunhuang yellow noodles, Zhangye fish rolling and potato stir dough are all well-known; in

Qinghai, there are special delicacies such as noodles, sheep intestines noodles, miscellaneous soup, mutton noodles, Kun pot, etc.; in Shanxi, it is characterized by a variety of pasta, and the noodles are often eaten by local residents, such as sliced noodles, knife poking noodles, picking tips, pulling pieces, scraping geese poles and cat ears.

In the area of 35 ° n to 40 ° n, due to the terrain and climate, it is suitable for the growth of dry land crop wheat. Naturally, the requirement of food is warm and convenient to eat. Pasta just meets this requirement. It is a set of staple food and non-staple food in a bowl. It can be added while eating. It does not have to be confined to the dietary etiquette. It has a variety of production methods and a wide variety, and is deeply loved by people. In this latitudinal zone, the food culture mainly developed around pasta. At the same time, due to its special geographical environment, the soil and water are hard. Vinegar can soften and help digestion. Therefore, people in this latitude have a heavy taste and like vinegar.

3.4 North of 40 ° n

The climate in the area north of 40 ° n is mainly composed of the temperate monsoon climate in the East and the temperate continental climate in the West. The annual accumulated temperature of the eastern temperate monsoon climate is between 3000-4500 °C, the coldest monthly average temperature is - 28.0 °C, and the average temperature in summer is still more than 22 °C. It is warm and rainy in summer, cold and dry in winter, and the annual precipitation is 500-600mm. The typical

vegetation is deciduous broad-leaved forest. The eastern temperate continental climate is characterized by cold winter and hot summer, large annual temperature difference, concentrated precipitation, four distinct seasons, less annual rainfall, strong continental, annual precipitation below 400mm, typical vegetation is desert, grassland, sub frigid coniferous forest. In Northeast China, white meat sausage, sauce skeleton, Flammulina velutipes stewed chicken, pork stewed vermicelli, guobaorou and yellow rice wine are all local specialties. Meanwhile, pickled sauerkraut and pickled vegetables for daily diet in winter and spring, big bowl drinking and big piece eating meat are all folk food phenomena in winter. In the vast Inner Mongolia and the vast northwest region, roast leg of mutton, roast beef jerky, hand grazed mutton, mutton scraps and mare's milk are all very popular foods in this area.

It is not difficult to find that in the area north of 40 ° n, due to the cold weather, people's living environment is more difficult. Therefore, the food culture focusing on the two survival priorities, namely, keeping out of the cold and eating to eat, is relatively rough. The cooking process of dishes is simple, and meat is more popular than other areas. At the same time, due to the natural products and the ability of wine to keep out the cold, people in this latitude area are fond of drinking and the diet characteristics of ethnic minorities are prominent.

The specific differences of food culture characteristics in different latitude regions of China are shown in the table below

Table 2 characteristics of catering culture in different latitude regions

region	South of 30 ° n region	30 ° n to 35 ° n region	35 ° n to 40 ° n region	North of 40 ° n region
Characteristics of food culture	The diet in this area is mainly around rice, using japonica rice, indica rice, glutinous rice to make sweet glutinous porridge, cakes and so on, and to brew characteristic rice wine. Due to the influence of topography, eating acid has become one of the main characteristics of food culture.	The food in this area is mainly made of various kinds of dishes with rich raw materials, which are well made and have many patterns. Due to the influence of the terrain in the East and the west, the taste in the East is light and sweet, while in the western region, the taste is mainly salty and spicy, which is rather spicy. The eastern and western regions have formed different food culture.	Wheat is the main crop in this area, which makes pasta the main feature of food culture in this latitude zone. There are many ways to make pasta. It has strong taste and likes vinegar.	Due to the cold weather, people's living environment is more difficult, the overall diet culture presents a more rough characteristics, the production process of dishes is simple, compared with other regions, they prefer meat and drink, and the characteristics of minority diet are prominent.

4. CONCLUSION

"One side soil and one side people". The culture of any region is the product of social and historical development in a certain region, which has profound geographical and social roots. It is not difficult to find that geographical environment has a decisive impact on food culture. There are significant differences in food culture in different latitudes and different regions of the same latitude.

ACKNOWLEDGEMENTS

This article is the special tasks of the Ministry of Education for Humanities and Social Sciences research - the research on the Theoretical system of Socialism with Chinese Characteristics, the 2020 project "the Study on the Modern Value of Anti-poverty Practice in National Regions: Taking the Liangshan Yi Area for Example", Project Number 20JD710042.

This article is also the progress made in the current stage of the provincial-level discipline platform open project of Xihua University "the Research on the Modernization of Liangshan Yi Area and The Protection of Yi Culture in the Process of Targeted Poverty Alleviation", Project Number 18DFWH-059.

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Analysis and Research on The Common Characteristics of The Interruption of The Optional Set of Movements of Excellent Trampoline Athletes

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Abstract: Mainly adopts video analysis and expert interview method analysis of male and female trampoline athletes customize complete interruption characteristics, this article mainly from the interrupt, the type, the difficulty of movement value, body posture and interruptions position four aspects, the difficulty of the additional links from the same position action value formation and interrupt difficulty of movement value interval were analyzed. The results showed that the proportion of the first half of the complete action of the men was large, and the proportion of the third movement was the largest, and the women's action interruption position was relatively scattered. Man interrupt difficulty of movement big, interrupt and connected to the larger scale before an action is difficult, women's difficulty value of 1.2, 1.5, the largest proportion of difficulty big proportion of the value of 1.6 action interrupts, Male and female group as the body posture movement interrupt proportion is the largest; In the male action interrupt type, there is the highest frequency in the three weeks of the airlift, while the female is mainly in the two weeks.

Key words: Trampoline; Self-Selecting Set; Interruption of Action; Common Features

1. INTRODUCTION

The International Gymnastics Federation trampoline scoring rules point out that the athletes have a complete set of action interruption in the process of competition, and the final result of the set of action is determined by the referee. It also points out that the interruption action is not scored, and only the athletes' online completed action is scored. Therefore, the complete set of action interruption is one of the reasons leading to the failure of athletes, and it is also the key to affect the final performance of athletes

Table 1 Statistics on the interruption of Trampoline Athletes' optional complete sets of movements in 4 competitions unit: (set)

Competition type, time and place	Men's (set)	Women (set)	Total (set)
2015 national Trampoline Championship (Yangquan, Shanxi)	7	6	13
Trampoline World Cup 2016 (Shanghai Station)	12	7	19
2017 national trampoline series (Gaomi, Shandong)	20	16	36
2017 national Trampoline Championship (Hengyang, Hunan)	13	9	22
total	52	38	90

2.2.2 Expert interview

Through the first round of interviews and summary of the interview process, we collected experts' suggestions and opinions, and finally analyzed the composition factors of

At the same time, the new rules put forward new requirements for athletes to master the difficult movements and types of movements. In the 2017-2020 new cycle rules, four difficult movements are required to be calculated. In addition, the rules clearly point out that the movements that have calculated the difficulty value in the first set of prescribed movements are not allowed to appear in the second set of movements, otherwise the difficulty of repeated movements will not be calculated. Therefore, it puts forward new requirements for athletes to master more different types and difficulties of movements, but it also reduces the stability of the whole set of movements to a certain extent, and increases the athletes' competition risk and error rate. This paper analyzes the common characteristics and common problems of Trampoline Athletes' optional complete action interruption, and the analysis results provide a reference for the development of trampoline training.

2. RESEARCH OBJECTS AND METHODS

2.1 Research objects

Through the analysis of 90 sets of elite Trampoline Athletes' optional action interruption, this paper analyzes the common characteristics and causes of elite Trampoline Athletes' optional action interruption.

2.2 Research methods

2.2.1 Video analysis

Statistical analysis of the new rules before and after the change in 2015-2017 period of four large trampoline competition athletes optional complete set of action interruption video, mainly including athletes in each round of the preliminary second set of action and final set of action, the statistical results for men's 52 sets, women's 38 sets, a total of 90 sets of action interruption, see Table 1 for details.

the performance of trampoline sets from the aspects of technique, difficulty, height and displacement According to the weight statistics questionnaire of four factors influencing the interruption of complete set of actions, the

results of experts' filling in are shown in Table 2.

Table 2 Statistics of interview experts

Expert	Interview coach list
National team coach	Cai XX, Zhuo XX, Chen XX, Mu XX
Coach of Shanxi team	Wang x, Tian XX, Liu x, Dong x, Wang x, Wang x
Scientific researchers	Feng XX, Dong XX

In 2017-2020 new cycle scoring rules, the composition of the total score of complete set of actions is composed of e score (technical score) + H score (displacement score) + T score (height score) + D score (difficulty score), minus deduction points. The following is the weight statistics of

Table 3 weight statistics of four factors affecting the interruption of optional complete set of actions

Interrupt action index	Weighted results	Link action indicator	Weighted results
Technology E	▲▲▲▲▲	Linking technology	▲▲▲▲▲
Difficulty D	▲▲▲▲	Link difficulty	▲▲
Height T	▲▲▲	Link height	▲▲▲
Displacement H	▲▲	Link displacement	▲▲▲

Table 3 Analyzes the four factors of performance composition in the process of completing the interruption action and the adjacent connection action. The analysis shows that the technology is the basis of the action completion, and also the guarantee of the difficulty and height of the action. The correct technical play can reduce the movement displacement, thus increasing the stability of the whole set of actions.

2.2.3 Mathematical statistics

The data of video analysis is sorted, counted and analyzed by Excel.

3. RESULTS AND ANALYSIS

The following analysis mainly analyzes the common characteristics from four aspects: the position of the interrupt action, the difficulty of the action (including the difficulty of connecting the interrupt action), the type of action and the body posture.

3.1 Position characteristics of optional complete action interruption

Table 4 Statistics of position, name and frequency at the same position of interruption action of optional complete set of actions unit: (set)

position	Male athletes (n = 52)		Female athletes (n = 38)	
	Denomination of dive	Frequency	denomination of dive	Frequency
1	-----	0	-----	0
2	12101o③\811o\811<	5	800o③\811o\800<\Vertical jump②	7
3	12001<③\12001o⑦\40o\Vertical jump③	14	821<\803<\Vertical jump②	4
4	12101o④\811o③\811<\831<\40o②\Vertical jump	12	800o\811o\40o\Vertical jump	4
5	12001o\801o\40<\Vertical jump④	7	803o\803<②\Vertical jump④	7
6	831<\800<\40\Vertical jump	4	811<\800<\800o\40\40o	5
7	821<\801<②	3	803<\801<\801o\41o	4
8	801o\40o②	3	811o\811<	2
9	801<\Vertical jump②	3	800/	1
10	833/	1	822/\4	4

Note: the number after the action name indicates the interruption frequency of the action. If it is not indicated, it indicates that there is an interruption at this position of the action.

Table 4 Shows that vertical jump, two-week somersault turn (or no turn) and three week somersault turn (or no turn) are the main parts of male and female athletes' interruption actions, and a few single week somersault turn (no turn) actions.

There are 11 sets of vertical jump for men, accounting for 21.2% of the total sample, and 9 sets for women,

the influence degree of each index on the action interruption by each coach. The number of this symbol indicates the degree of influence, and the maximum degree of influence is five.

The complete set of movements is composed of 10 movements that meet the requirements. According to the athletes' personal technical characteristics and their mastery of difficult movements, the coaches choose the movements that are suitable for the athletes to arrange reasonably, so as to ensure that the athletes can play stably and achieve excellent results in the competition. Trampoline optional complete set of action is different from the prescribed set of action. The choice of difficulty and type of action and the location of different actions in the complete set of action are formed by comprehensive consideration of many factors, which is known as "mature set". But combined with the data and trampoline project characteristics, it is known that each position in the complete set of action may have interruption, but the proportion of interruption in each position is not the same. Therefore, the analysis of the position characteristics of the optional complete set of action interruption is as follows.

accounting for 23.7%. From the analysis of action position, vertical jump mainly appears in the second to the fifth action, and the frequency of vertical jump is the highest for both men and women.

Figure 1 Shows that the interruption frequency of the first half of the whole set of movements of male and female athletes is higher, except for the first movement. It is

clearly shown in the figure that the frequency of action interruption in the third and fourth position of male athletes is the highest, and the action is mainly concentrated in the three week empty turnover. The fifth action interruption frequency is relatively high, combined with the analysis of Table 3, the proportion of vertical jump is relatively large. The second and sixth action interruption frequency is lower than the fifth action, the seventh to ninth action interruption frequency is the same, only one action interruption (833 /) in the tenth action position; compared with male athletes, the second and tenth action interruption frequency of female athletes is higher than that of male athletes, the second and fifth action interruption frequency is the largest and equal, the sixth action interruption frequency is relatively high. The frequency of the third, fourth, seventh and tenth action is equal.

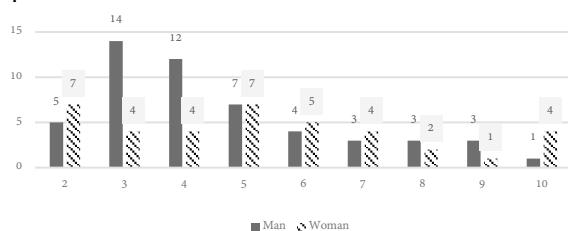


Figure 1 Statistics of interruption frequency of male and female athletes in the same position

Therefore, the position characteristics of interruption show that the interruption frequency of the first half of men's complete set is higher, the 10th is the lowest, and the third and fourth are the highest; the interruption frequency of women's optional complete set is the highest, and the interruption frequency of the second, fifth, eighth and ninth is the lowest, and the interruption frequency of other positions is larger and almost the same.

3.2 Analysis of the difficulty characteristics of the interrupt action of the optional complete set of actions

Difficulty is one of the key factors to form a complete set of trampoline performance, is an important factor for trampoline athletes to get high scores. In this paper, the characteristics of the interruption difficulty of the optional set of actions are analyzed from three aspects: the value of the interruption difficulty, the division of the interval of the interruption difficulty in the same position, and the comparison of the interval of the interruption difficulty and the link difficulty.

3.2.1 Frequency analysis of the same difficulty value in interruption action

According to the statistical table of interrupt action name, the same action or the same action with different difficulty values appears repeatedly, so the frequency of interrupt action with different difficulty values is counted.

Figure 2 Shows that the difficulty value of men's interruption is 0-2.0 from low to high, and the interruption frequency of 0 (vertical jump) is the highest. The frequency of interruption was 1211.012.01 and 1211.012.01 respectively.

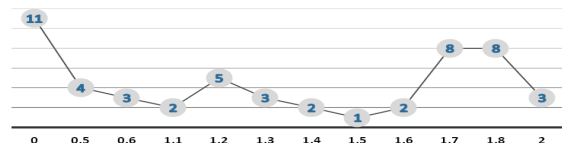


Figure 2 Statistics of interruption frequency of men's value actions of the same difficulty

Figure 3 Shows that the difficulty value of women's interruption movement ranges from 0 to 1.6, the highest interruption frequency is 1.2 (except the difficulty value of 0), followed by the interruption frequency of 1.0 and 1.5 (803 <, 821 <); in addition, the difficulty value of 1.6 movement (833 /) appears 4 times, and concentrated in the 10th movement; the other difficulty values of 0.5, 0.6, 1.3 and 1.4 have the same interruption frequency, 2 times, and 1.1 difficulty movement appears Once.

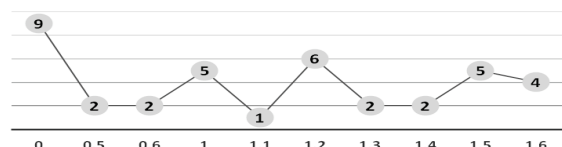


Figure 3 Statistics of interruption frequency of women's value actions of the same difficulty

In addition to the difficulty score of 0 (vertical jump), men's overall movement is more difficult (1.7, 1.8), and the interruption frequency is higher than women's; women's movement has two characteristics, that is, the movement difficulty value is in the middle and the utilization rate is higher, and the interruption frequency is higher. Second, the difficulty value is large, and the frequency of interruption is relatively high.

3.2.2 Analysis of the difficulty value interval characteristics of the same position interruption movement

The statistical results of interruption show that there are many actions in the same position in the whole set of actions, and their action types and difficulty values are different, including the repetition of the same action in the same position. Table 5 (men's) and table 5 (women's) respectively count the difficulty value of interruption in the same position in the athletes' optional complete set of movements, and divide the difficulty value from low to high. Table 5 divides the difficulty value of interruption in men's movements into [0-0.6], [1.0-1.4], [1.5-1.6], [1.7-2.0] four intervals, [0-0.6] and [1.7-2.0] two difficulty intervals with the most interruption and the same, respectively There were 18 interruptions, 11 in the [1.0-1.4] difficulty interval, and 5 in the [1.5-1.6] difficulty interval.

The characteristics of the difficulty distribution of men's interruptions in the same position are as follows: the proportion of interruptions in the third position is 26.9%, and the difficulty distribution is in [0-0.6] and [1.7-2.0], but most of the movements are concentrated in [1.7-2.0]. The proportion of interruptions in the fourth position is 23.1%, and only one movement is distributed in [1.5-1.6], and the other three are difficult. The results show that there is no significant difference in the frequency of middle position movement interruption; the difficulty distribution of the fifth position movement is concentrated in the

interval [0-0.6], the proportion of the second position movement is 9.6%, and the difficulty is concentrated in the interval [1.0-1.4] and [1.7-2.0]; the proportion of the fourth position movement interruption is basically the same, the difficulty of the middle position movement is distributed in the first three intervals, and the difficulty is relatively small; the difficulty of the tenth position movement is 1.6 Only once.

The correlation between the position and difficulty value of men's interruption is as follows: the proportion of

Table 5 Statistical analysis of the difficulty of men's breaking and linking movements

Connection action		Position, difficulty range and frequency of interruption						
position	Difficulty interval	position	[0--0.6]	[1.0--1.4]	[1.5--1.6]	[1.7--2.0]	Total frequency	Proportion (%)
①	[2.0-2.2]	② [1.2-1.8]	0	2	0	3	5	9.6
②	[1.0-2.1]	③ [0--2.0]	4	0	0	10	14	26.9
③	[1.1-2.0]	④ [0--1.8]	3	4	1	4	12	23.1
④	[0.5-1.8]	⑤ [0--1.7]	5	1	0	1	7	13.4
⑤	[1.5-1.7]	⑥ [0--1.6]	2	1	1	0	4	7.7
⑥	1.6	⑦ [1.3-1.5]	0	1	2	0	3	5.8
⑦	[1.4-1.5]	⑧ [0.5-1.1]	2	1	0	0	3	5.8
⑧	[1.2-1.4]	⑨ [0--1.3]	2	1	0	0	3	5.8
⑨	1.7	⑩ 1.8	0	0	1	0	1	1.9
total	----	-----	18	11	5	18	52	100

Table 6 Shows that the difficulty of women's interruption can be divided into four intervals from low to high, namely [0-0.6], [1.0-1.2], [1.3-1.4] and [1.5-1.6]. The frequency of interruption in the first two zones is basically the same as that in the other zones, [1.3-1.4] is the least, and [1.5-1.6] is the most difficult. The second position and the fifth position have the biggest interruption, but the difficulty of the second position is mainly concentrated in the [1.0-1.2] interval, the fifth position is mainly distributed in the [0-0.6] interval, at the same time, there are two actions in the most difficult interval [1.5-1.6]. The interruption proportion of the sixth position is 13.3%, and

Table 6 statistical analysis on the difficulty of women's breaking and linking movements

Link address		The position of interruption and the frequency of difficulty interval						
position	Difficulty interval	position	[0--0.6]	[1.0--1.2]	[1.3--1.4]	[1.5--1.6]	Total frequency	Proportion (%)
①	[1.7-2.0]	② [0---1.2]	2	5	0	0	7	18.4
②	[1.0-1.4]	③ [0---1.5]	2	0	0	2	4	10.5
③	1.5	④ [0---1.2]	2	2	0	0	4	10.5
④	[1.0-1.6]	⑤ [0---1.5]	4	0	1	2	7	18.4
⑤	[0.6-1.5]	⑥ [0.5--1.4]	2	2	1	0	5	13.3
⑥	[1.0-1.4]	⑦ [0.6--1.5]	1	1	1	1	4	10.5
⑦	[1.3-1.5]	⑧ [1.2--1.4]	0	1	1	0	2	5.3
⑧	1.3	⑨ 1.2	0	1	0	0	1	2.6
⑨	1.1	⑩ 1.6	0	0	0	4	4	10.5
total	----	-----	13	12	4	9	38	100

The position and difficulty characteristics of women's interrupt action show that: in the interrupt action, the high difficulty action is concentrated in the 10th position, and the interrupt proportion is in the middle, and other high difficulty actions are distributed in the 3rd and 5th action positions; from the analysis of the interrupt action position, except the 8th and 9th position, the interrupt proportion is the smallest, and the other position's interrupt proportion is relatively large, but each position's interrupt action is difficult The degree of difficulty is mainly concentrated in the middle and low difficulty range, namely [0-0.6], [1.0-

interruption is the largest, the position is concentrated in the second, third, fourth and fifth position, and the high difficulty action mainly appears in the above position, in addition, other interruption actions are distributed in different difficulty intervals; the proportion of interruption actions from the sixth to the ninth position is in the middle, and the difficulty is mainly distributed in [0-0.6] and [1.0-1.4] In the 10th position, the difficulty of interruption is relatively high and the action is relatively concentrated.

the difficulty of the action is mainly divided into two intervals [0-0.6] and [1.0-1.2], each interval has the same interruption frequency, [1.3-1.4] 4] There is one action in this position; the proportion of action interruption in the third, fourth, seventh and tenth positions is the same, and the distribution range of action difficulty is different, but the difficulty of action interruption in the tenth position is 1.6 points, a total of four times; the proportion of action interruption in the eighth and ninth positions is small, and the difficulty of action is in the middle, concentrated in the middle two intervals.

1.2].

3.2.3 Comparative analysis of difficulty intervals of interruption and connection

The analysis of connected action is mainly based on the following two points: first, the statistical process of interrupted action video data shows that the reasonable and stable completion of each connected action is very important, which is also the key factor for the successful completion of the next action; second, from the results of the interview, the completion quality of connected action is also the key factor leading to the interruption of the

whole set of action It includes the difficulty, technique, displacement and height of connecting movements. Table 5 and table 6 respectively count the difficulty value of the first position of men's and women's interrupted action position. The formation of the difficulty range of the same position of connected action comes from the corresponding interrupted action. In the first two columns of the table, the difficulty range of connecting action and interrupting action is shown, and the difficulty value of connecting action and interrupting action in each position constitutes the interval.

Figure 4 and figure 5 respectively show the lowest and highest difficulty values of men's and women's interrupting actions in each position, as well as the statistics of the lowest and highest difficulty values of connecting actions in each position. Compared with the lowest difficulty value of connecting action and interrupting action in two adjacent positions, the column chart in Figure 4 shows that the lowest difficulty value of interrupting action in other positions is less than that of the previous connecting action, except that the difficulty value of the 10th interrupting action is greater than that of the previous connecting action (9), and most of the interrupting actions have vertical jumps, and the difficulty value is 0; broken line chart The results show that the maximum difficulty value of the interrupt action is less than that of the previous connection action. Therefore, the difficulty value of the interrupt action is less than that of the previous position connection action, but the difficulty value of the 10th action is higher.

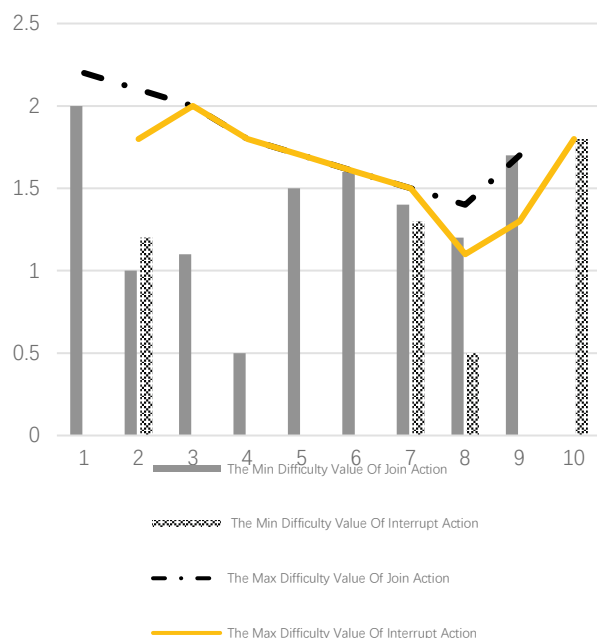


Figure 4 Statistics of the highest and lowest difficulty values of men's connecting action and interrupting action in the same position

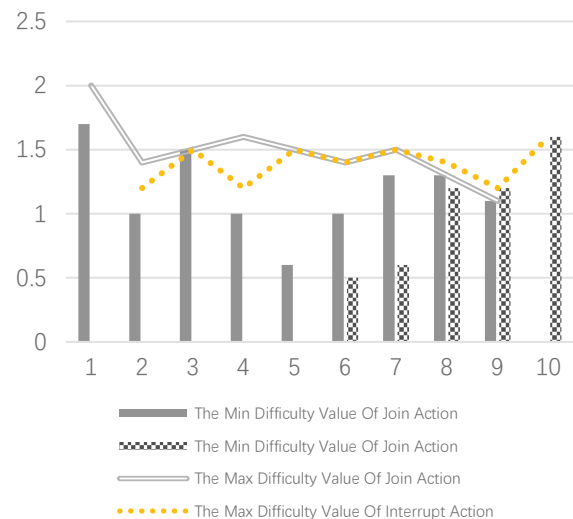


Figure 5 Statistics of the highest and lowest difficulty values in the same position of women's connection action and interruption action

The bar chart in Figure 5 shows that the lowest difficulty value of the interrupt action in the 10th position is lower than the lowest difficulty value of the previous connection action, while the highest difficulty value of the interrupt action in the 3rd, 7th and 10th positions is higher than the highest difficulty value of the previous connection action, and the highest difficulty value of the other action position connection action is higher than the next position interrupt action.

The difficulty value of interruption in each position of the optional set of movements of male and female athletes is less than that of the previous connection. It can be seen that the complete set of action is interrupted, the connection before the action position is relatively difficult, the action is difficult, and the probability of action interruption is large.

3.3 Statistical analysis of body posture of interrupt action of optional complete set of actions

According to the technical standard of trampoline scoring rules, athletes can use three kinds of postures to complete the trampoline, which are ball body, bending body or straight body. Athletes of the same type can complete the trampoline with different body postures, and their difficulty is different. The rules point out that for somersault with or without rotation for two or more weeks, the action is completed by bending or straight body, and 0.1 points will be added for each week. In the process of somersault, it is relatively easier to complete the action with the posture of ball body, and the difficulty and turning radius are less than that of straight body or bent body. In addition, under the same situation of difficulty and somersault cycles, the bent body is easier to complete the action than the straight body, while the common straight body action mostly appears in the 10th action of the whole set, such as 822 / and 833 /.

In Table 7, the proportion of male and female athletes' action interruption is the largest, the body posture is ball body, the next is bent body, and the smallest is straight body. The results showed that 50.0% of the men's movements were interrupted in the group posture, and the

most of the movements were three week empty turnover, with 15 sets (120010, 121010), and some two week and one week movements. 25.0% of the interruptions were completed by bending, and 2 sets of interruptions occurred in the straight body posture. Among the interruptions of Table 7 statistics of body posture of Trampoline Athletes' optional

complete set of interrupted movements unit: (set) women, the proportion of group body was the largest, followed by bending, and the proportion of straight body was the smallest, but the proportion of interruptions of straight body was higher than that of men, mainly 822 / of the last set of movements, with 4 sets.

Gender	Curving		Tucked Position		Straight body		vertical jump	
	frequency	Percentage (%)	frequency	Percentage (%)	frequency	Percentage (%)	frequency	Percentage (%)
male(n=52)	13	25.0%	26	50.0%	2	3.8%	11	21.2%
woman(n=38)	10	26.3%	13	34.2%	6	15.8%	9	23.7%

3.4 Statistical analysis of interruption types of optional complete sets of actions

The statistics of interruption action types are divided according to the number of somersault cycles, and the rotation stage is divided again on the basis of somersault. See Table 8 for details. From the analysis of the number of somersault cycles, the proportion of one week somersault interruption is the smallest, 13.5% for men and 10.5% for women. Combined with the video statistics and the selection and arrangement of the optional complete set of actions, the one week action in the optional complete set of actions is mainly due to the unstable completion of the connection action and the emergency protection action; the two-week somersault action interruption proportion is larger, including two-week somersault Action is the main

part of women's break action, and the break proportion is 66.1%. The break proportion of men's two-week somersault is 30.7%, which is one of the main parts of break action. In the three week somersault break action, it is mainly men, and it is the action type with the largest break proportion (34.7%). The main reason for the absence of three week somersault in the women's interruption movement is the athletes' ability, the mastery of difficult movements, the arrangement of optional complete sets of movements and other factors. However, from the statistical video analysis, the three week somersault in the women's optional complete sets of movements is mainly distributed in the first position, and there is no interruption in the statistics.

Table 8 statistics of interruption types of Trampoline Athletes' optional complete sets of movements unit: (set)

Gender	One week		Two weeks			Three weeks	
	No twist	There is a twist	No twist	Early turn	Late turn	Early turn	Late turn
male(n=52)	7/13.5%	0	1/1.9%	10/19.2%	5/9.6%	7/13.5%	11/21.2%
woman(n=38)	3/7.9%	1/2.6%	8/21.2%	10/26.4%	7/18.5%	0	0

Note: The total number of samples in the table does not show the vertical jump of interruption, that is, men (11 sets / 21.1%) and women (9 sets / 23.4%)

From the analysis of the rotation phase of the interruption movement, the interruption proportion of men's two-week early rotation and three week late rotation (12001o, 12001 <) is the largest and the same, and the interruption proportion is greater than two-week late rotation and three week early rotation respectively; the interruption proportion of women's two-week somersault early rotation is larger, and the interruption proportion of two-week somersault without rotation and two-week somersault late rotation is slightly lower And the proportion of interruption was almost the same. In statistics, 833 / of the two-week somersault late turn interruptions are generally regarded as the 10th action of women's optional complete set, accounting for 57.1% of the two-week late turn interruptions. They are the main interruptions of women's two-week late turn interruptions. Most of the single week somersault interruptions are caused by the adjustment of the action.

4. CONCLUSION

4.1 Male and female trampoline athletes choose their own complete set of movements. Except for the first position, there is no interruption, other positions are interrupted, and the proportion of interruption in the first half of the complete set of movements is relatively large. Among them, the proportion of men's action interruption in the third and fourth position is the largest, which is 26.9% and

23.1% respectively, followed by the fifth and second position, the other positions decrease in turn, and the tenth position is the smallest; the largest position of women's action interruption is concentrated in the second and fifth position, the proportion of action interruption in the third, fourth, sixth, seventh and tenth position is similar, and the proportion of action interruption in the eighth and ninth position is the smallest. The results showed that men's interruption was concentrated in the third and fourth position, while women's interruption was relatively scattered.

4.2 The highest frequency of action interruption of male and female athletes is vertical jump, and the difficulty value is 0. In addition, men's difficulty values of 1.7 and 1.8 had the highest frequency of action interruption, and the action with high difficulty and frequency of interruption was concentrated in the third action position; women's difficulty values of 1.2, 1.0, 1.5 and 1.6 had a higher proportion of action interruption, and the action with high difficulty and frequency of interruption in the same position was concentrated in the tenth action (822 /). Men's overall movement is difficult and the interruption frequency is high, while women's use frequency is high, the difficulty of movement is in the middle and the interruption frequency is high. The difficulty value of a connection action before the interruption action in the

same position is greater than that of the interruption action.

4.3 For the male and female athletes, the group body posture had the largest proportion of interruptions, which were 50.0% and 34.2% respectively. The proportion of flexion interruption was smaller, and the proportion of straight body interruption was the smallest.

4.4 Among them, the proportion of two-week somersault and two-week somersault is the highest.

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Practice and Reflection of Student Management in Higher Vocational Colleges

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Abstract: Student management is an essential part of talent training in Colleges and universities. A higher level of student management can provide conditions for the orderly development of educational activities, achieve talent training objectives, and improve the employment rate of students. This paper briefly introduces the characteristics of students in higher vocational colleges, analyzes the actual employment situation of students in higher vocational colleges, and puts forward measures to promote the management level of higher vocational colleges, hoping to provide reference for the development of student management in Higher Vocational Colleges and improve the employment rate of students in Higher Vocational Colleges.

Key words: Guidance; Higher vocational colleges; School management; Practice; Reflection

1. INTRODUCTION

From the current situation to analyze, with the scale of higher vocational colleges, the number of enrollment increases, the role in higher education is more and more obvious, has been widely concerned by the education industry. In this context, higher vocational colleges should interpret the relevant policies, recognize the future development direction of higher vocational colleges, and formulate appropriate development countermeasures to provide support for the long-term and stable development of higher vocational colleges.

2. CHARACTERISTICS OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

By comparing the students in Higher Vocational Colleges with those in ordinary colleges, we can find that the difference between them is obvious. From the perspective of enrollment analysis, vocational colleges recruit students' self-control ability is relatively low, there is no detailed career planning, self-management ability is also relatively weak. This is mainly because the vocational college students have just experienced the college entrance examination, and did not get the ideal results, self-confidence has been a certain impact, some students' psychological endurance is relatively weak [1]. After joining the higher vocational colleges, it is likely to be impacted by a variety of different types of values, more confused for the future, lack of motivation to struggle. Coupled with the impact of China's family planning policy, most college students are now one-child groups, lack of experience to get along with others, pay more attention to their own development, and the ability to get along with classmates is relatively low, which is also an urgent problem to be solved. In addition, under the influence of traditional ideas, some parents have a one-sided understanding of higher vocational colleges. They think

that the existence of higher vocational colleges can not provide support for the development of students, and they no longer pay attention to the future situation of students, which leads to students' confusion in the process of learning in higher vocational colleges, which is not conducive to the smooth development of student management in higher vocational colleges.

3. THE EMPLOYMENT SITUATION OF HIGHER VOCATIONAL COLLEGE STUDENTS

From the current situation to analyze, the employment situation of college students is more severe, which is not conducive to the smooth employment of higher vocational students, the problems can be summarized as follows: first, with the further development of society, the number of population in our country is increasing, the number of jobs and the number of people who need employment is different, and the contradiction is more prominent, which also leads to the college students can not be successful One of the main reasons for employment [2]. Second, at present, China has not formed a perfect employment mechanism, there are some problems in the process of talent selection, and the scientific nature is relatively low. Under the influence of the traditional concept of employment, most of the talents with strong comprehensive quality are difficult to work in the positions they want. Third, the higher vocational colleges do not pay attention to the low level of students in the society. In this case, most enterprises are not willing to recruit higher vocational college students, which leads to higher vocational college students are more difficult.

4. TAKE EMPLOYMENT AS A GUIDE TO PROMOTE THE MANAGEMENT LEVEL OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

Employment as a guide should be integrated into all aspects of student management in higher vocational colleges. In carrying out daily management work, higher vocational colleges need to work out a work plan that takes employment as a foothold to help students solve employment problems and improve the quality of employment education. In this process, teachers should communicate with students, understand the work that students want to carry out, and provide personalized training for students, so that students' professional level and professional ability can be improved, and have enough ability to be competent for the post.

4.1 Do a good job in specialty construction

Higher vocational colleges are more local and career oriented, which, from a certain point of view, determines the direction of specialty construction in higher vocational colleges. Higher vocational colleges need to analyze market consultation according to the reality of Higher Vocational Colleges and relevant policies, so as to

improve the ability of students in all aspects. Therefore, higher vocational colleges must investigate and analyze the market, understand more career changes, ensure that the characteristics of professional construction carried out by higher vocational colleges are more distinctive, provide support for the development of students, and make students better adapt to the future work [3].

4.2 Strengthen employment guidance

In higher vocational college students just learning, it is necessary for students to carry out employment training. Teachers in higher vocational colleges should make students know their major and the jobs they can choose in the future through lectures. Through employment training, employment knowledge education, employment speech and other forms, students can establish correct employment concept, master more employment knowledge and skills, and interpret and publicize employment policies, so as to form a more profound understanding of the employment situation, and put forward students' psychological bearing capacity.

4.3 Improve the ability of employment guidance personnel in all aspects

The employment guidance of students and enterprises can be produced. It needs to communicate with enterprises, master more employment information under the new situation, and provide it to students, so as to make students' employment planning more reasonable and provide good conditions for students' smooth employment. The work of employment guidance contains many aspects, which has higher requirements for the employment guidance staff. Therefore, employment guidance personnel not only need to enhance their professional quality, but also need to understand the actual situation of social development and the relevant policies issued by China to understand the economic development. To this end, all aspects of employment guidance should be constantly improved to achieve the goal of employment guidance.

4.4 Make students form correct employment psychology

From the current situation to analyze, we can find that college students' employment is more difficult, it is likely that there are some psychological problems in the process of employment. In this case, higher vocational colleges

should carry out psychological education for students to make them form correct employment psychology [4]. We can solve some not serious psychological problems through activities to make students more optimistic. If some students have serious psychological problems, teachers can communicate with students alone to help them solve the psychological problems. It should be noted that in the process of carrying out psychological education must be targeted to ensure that students can receive psychological education, pressure ability is improved.

5. CONCLUSION

According to the above analysis, higher vocational college students and ordinary college students, the characteristics are more distinct, so higher vocational colleges should not copy the management mode of ordinary colleges and universities in the management, should start from the reality of students, for the content and way of management work to make appropriate adjustment, and in the process of practice, continuous improvement, find out more line Effective development measures to help students form a correct understanding of employment, clear future development goals. Give full play to the role of Higher Vocational Colleges and provide sufficient talents as support for the development of society.

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Steadily Promote the Effective Connection Between Poverty Alleviation and Rural Revitalization

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Abstract: At present, China's economic development is very rapid, and the quality of life of the people is also constantly improving. In order to make the people live a well-off life in an all-round way, it is necessary to strengthen and improve the poverty alleviation policy for remote areas. At this stage, the main task of Rural Revitalization is to win the battle of precision poverty alleviation, so that it can be combined with the Rural Revitalization Strategy. Because there is a close relationship between the two, so accurate poverty alleviation has become one of the important tasks for China to achieve a well-off society in an all-round way. As for rural revitalization, it is an important strategy for China to build a socialist modern city in an all-round way. Therefore, the joint promotion and effective connection of poverty alleviation and Rural Revitalization can effectively promote the future development of China. Based on this, this paper analyzes the effective connection between stable promotion of poverty alleviation and Rural Revitalization.

Key words: Poverty alleviation; Rural Revitalization

1. INTRODUCTION

At present, many regions in our country do not pay enough attention to poverty alleviation, which also leads to the emergence of formalism and bureaucracy. Therefore, we should solve this problem seriously and put an end to it, so that the people in poor areas can lead a better life. Therefore, China proposes to consolidate and improve the results of poverty alleviation, maintain the overall stability of the policy, and promote the effective convergence of comprehensive poverty alleviation and Rural Revitalization Strategy.

2. THE INTERNAL CONSISTENCY BETWEEN POVERTY ALLEVIATION AND RURAL REVITALIZATION

2.1 Winning the battle against poverty is the premise of Rural Revitalization

At present, through the precise poverty alleviation policy, China's poor people get rid of poverty, and the whole people are moving towards a well-off life of common prosperity and happiness. In fact, the overall requirement of Rural Revitalization Strategy is to insist on giving priority to rural development, and in accordance with the overall requirements of industry, ecology and rural ethos, so that the policy of urban-rural integration can be promoted, the rural industry can be integrated, and the agricultural and rural areas will develop in the direction of modernization. From the perspective of national

development, the task of poverty alleviation is only the foundation, and the task of national revitalization is a higher-level goal. Only in this way can we truly realize the economic promotion of the whole nation.

2.2 A high degree of agreement between the two goals

For winning the battle against poverty, it is to enable the poor people in rural areas of China to have meals, children can receive compulsory education, medical facilities for the masses can be in place, and the reliability of buildings can be fully guaranteed. At present, the main task of our country is to achieve the goal of getting rid of poverty. Many poor areas need to take away the hat of poor counties and solve the overall poverty problem of individual areas. The Rural Revitalization Strategy can effectively solve the "three rural" problems, through the concept of "teaching people to fish is better than teaching them to fish", so as to achieve the comprehensive improvement of China's poor rural areas, so that China's poor rural areas can develop towards the road of Rural Revitalization. This also shows that both rural revitalization and poverty alleviation have a promoting effect on the development of poor rural areas in China, so the effective connection between the two is an inevitable trend.

3. TWO KEY POINTS TO LAY A SOLID FOUNDATION

If we want our country's Rural Revitalization Strategy to effectively link up with poverty alleviation, we need to choose high-quality industries, so as to promote the collective development of the poor people, which can effectively reduce the problem of industrial sales of the poor, so as to realize the principle of independent entrepreneurial industries for the poor. And it can also effectively solve the employment problem in poor areas, so that the poor areas can achieve long night system employment, migrant employment and other flexible employment mode, so that the employment problem can fully cover all the poor people who want to work, so as to promote the implementation of the Rural Revitalization Strategy, so that China's poor families can move towards a well-off life [1].

4. STRENGTHEN THE ABILITY TO COMPREHENSIVELY PROMOTE THE STRATEGY OF RURAL REVITALIZATION

4.1 Strengthen talent cultivation and improve learning ability

In order to make the Rural Revitalization Strategy can be carried out in an all-round way, it is necessary to strengthen the personnel training in poor areas, so as to

cultivate a group of talents who can lead the rural areas to become rich. We also need to introduce the talents who are employed abroad, so as to lead the poor people to get rich together, and improve the teaching mode of agricultural college, so that the teaching courses can be developed more practical, which has a positive role in promoting the development of poor areas in China.

4.2 Strengthen the grassroots foundation and improve the ability of political leadership

In order to promote the strategy of Rural Revitalization in China, we also need to improve the operation structure of our country's villages and towns, so that the two-level governance mechanism of rural areas can be improved accordingly, so that the Party branch secretary of poor villages can focus on the construction of grassroots party members, so as to achieve the overall goal of poverty alleviation. It is also necessary to implement the elimination mode, to eliminate the village cadres who are incompetent, irresponsible and unable to complete the task, to train some responsible party members and cadres, and to carry out the selection at the leadership level, so as to encourage the Party cadres to strive for the best, so that the infrastructure of poverty alleviation and prosperity in poor areas can be effectively strengthened.

4.3 Strengthen planning and planning to improve the development ability of the Association for science and technology

When carrying out poverty alleviation work in poverty-stricken areas, it is also necessary to accurately select projects, so that infrastructure can be focused on implementation, and industrial poverty alleviation and basic social security projects can be effectively carried out, so that infrastructure can learn from each other to make up for the weak, so that poor areas can get basic social security. And also need to play a strategic guiding role, through the continuous strengthening of the planning consciousness and professional ability of grassroots cadres in poor areas, so that the implementation of the plan can be improved.

5. REALIZE THE EFFECTIVE CONNECTION BETWEEN POVERTY ALLEVIATION AND RURAL REVITALIZATION IN PRACTICE

5.1 Develop rural industry by combining long with short

For poor areas, industrial poverty alleviation is an effective way to promote the development of poverty-stricken areas and increase the income of poor farmers. At the same time, it is also the strategic focus and primary task of poverty alleviation and development in poverty-stricken areas. For the development of rural agriculture, not only can the rural areas be able to carry out sustainable poverty alleviation, but also can strengthen the material basis of Rural Revitalization. Therefore, whether it is rural revitalization or poverty alleviation, we need to strengthen the economic development of rural industry, because the industry cannot develop will also lead to rural

development is restricted, only let the industry get the corresponding revitalization, can we lead the poor areas to get rid of poverty and become rich. Some poverty-stricken areas can also introduce poverty alleviation projects according to the local characteristic resources, so as to give full play to the advantages of production areas. It is also necessary to build a more characteristic industrial system, strengthen the three characteristic production systems, lead the leading industries, focus on establishing the brand of farm products in poor areas with green environmental protection as the core, so as to strengthen the core competitiveness of characteristic industries [2].

5.2 "Two don't worry about and Three Guarantees" should be used to advance towards the prosperity of life

If we want to realize the effective connection between poverty alleviation and Rural Revitalization in practice, we need to encourage the masses to start their own businesses and strengthen entrepreneurship training, so as to develop diversified business models, ensure that the employment problems in poor areas can be solved, and the masses can get effective employment in the development of industry. We also need to strengthen the education in the poor areas, let some teachers go to the countryside for education, so that the level of education in poor rural areas can be improved accordingly. We also need to improve the level of medical treatment in poor areas, and strengthen the construction and transformation of health centers, so as to ensure that the poor areas can realize the mode of payment after medical treatment, so as to reduce the economic burden of the poor people.

6. CONCLUSION

In order to effectively link up poverty alleviation and rural revitalization, we need to strengthen the coordination of various policies in China, and also need to make reasonable adjustments to the current poverty alleviation policies, strengthen the improvement of relevant rural policies, optimize and adjust the existing development policies, so as to strengthen the guidance of strategic planning of Rural Revitalization Lay the foundation for the development of Rural Revitalization.

ACKNOWLEDGEMENTS

Research results of social science fund projects in Hunan Province (Project number:18YBX029).

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Some Thoughts on Archives Information Construction and Archives Management

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Abstract: With the continuous progress of society and the continuous development of information technology, the Internet has changed people's way of life, but also changed the mode of operation among all walks of life. At the same time, the construction and management of archives has become a major focus of work. Nowadays, the construction of archives information is constantly updated, and the speed of its development is obvious to all. Information management makes managers save most of their time in their work, but there are still some problems in the current file management. The following will start from the background of information construction, and put forward some suggestions and Thoughts on the construction and management of archives information.

Key words: Information construction; Archives management; Thinking; Suggestions

1. INTRODUCTION

With the progress of science and technology, our country has entered the era of big information data. As the carrier of information, archives contain all kinds of information. Good file management is the key to ensure the sustainable development of enterprises or organizations. With the development of science and technology, the way of archives preservation is constantly changing. The traditional paper-based archives mode is no longer suitable for the needs of today's society, which affects the search efficiency to a certain extent, and is gradually eliminated by the society. Therefore, the archives information construction has been paid attention to in the file management work. In order to provide better life service in the information age, China should take some measures in the information construction management, so that the file management can be better improved in the Internet era.

2. THE CHARACTERISTICS OF ARCHIVES INFORMATION CONSTRUCTION

In the process of archives information construction, the informatization construction and management of archives has effectiveness, reform and value. In the process of archives information management, effectiveness is one of the main characteristics of file management. The management cycle of archival information is a long-term mode, including the collection, management, classification and storage of archival information. The archives management also needs to keep pace with the times and improve its effectiveness. Actively carry out the reform of information construction, reform the information construction of archives management, and further promote the innovation of archives management. Information management highlights the characteristics of reform. In the process of updating, it not only improves

the defects of traditional file management, but also optimizes some problems in its management. The reform of file management in the information construction has improved the defects in the transmission management, and established a larger file management database. In a real sense, it has realized the sharing of file management resources, and has played an important role in the society. This also reflects the value of information construction and file management.

3. PROBLEMS EXISTING IN ARCHIVES INFORMATIZATION CONSTRUCTION

3.1 Management issues

Now the file information is mainly used in the daily management of enterprise information statistics, occasionally need to query function, in order to promote the information construction and management of enterprise archives, it is necessary to change the management personnel from the ideological, to make the management personnel thought keep pace with the times, accept new ideas, fully aware of the importance of information construction. And with the economic growth, the number and scale of enterprises are also increasing, resulting in file management has become cumbersome. Although many enterprises have set up special management personnel, most of them lack professional management technology and can not effectively and accurately complete the corresponding file operation.

3.2 Technical problems of informatization construction

Although the information construction and management has become an important trend in China's archives management, there are still many technical problems. The unreasonable use of personnel and the lack of understanding of file management knowledge lead to inevitable errors in file management. At the same time, there are serious technical problems in the management of information construction. Because of the technical problems, it is easy to cause the leakage of file information, and most of the information of the enterprise is confidential. If there is a certain risk to the enterprise after the disclosure, the information can not be well preserved, which increases the difficulty of management.

3.3 Fund allocation

In the development of enterprises, executives pay more attention to the overall development of the company, so they put most of their energy and funds into the field of scientific research and the cultivation of technical talents, while ignoring the problem of file management. Because the top management of the enterprise does not pay attention to the information construction and file management, so the energy and funds invested in this aspect are not enough, which makes the enterprise lack of hardware equipment for file keeping. However, some

enterprises still use paper-based archives preservation management. Although some enterprises have introduced high-quality calendar facilities, managers do not understand the connection between the information management system and the Internet, so they can not get more information, which also leads to enterprises' neglect of information construction.

4. IMPROVEMENT MEASURES OF ARCHIVES INFORMATIZATION

4.1 Personnel control to improve the cognition of Archives Informatization

In the construction and management of archives informatization, the professionalism of management personnel is also very important. In the recruitment of relevant personnel, we should select all aspects of excellent comprehensive talents, and pay attention to the quality of staff, the quality of employees determines the level of the industry. In the view of outsiders, file management is very easy and does not need too many professional requirements. The fact is that managers not only need to be proficient in using computers, but also need to be proficient in the programming of express network, and pay for network security. The times are progressing and the industry is developing, so the staff should keep learning and making progress, so as not to be abandoned by the society. Enterprises should regularly organize employees to learn, so that relevant staff can accurately understand the role of file informatization, and enhance the awareness of archives information construction and management.

4.2 Formulate relevant rules and regulations

The implementation of information construction and file management requires enterprise managers to change their concepts and learn to use modern equipment for management. At the same time, file informatization needs to consume human, material and financial resources. Therefore, managers should make clear the development direction of enterprises to make plans, and formulate relevant rules and regulations of Archives informatization based on the actual situation of enterprise development. Only by setting certain rules and regulations can we prevent the loss of personnel and the confidentiality of information. The rules and regulations should specify the tasks of the management personnel to ensure that there will be no serious errors in the storage and transmission of data.

4.3 Strengthen equipment investment in information construction

With the continuous development of all walks of life, all kinds of new details and new information have emerged

one after another, which requires managers to constantly improve the data of file information. The premise of ensuring the stable development of archives management informatization is to continuously learn relevant technologies and update the hardware facilities of information construction. At present, the development level of archives management informatization in various enterprises is uneven, and most enterprises have not reached the national level of information construction and management, and most enterprises have not formed scale management. Therefore, enterprise managers should pay attention to information construction and management and purchase the equipment required by informatization, and select hardware and software that meet national standards Preparation. And enterprises need to speed up knowledge and improve the system of archives information construction. As far as possible, the archives management information of domestic enterprises will be formed into large-scale management, so that the level of information management among enterprises will be raised to the existing level in China. At the same time, we should improve the security of file management to prevent data leakage.

5. CONCLUSION

Information construction occupies a dominant position in today's society, all walks of life are now engaged in information data competition. The progress of the times leads to changes and innovations among industries. Therefore, the informatization construction of archives management becomes particularly important. Therefore, enterprises should consider and improve the problems existing in the informatization construction. And information construction archives management can also save a lot of human, material and financial resources. Therefore, in the era of the Internet, information construction also needs continuous progress in order to effectively manage archives.

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An Analysis of Yeats' Later Poetry Images from The Perspective of Cognitive Psychology

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Abstract: Yeats is a representative figure of British poetry creation in the 20th century, and his poetry has a large number. Yeats's poetry takes the Irish traditional culture as the soil, forming a perfect self-symbolism system. The development of his symbolism poetry in the early and middle stages reflects the change of the poet's outlook on life. Poetic image is an artistic image created by a poet through his unique emotional activities. Natural image is an important element in Yeats's poetry and conveys his profound thoughts. From the perspective of cognitive psychology, this paper studies and interprets the images in Yeats' later poems, and reveals the cognitive factors and his Irish national spirit.

Key words: Cognitive psychology; Yeats' later poetry; Image

1. INTRODUCTION

Poetic image is an important concept in literature. In the early 20th century, Ezra, the leading figure of imagism, proposed that image is the complex of instantaneous thoughts and emotions. Image is subjective in the brain, and the influence of external factors is absorbed and melted by the brain, which induces different images. Image is a whirlpool of melting thoughts, a combination of subjective and objective. Imagist poets emphasize the existence of objective things, the subjective should be controlled by the objective, and do not give the objective existence a definite metaphorical meaning. Imagist poets emphasize that the description of objective things must express their subjective feelings by giving them life. In recent years, cognitive perspective has penetrated into the field of literature research. Psychological cognition refers to the process of sensory input conversion and refinement. Poetic image is the combination of poetry and psychological basic concepts such as cognitive empathy and schema theory. Yeats is a famous poet of the times. Yeats has a profound understanding of Yeats's poems from the perspective of cognitive psychology. Yeats has a profound understanding of Yeats's poems.

2. INTERPRETING THE VALUE OF YEATS' LATER POEMS FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Yeats, a famous Irish poet, lived at the turn of the century, participated in the change of the trend of Sinology in the world literary world, became a representative modernist poet with his attainments in post symbolism poetry, and finally stood in the anti traditional modernist tide as a modern romantic poet. Yeats' poetic language is beautiful and fluent. His changeable poetic style, profound thoughts and emotions and the application of imagism in his poems endow his poems with rich connotation and characteristics[1]. Yeats's poems, from the early dreamy

and hazy "innas Foley island" to the peaceful and steady "September 1913", and later the profound and obscure "among schoolchildren" and the mysterious and changeable "images like that", bring surprise to readers, including the poet's difficult ideological process.

All his life, the poet kept introspecting and consciously enriching his poetic skills through creative practice. Even in his twilight years, his poems are still full of vitality[2]. Yeats has profound attainments in lyric poetry and literary theory writing, which has attracted numerous readers. As a poet who integrates his creation into his life, we can't ignore the change of his thought when we examine his poetic aesthetics. There is a unique mask theory in the poet's life creation. Poetry is Yeats' mask to express his thoughts and feelings to the outside world, and symbolism is Yeats' poetry creation tool. The way of artistic expression is to find the objective counterpart. The special attraction of symbolism to Yeats lies in the religion in which the poet is interested. Meanwhile, the complicated characteristics of symbolism meet the poet's need to keep a psychological distance from the outside world. Yeats began to appear some intentions repeatedly in his poems in the 1980s. Most of the early images came from folklore. In the 1990s, Yeats began to create their own images. Poets can use their own symbolic system to win their position in the later symbolism poetry.

Image is an important concept in Chinese and Western literature. There are abundant works on image research in China. The Monographs on image research are mainly divided into the analysis from the perspective of literary theory, the analysis of image in ancient Chinese poetry and the analysis of specific writers' works. The research on the interpretation of images mainly starts from the skills of poetry appreciation, from the perspective of teaching, and from the perspective of comparative study of Chinese and Western cultural images. At present, the domestic research on Yeats is more comprehensive, but the research on the poet's poetry image is less. This paper mainly analyzes the personalized image of Yeats's poetry, so as to provide new aesthetic pleasure for readers to interpret poetry. The existing research on Yeats' poetry image interpretation only selects part of the analysis. This paper interprets the connotation of the poet's later poetry image from the perspective of cognitive psychology, which can better go into the poet's heart and have a dialogue with the poet's soul.

3. COGNITIVE PSYCHOLOGY ANALYSIS OF YEATS' LATER POEMS

Yeats changed the romantic and aesthetical style of his early works in his later poems. A coat in responsibility in 1914 is the representative of his later works. In his poems, the poet and his wife Gregory are mentioned in their

efforts to establish the Irish literature theater. Through his dramatic works, Yeats gained a wide audience for his poems. His works are the symbol of his early style change. The stone, swan and rose in his works reflect the style of his later poems.

Stone is more common in nature, different from animals and plants over time. In Yeats' later poems, with the increase of life experience and the persistent pursuit of art, the style of his works tends to be strong, which is consistent with the character of stone image in his poems. The poem East 1916 in the 1921 poetry anthology "Robotis and the dancer" was created after Easter in 1916. The a stone of the heart in the poem shows the determination of Irish Easter insurgents to revive Ireland and hope that Ireland will be reborn [3]. The image of stone appears in the poem fisherman. The fisherman is dressed in gray clothes. The poet observes the intelligent fisherman and thinks about how to express the Irish nation. The poet expresses the Irish spirit through fishermen. The black stone represents the heavy national spirit of Ireland, and the hidden national spirit of Ireland needs to be explored.

Yeats endowed the Irish national spirit with the image of stone through his delicate structure. Sapir believes that different languages determine the different ways of people to understand the world. People who use different languages have different understanding of things. Because of the differences in languages, people have different ways of looking at the world. Yeats understood through simple reasoning that the stone image represents the Irish national spirit, which makes the readers of the world agree. Schema refers to the knowledge and experience network in the human brain, which has an impact on their future cognition. Walter development, a professor of psychology at the University of Colorado, believes that language understanding depends on target and text schema. Target schema is the highest level of language understanding. Yeats constructs target schema to make poetry reflect the Irish national spirit and form text through intentional language organization. Let the reader enter into the poet's target schema naturally. From the lowest level to the highest level, language understanding needs to be constructed with the reader's schema.

In 1916, the Easter week uprising was launched by the

Irish Republican faction. Most of the uprisings were organized by the Republican brotherhood. Members of the Irish volunteer army, led by their teacher Patrick, occupied a key stronghold in Dublin. After the uprising, the leader was sent to the military court for death. Yeats got to know many young modernists through Pound, and reflected the change of the author's writing style in his poem Easter 1916. Yeats joined the Senate in 1922 and advocated the legalization of divorce in 1925. Yeats's later political career combined with the Irish nationalist movement, which made his later poems embody the Irish national spirit with symbolism. The poet constructs his own cognitive schema in his creation, which confirms the symbol of literature in cognitive psychology.

The rose image in Yeats's later poetry tends to be realistic and represents Irish wisdom. In 1921, the rose tree appeared twice in the anthology of Robotis and the dancer. The poem is written to commemorate the Easter uprising in 1916. The withering of the rose tree represents the failure of the uprising. Cognitive psychology holds that assimilation is the principle of individual development. In 1895, Yeats's anthology Rose came out, and the rose of the world endowed rose with eternal color. Red lips give rose bright color, which is the poetic embodiment of the poet's early experience. Through the gorgeous vocabulary as a bedding, using exaggeration to highlight the romantic color. The image of rose in the later period embodies the function of assimilation. Compared with other natural images, the use of the poet's writing techniques is the result of the assimilation of cognitive psychology, which can better reflect the growth of the poet in the era.

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On Piano Teaching and Practice

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Abstract: With the continuous development of society, piano education has also received some attention. Compared with other subjects, the piano course in Colleges and universities requires students to keep in touch with each other in playing skills, cultivate the ability of musical thinking and artistic appreciation. To enable college students to have a more in-depth understanding of the art, piano is a compulsory professional course in college music courses, colleges and universities also need to carry out certain innovation in the teaching mode to help the country cultivate comprehensive talents, which is also very important for the future development of students. In the following, we will mainly focus on the problems of piano education classroom practice to carry out in-depth discussion.

Key words: Piano Education and teaching; Practical problems; Teaching methods

1. INTRODUCTION

At present, there are still some problems to be solved in the piano class in Colleges and universities. The number of students in this major is also increasing. The traditional teaching mode has no way to meet the needs of today's society, and the intensity of piano teaching also needs to be improved [1]. In the context of quality education, colleges and universities need to respect the personality development of students, reform and innovate the teaching mode according to the characteristics of students, pay attention to the level differences of students, and teach students in accordance with their aptitude to meet the needs of students in the classroom. Through practice and interaction to improve students' piano level and art appreciation ability [2].

2. THE MAIN CHARACTERISTICS OF PIANO TEACHING IN COLLEGES AND UNIVERSITIES

2.1 Optimize students' Piano thinking

Piano Teaching in Colleges and universities pays more attention to the cultivation of students' artistic ideas, helps students improve their sense of piano innovation, deepens their understanding of piano knowledge, and combines playing skills and expressiveness to achieve a new level of performance. Its main teaching goal is not only to play skills, but also to cultivate students' aesthetic ability. In the piano class, teachers should take students as the dominant position, make clear the teaching task, show students the unique charm of the piano in the class, improve students' playing skills and Piano literacy, and integrate their own thoughts and feelings in the process of playing, so as to achieve a certain level. Piano playing can stimulate students' interest in art, and cultivate artistic imagination in the interest, which has important influence value on students in the music road. Different from other forms of music, the composer mainly depends on the music to express his feelings. Piano teachers should guide students

in playing, adopt a variety of teaching modes, so that students can deeply understand the connotation of music, make students have a certain interest in the innovation of works, and get a sense of achievement in playing, so as to make continuous progress and reach a new stage of playing [3].

Performance is a transient process, which can not be repeated. The psychological state of the performer is very important to the performance stage. Good psychological quality and adjustment ability are the necessary conditions for a successful performer. The tension and fear in the process of stage performance will directly affect the effect of performance. Psychological quality and inner control is a comprehensive problem. In the process of teaching, teachers can change the venue from piano room to concert hall, and regularly go to the concert hall to play to exercise students' psychological state, which must be equal to the normal planned curriculum. Performers can fully adapt to the stage of playing, gradually relax and have a mature playing psychology if they carry out many tense exercises psychologically and physiologically. In order to achieve a unified goal in attention, imagination, music hearing and so on, and transform it into music thinking, good psychological quality can adapt to the needs of high-tech music.

2.2 Improve the intuition of the classroom

The traditional music classroom is mainly to explain the theoretical knowledge, using the indoctrination education mode to help students remember, the piano teaching demonstration is not enough attention, the lack of piano intuition leads to students can not understand some abstract knowledge. In the context of modern high-tech, teachers should seize its advantages to build an intuitive classroom for students, make flexible use of multimedia technology to build a platform for students, so that students can understand piano knowledge more deeply in the classroom, improve their proficiency in piano skills, and create excellent learning situations for students. For example: in the process of teaching, when you encounter some abstract theoretical knowledge, you can collect materials in class, and use multimedia to show students rich video materials and pictures in class. Encourage students to learn and understand independently, give correct guidance to students when playing, put forward some thinking questions to the works, promote students' ability to understand the works, and conduct reflection and research after class. Teachers can interact with each other in the space of video media to make up for various defects in class and achieve personalized teaching tasks. In the classroom, teachers mainly evaluate the performance process, shorten the relationship between teachers and students, and give students appropriate encouragement, which can stimulate students' enthusiasm for steel piano and help students establish a complete knowledge

structure.

2.3 Respect students' subjectivity

Adhere to the people-oriented teaching concept, in the classroom to respect the personalized development of students, students because of different experience in the piano level will also have a big difference, some students because of learning piano from childhood, so the foundation is better, already have the ability to play alone. But most of the students have not received professional training, so there is a huge difference between piano level and learning ability. The current teaching mode is difficult to narrow this distance. Students of different majors have different goals of learning piano. Teachers should set up different piano courses according to students' needs of learning piano, which also leads to the difference of piano teaching. Through the understanding of students' piano level to help students improve their professional level, arrange learning tasks of different difficulties, one-to-one guidance for Piano theoretical knowledge, and integrate theory into practice, so as to achieve the overall education goal.

3. ANALYSIS OF THE CURRENT SITUATION OF PIANO TEACHING IN COLLEGES AND UNIVERSITIES

The combination of theory and practice can effectively improve students' piano level. How to stimulate students' interest and improve students' learning initiative is a problem that needs to be considered. The traditional teaching classroom is too single, just constantly let students practice mechanically, there is no way to optimize the students' practice. In order to enable students to fully understand the works of art, we can adopt the combination of team teaching and individual teaching. In order to improve the students' piano learning ability and help them develop in an all-round way, we can consider the regular remote video instruction by experts for piano professional courses in Colleges and universities. The integration of information technology and theoretical

knowledge, applied to classroom teaching, implemented in the training program, the use of information technology to change the original teaching mode and innovation, to achieve the cultivation of international talents.

4. CONCLUSION

According to the above, we can know that modern piano teaching in Colleges and universities should continue to explore in the era, improve students' interest in the major in the classroom, respect the interests of different students, pay attention to the practice of piano course, and achieve the teaching goal of piano. The innovation of piano teaching method is to comply with the requirements of the times, make certain improvements in the form and content, so that music majors and preschool education students can clearly understand their learning goals, strive to progress in this direction, and ensure that the learning content in the classroom can be skillfully used. While teaching students theoretical knowledge, teachers should pay attention to their personality development, find a teaching mode suitable for college students, and provide high-quality talents for the society.

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Research on The Applicability of Ideological and Political Course Teachers as Moral Tutors in Higher Vocational Colleges

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Abstract: The ideological and political course teachers face the whole school students, because of the limited teaching team and the single structure of the teaching team, the moral tutors communicate with the students every day, and are familiar with the ideological trends of contemporary college students. Moral education tutors and ideological and political theory teachers are the main force of Ideological and political education of college students, and play an important role in Ideological and political theory education. Combined with the common responsibilities of the two teams, the two-way part-time mechanism is carried out by integrating resources to make up for the problems in the team. This paper discusses the feasibility of the two-way concurrent mechanism of Ideological and political teachers and moral tutors in Higher Vocational Colleges from the aspects of establishing the theoretical basis and practical conditions. It shows that the dual concurrent mechanism of Ideological and political teachers and moral tutors in higher vocational colleges can play a good role in Ideological and political education.

Keywords: Vocational colleges; Ideological and political teachers; Moral tutors; Two-way concurrent; Applicability

1. INTRODUCTION

Under the background of accelerating the process of economic globalization, capitalist countries promote capitalist ideology to China, which makes the work of efficient education in China face great challenges. Ideological and political educators in higher vocational colleges need to change the traditional education concept, innovate the education methods, and deal with the infiltration of Foreign Anti China forces into the ideological and cultural aspects of colleges and universities. To achieve the goal of education, it is necessary to gather all the educational subjects and parents to form an all-round education cooperation. Teachers of Ideological and political theory course play an important role in higher vocational education. The content of traditional ideological and political theory course is boring and so on. The moral education tutor has frequent contact with students every day. The problems of grade construction management, helping poor students, and students' personal safety are the scope of moral education tutor's work. However, the task of moral tutors is heavy, so how to fully reflect the teaching effect of Ideological and political course is particularly important. The

ideological and political education of college students should build a long-term and two-way concurrent mechanism of the two, and combine the common work responsibilities of the two teams, so as to give better play to the potential strength of the team.

2. THE APPLICABILITY OF HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL TEACHERS AS MORAL TUTORS

The party and the state have always attached great importance to the ideological and political education in Colleges and universities. The national medium and long-term education development plan emphasizes the integration of Ideological and political education elements into the daily management of colleges and universities. In 2016, the general secretary proposed at the National University Ideological and political work conference that we should strive to create a new situation for the development of higher education. The general secretary's requirements put forward new methods for students' Ideological and political work. At present, the effect of high-efficiency ideological and political education in China is not ideal. The society thinks that higher vocational colleges do not need to strengthen ideological and moral education, and ignores that the essence of education is to improve people's quality education.

2.1 The importance of Ideological and political education in Higher Vocational Colleges

Higher vocational colleges are the main front of training applied talents. China's vocational schools transport more than 10 million technical applied talents every year, which has become an important part of China's education system. To realize the great rejuvenation of the nation, we must first cultivate talents, and cultivate qualified talents must do a good job in Ideological and political education[1]. The opinions of the State Council on strengthening the ideological and political education of college students put forward that strengthening the ideological and political education is of great strategic significance to the implementation of the strategy of strengthening the country with talents.

Nowadays, science and technology has become a decisive factor in economic and social development, and the society needs comprehensive talents with noble moral concepts. Higher vocational colleges cultivate students' scientific values and enhance their scientific thinking through courses. The university stage is a critical period for college students to form a correct outlook on life. Moral tutors are an important part of college teachers,

responsible for the daily affairs management of college students. Counselors are responsible for helping students to establish a correct world outlook. To be a good tutor for college students, they should run through the education of Marxist theory in their daily management, and guide college students to become qualified talents who can stand the test through various forms of thematic education activities.

Due to the multi-level nature of human ideological and moral elements, the work of educating people in Colleges and universities is complicated. There are many difficulties in promoting the work of educating people in Colleges and universities. The staff of colleges and universities play a unique role. The combination of key forces in the system of educating people in Colleges and universities plays an important role in promoting the ideological and political work[2]. Higher Vocational Ideological and political course teachers and moral tutors work together to improve the effectiveness of Ideological and political teaching. Strengthening the ideological and political work is a political task faced by colleges and universities, which is related to the quality of cultivating college students. It shows the special significance of Ideological and political education in Colleges and universities. Ideological and political course teachers and moral education tutors are the key elements of the ideological and political education system. They should complete the task of educating people on the basis of carefully studying the instructions of the central document, impart scientific and cultural knowledge in the classroom, and focus on helping students form good habits in their daily life, so as to become excellent talents with both political integrity and ability needed by the country and society.

2.2 The feasibility of the mechanism of Ideological and political teachers serving as moral tutors

At present, most of the higher vocational students' Ideological and political education team is out of touch, the ideological and political teachers do not understand the students' ideological situation, and the moral tutors lack the theory of Ideological and political education. The teachers of Ideological and political education in higher vocational colleges can enhance the effectiveness of Ideological and political education. There are rich theoretical and feasible conditions for teachers to be both ideological and political teachers. The theoretical basis of Ideological and political course teachers serving as moral tutors is reflected in the integration of the two education and teaching contents [3]. The classroom teaching of Ideological and political course is an important means of Ideological and political education for college students. It has the same educational goal as moral education tutors. The expected goal of the two is to promote college students to form a positive outlook on life and improve their ideological and political literacy.

At present, ideological and political theory courses are generally offered in higher vocational colleges, including a series of courses such as Mao Zedong thought. The teaching content of Ideological and political course is permeated with moral education activities, and moral

education instructors focus on integrating theory into specific extracurricular activities. The teaching of Ideological and political course is the first class, and the teacher of Ideological and political course is an important impartor of Ideological and political theoretical knowledge. Ideological and political course teachers focus on the cognitive link of Ideological and moral cultivation of college students, and the influence of moral tutors in Ideological and political education is the convergence of knowledge and practice. Education in Colleges and universities is a complex system engineering. It is necessary to give full play to the role of various elements in education. It needs the tacit cooperation of various elements in the education system to play a greater role in education. If higher vocational colleges want to make the whole system work well, the elements in each subsystem must form a close cooperative relationship.

The teaching of Ideological and political course teachers and the daily management of moral education tutors are the basic ways to carry out ideological and political work. In the actual implementation, ideological and political course teachers do not understand the situation of students, and moral education tutors are busy with daily affairs, which leads to the lack of theoretical depth of Ideological and political education. Ideological and political theory teachers as moral tutors is conducive to the development of teachers themselves. Traditional ideological and political teaching tends to inculcate theoretical knowledge. To construct the mechanism of Ideological and political teachers serving as moral tutors can make moral tutors serve as ideological and political teaching, and make students learn in various forms according to the teaching content, which can make theoretical education lively.

2.3 The significance of the mechanism of Ideological and political course teachers and moral tutors serving concurrently

It is of great significance for Higher Vocational Ideological and political education teachers to serve as moral education tutors. The construction of Higher Vocational Ideological and political education teachers' serving mechanism is conducive to saving the cost of colleges and universities. At present, higher vocational colleges have a strong force of Ideological and political education teachers, and the annual salary of teachers in higher vocational colleges is gradually increasing [4]. The realization of two-way part-time can make moral education tutors use their spare time to teach, save the cost of colleges and universities, and is conducive to the rational use of resources, so as to fully integrate the teachers of Ideological and political education in higher vocational colleges.

At present, higher vocational students think that the effect of counselors as ideological and political teaching is better, and moral tutors have to complete a lot of work of various functional departments every day. At present, most of the cases involved in the classroom teaching of Ideological and political course teachers are obtained by searching for information, and many students don't like the old content of Ideological and political course. Too much book content lacks timeliness, which is difficult to arouse

students' resonance. As a result, school teachers attach importance to ideological and political education, but the actual teaching effect is not ideal. Ideological and political course teachers also serve as moral tutors, combined with theoretical education is more convincing. At present, the ideological and political course in higher vocational colleges is facing the requirements of teaching reform, and the ideological and political teachers and counselors are paid attention to. There are a large number of students in the ideological and political class, and it is difficult for the teachers close to the ideological and political class to achieve the ideal teaching order. The effective way to solve the problem is to help the teachers strengthen the management.

The lack of communication and cooperation between Ideological and political course teachers and moral education tutors may weaken the effect of higher vocational education and reduce the function of higher vocational talent training. The selection of Ideological and political teachers and moral tutors in Higher Vocational Colleges requires the same political quality. It is the basic requirement for postgraduates to become moral tutors. Ideological and political course teachers also serve as moral tutors, and their mutual transformation can reduce the difficulty of docking. Most of the teachers think that the prospect of the part-time mechanism is optimistic, which indicates that the teachers of Ideological and political course are willing to take part-time mechanism positively.

3. THE CURRENT SITUATION OF THE PRACTICE OF IDEOLOGICAL AND POLITICAL COURSE TEACHERS AND MORAL TUTORS

It is necessary to understand the situation of Ideological and political education to construct the mechanism of Ideological and political teachers serving as moral tutors. The survey found that there are some problems in the ideological and political course teachers who also serve as moral tutors. Many moral tutors undertake the teaching of Ideological and political courses, and moral tutors are also recognized as teachers of Ideological and political courses. Moral tutor as a teacher of Ideological and political course can combine students' problems with ideological and political theoretical knowledge, and solve the problem of students' inconsistent thinking and action.

At present, moral education instructors in Higher Vocational Colleges spend a lot of time in dealing with students' management affairs when they participate in Ideological and political courses, and their theoretical level can not be effectively improved. Lack of professional background of Ideological and political education, it is difficult for moral tutors to find students' major theoretical problems, which affects the teaching effect of Ideological and political course. Only some higher vocational colleges in China require the teachers of Ideological and political theory to be part-time instructors. The survey shows that most colleges take the teachers of Ideological and political theory as the theoretical guidance of students' second classroom, and the teachers of Ideological and political theory also act as moral tutors. They will have a deeper understanding of the ideological

trends and mental health of college students, so as to grasp the hot issues of contemporary college students and provide guidance for classroom teaching. On teaching to provide a wealth of information, is conducive to teachers targeted to carry out theoretical teaching, improve the efficiency of classroom teaching. The effect of Ideological and political teachers as counselors is good, but the situation of Ideological and political teachers' participation in guiding college students' associations is not good.

The number of times that ideological and political course teachers participate in social practice of college students is less, which hinders teachers' grasp of the ideological trends of college students, and it is difficult to guarantee the teaching effect of theoretical teaching. Ideological and political course teachers and moral tutors have their own problems. Counselors and ideological and political course teachers belong to the student management and teaching system respectively. Some colleges and universities do not have compulsory requirements to take part-time roles with each other, and teaching management does not interfere with each other, which makes it difficult for moral education instructors to have time to go deep into the ideological and Political Theory classroom, master the learning situation of students in the class, and transfer the students' Ideological and political situation to the ideological and political course teachers, which weakens the effectiveness of Ideological and political education.

The opinions of the State Council on strengthening the ideological and political education of college students provide action guidance for the ideological and political education of college students, establish the position of moral tutors in the ideological and political education of college students, and put forward that all departments of colleges and universities need to cooperate closely with each other to complete the task of educating people. The notice on strengthening the effective education of students' situation and policy requires the ideological and political course to communicate with moral education tutors in teaching and other links. The opinions on strengthening the construction of moral education tutors in Colleges and universities stipulate that full-time teachers' job evaluation must have the work experience of moral education tutors and other students, so that the ideological and political course teachers can understand the work of moral education tutors, accurately grasp the ideological trends of college students, and promote the cooperation of education team Formation. In the exploration of the concurrent role of Ideological and political teachers and counselors in Colleges and universities, we should recognize the practical problems of collaborative education due to subjective and objective reasons.

4. THE CONSTRUCTION OF THE MECHANISM OF IDEOLOGICAL AND POLITICAL COURSE TEACHERS AND MORAL TUTORS

It is of great significance for Higher Vocational Ideological and political teachers to serve as moral tutors to promote teachers' professional development. At present, the establishment of a part-time mechanism between

Ideological and political teachers and moral tutors has achieved certain results, which plays an important role in improving students' interest in learning and enhancing the effectiveness of Ideological and political moral education. However, there are still many problems. The construction of a part-time mechanism between Ideological and political teachers and moral tutors in Higher Vocational Colleges requires that the educational effect of the part-time mechanism be brought into full play by establishing fine management system and scientific evaluation mechanism.

Ideological and political course teachers' education is an important way to educate people in Colleges and universities, which is consistent with the goal of moral education tutor and the same object of work. Ideological and political course teachers' and counselors' education work is unified in the concept of "three complete education". The analysis of the relationship between the two by functional paradigm shows that there is a close correlation. Ideological and political course teachers and moral education tutors promote each other in the education, so we need to optimize the team structure system to achieve the goal of educating people Harmonious progress. The leaders of colleges and universities should pay attention to the establishment of the concurrent mechanism of Ideological and political course teachers and moral education tutors, establish the management center of Ideological and political education for college students, innovate the management mode, give full play to the respective advantages of the two teams, and provide guarantee from the organization and other aspects, so as to make the moral education tutors improve their enthusiasm to participate in the teaching of Ideological and political theory courses and better guide the practice of Ideological and political education for college students. The ideological and political course teachers go deep into the daily management of college students, close to the soul dialogue of college students. The construction of the mechanism of moral education tutor and ideological and political course teacher should provide system guarantee for team communication. For example, through the formulation of the "Regulations on the management of moral tutors' participation in the teaching of Ideological and political theory", the problem of moral tutors' lack of time to strengthen the professional promotion can be solved.

Ideological and political course teachers and moral education tutors play a key role in Ideological and political education. There are differences in the means of education between the two teams, which should be complementary in the work of education in Colleges and universities. The multi-level cooperation between Ideological and political instructors is needed. Ideological and political course teachers and counselors should work together to improve the effect of Ideological and political education. When recruiting and selecting counselors in Colleges and universities, priority should be given to those who have graduated from ideological and political education with a graduate degree or above. The selection of moral education tutors should adhere to high standards, and their

appointment qualifications should be assessed according to the professional construction of moral education tutors, and they should be selected in the fields of Ideological and political education. Colleges and universities should strengthen ideological and political education theory training for non ideological and political professional moral tutors, and carry out daily management training for ideological and political professional moral tutors. Provide favorable conditions, such as regular training, to better serve the ideological and political education of contemporary college students. Need to build a communication platform, through the platform to quickly share student information.

To establish and improve the mechanism of Ideological and political course teachers and moral tutors, the top-level design of the two education teams should be well coordinated, and the mechanism construction level should be committed to strengthening the construction of collaborative organization and leadership mechanism. Moral tutors and teachers of Ideological and political education are important forces of Ideological and political education for college students. They can form a research team and declare topics around key issues of Ideological and political education, which can promote practical experience in work to a theoretical level. In order to promote the long-term cooperation between moral tutors and ideological and political teachers, we should establish a reasonable evaluation mechanism. For example, sign in mechanism should be set up in regular meetings, and a supervision group should be formed for mid-term inspection, which should be linked with the evaluation and selection of teachers.

5. CONCLUSION

The work of educating people in Colleges and universities is a systematic project. Moral education instructors focus on the daily management of Ideological and political education, which is closely related to the team of Ideological and political education teachers. Their common task is to make college students establish correct three outlooks. To speed up the construction of the mechanism of Ideological and political course teachers and moral education tutors can make the ideological and political education team work efficiently. This paper puts forward the countermeasures to construct the mechanism of Ideological and political teachers and moral tutors, hoping to attract the attention of Ideological and political educators and college counselors, and form higher quality research results.

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Research on The Development of Precision Funding in Colleges and Universities Under the Background of China's Overall Poverty Alleviation

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Abstract: Since the 18th National Congress of the Communist Party of China, the party and the state have attached great importance to the work of poverty alleviation, always placing the work of poverty alleviation in the prominent position of governance and administration, and comprehensively taking a number of measures to commit to poverty alleviation and development. With the joint efforts of the whole country, decisive progress has been made in China's poverty alleviation this year. The precision funding work in Colleges and universities is an important part of poverty alleviation. It is of great significance to do a good job in the precision funding of poor college students for maintaining education equity and building a well-off society in an all-round way.

Keywords: Comprehensive poverty alleviation; Precise funding for colleges and universities; Development

1. INTRODUCTION

Since 2016, the party and the state have taken poverty alleviation as a top priority. Party committees and governments at all levels have conscientiously implemented the "four don't pick" requirements, continued to consolidate the "two full coverage" achievements, and made decisive progress in poverty alleviation. In this context, relevant universities have also continued to promote targeted funding and education for poor college students, and constantly improved the management of targeted funding for college students, To further improve the quality and efficiency of precision funding in Colleges and universities [1]. Under the new situation, accurate funding for college students is a positive response to the implementation of the national poverty alleviation strategy and the maintenance of educational equity.

2. ANALYSIS OF THE CURRENT SITUATION OF PRECISION FUNDING IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF COMPREHENSIVE POVERTY ALLEVIATION

Since the war of poverty alleviation started, the precision funding work in Colleges and universities has been developing simultaneously, mainly in the following aspects:

2.1 Continuous improvement of student precise funding system

Under the background of comprehensive poverty alleviation, the Ministry of education, the Ministry of

Finance and other ministries and local governments have been committed to the framework of the precise funding system for poor college students. The policy system of precise subsidy for college students has been constantly improved. At present, it has developed from a single form of funding with the main content of grants to a relatively complete comprehensive funding system of "award, loan, assistance, supplement and reduction" The accuracy of student funding has been further improved to help poor college students successfully complete their studies.

2.2 The level of accurate funding for students has been continuously improved

In the new era, the level of accurate funding for college students has been significantly improved. Under the direct guidance of the Ministry of education, colleges and universities have fully implemented the guidance of the Ministry of education and other six departments on the identification of students with financial difficulties. Combined with the actual situation of colleges and universities, colleges and universities continue to improve and revise the specific identification methods for students with financial difficulties. At the same time, colleges and universities are more flexible We should attach importance to the academic guidance, employment guidance and psychological care for poor college students, highlight the humanistic care in the process of precise funding, put moral education in the prominent position of funding and education, constantly strengthen the ideological and political education and value guidance of poor college students, and strive to cultivate poor college students' good qualities of self-reliance, honesty, trustworthiness, gratitude and gratitude We have established an all-round education mechanism with extensive participation of various units and coordination of various educational links.

2.3 Giving more prominence to poverty alleviation

Under the background of comprehensive poverty alleviation, colleges and universities give full play to the important role of precise funding in promoting poverty alleviation and preventing poverty return. They thoroughly investigate poor college students, orphans, subsistence allowances and other students with special difficulties, establish a linkage investigation mechanism, and strive to achieve "one does not fall" for students with special difficulties. The comprehensive implementation of the student financial aid policy has effectively promoted the fight against poverty.

3. RESEARCH ON THE DEVELOPMENT OF PRECISION FUNDING IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF CHINA'S OVERALL POVERTY ALLEVIATION

Under the background of comprehensive poverty alleviation, it is an inevitable requirement for maintaining social equity and justice, promoting social stability and building a harmonious socialist society[2]. At present, under the background of comprehensive poverty alleviation, the precision funding development of colleges and universities should focus on the following aspects:

3.1 Focus on quality improvement and pay attention to mental health

In the process of daily study and life, poor college students not only face economic difficulties, but also bear the psychological pressure caused by economic difficulties, and this kind of psychological pressure often has distinct persistence [3]. With the continuous improvement of the precision funding system for poor college students in China in the new period, the goal of "never let a student drop out of school because of family economic difficulties" has been basically achieved. Therefore, in the process of doing a good job of College Students' precise subsidy work, college counselors and other groups should not only provide material and economic help, but also pay attention to their mental health. At the same time, we should pay more attention to their mental health. We should focus on improving their comprehensive quality, encourage them to participate in collective activities through various kinds of activity catheters, help them overcome psychological barriers, interpersonal communication and other difficulties, and actively establish a good mental outlook of self-esteem, self-reliance and self-improvement. Face to face development.

3.2 Carry out honesty education on the platform of student loan

Honesty and trustworthiness is a traditional virtue of the Chinese nation, and also one of the good qualities of contemporary college students. At present, with the in-depth development of the socialist market economy and the comprehensive influence of various factors, many college students' sense of honesty and credit has gradually become indifferent. As counselors and other groups, in the process of student aid work, we should closely combine the student loan to carry out integrity education activities. We should combine the repayment of student loan with the theme of integrity education, hold special lectures, and also can Organize related activities, such as timely repayment commitment signature, etc., to cultivate poor college students' sense of integrity in related activities.

3.3 Work study program as the carrier to cultivate the spirit of struggle

While providing precise financial aid to college students with financial difficulties, colleges and universities must also pay attention to the educational function of precise funding, and cultivate their fine quality of hard work and self-reliance. In this regard, the role of work study

program can be brought into full play. The so-called work study program refers to the activities in which poor college students take part in corresponding part-time jobs in their spare time to obtain certain rewards while learning. Compared with other forms of funding, work study program has prominent dual functions of helping the poor and educating people. Counselors should fully realize the important role of work study program in the process of accurate funding for college students, and strive to take various means and measures to guide college students with financial difficulties to actively participate in work study activities within their ability, and educate them to enhance their self-confidence and sense of responsibility. In this process, the employment department and other relevant departments in Colleges and universities must keep pace with the times, constantly expand the field and scope of work study program. On the premise of ensuring the safety and study of students, the work study post should be expanded from inside to outside of the school. The post of work study should be transferred from simple labor type to technical and professional type, and various types of work and frugality should be widely developed. To attract college students with financial difficulties to participate actively and cultivate their fighting spirit.

4. CONCLUSION

In a word, in the year of the end of the comprehensive poverty alleviation and the continuous growth of the scale of college students, it has become one of the hot issues of the community to do a good job in the accurate funding of college students with financial difficulties. Colleges and universities and the vast number of counselors should attach great importance to this work, timely understand and study the relevant policy documents, grasp the key points and difficulties in the process of accurate financial assistance for college students with financial difficulties, and solve them pertinently, so as to help poor college students successfully complete their studies and realize healthy growth.

ACKNOWLEDGEMENTS

This study was supported by Chongqing Social Science Research Fund (2017QNJY25).

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Analysis on The Current Situation of Ecological Campus Culture Development in China's Sports Vocational Colleges

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Abstract: The new century is the century of ecology. The development of sports schools needs to embody the purpose of running schools in the construction of school management. The construction of campus culture is not only to conquer the nature, but also to find a sustainable development path for the coordinated development of human and nature. In recent years, with the rapid development of Higher Vocational Education in China, due to the lack of necessary experience in many higher vocational colleges, the campus sports culture which is not easy to be effective in a short period of time is often ignored. The campus ecological sports culture is an important way to make the school enter the standardization. The construction of ecological campus culture in sports vocational colleges is of special significance. This paper analyzes the ecological campus culture of Sports Vocational Colleges in China, and through the investigation of sports vocational colleges, understands the development status of ecological campus culture in sports vocational colleges. In view of the problems in the construction of ecological campus culture in sports vocational colleges, this paper puts forward corresponding strategies.

Key words: Sports Vocational College; Ecological campus culture; Development status

1. INTRODUCTION

The decision of the State Council on vigorously developing vocational education puts forward the objectives and tasks of vocational education reform and development, and requires improving the quality of vocational schools. China's higher vocational education has made great progress. The construction of campus sports culture is an important link in the implementation of quality education in higher vocational colleges. Higher vocational colleges attach importance to the cultivation of students' professional ability, and improve the humanistic quality in quality education. The participation of campus sports culture is of special significance to the quality cultivation of higher vocational students. The construction of campus culture in higher vocational colleges has its particularity. How to build a harmonious and positive ecological campus culture is to cultivate excellent sports talents. The development of University depends on the support of good campus culture. Different types of campus culture have their own characteristics. The key to the sustainable development of a university is to build a campus culture suitable for the actual situation of the University. Through the establishment of common values,

teachers and students have a sense of mission and consciously gather their own strength to the overall goal of the school. Sports vocational school campus culture construction needs to build a new ecological campus culture.

2. OVERVIEW OF CAMPUS SPORTS CULTURE IN HIGHER VOCATIONAL COLLEGES

With the advancement of globalization, high and new technology has been greatly developed. Many people of insight have entered a new height in thinking about the fate of their own nation. Cultural research has increasingly attracted the attention of all countries. Many scholars conclude that the future world competition is the competition of cultural power. Campus sports culture is a concept put forward in the 1990s. Through the reconstruction of campus and sports culture, a new sports culture is created, and the ultimate goal is to develop students in an all-round way. The existing research on campus sports culture involves the connotation and characteristics of campus sports culture, the impact on College Students' mental health and so on.

Sports is a special social and cultural activity created by human beings. Its construction of value system with fair competition as the core has been recognized by the society. Sports play an important role in maintaining political stability and enriching cultural life. Sports is a unique social and cultural phenomenon with the purpose of strengthening physical fitness and enriching social life. The development level of sports is the embodiment of the comprehensive national strength of a country[1]. Sports culture is the sum of material and spiritual civilization of sports. Sports culture is the form of sports activities created by human beings. The definition of sports culture mainly includes people's sports activities into the cultural scope, and reveals the dialectical unity of subject and object from the relationship between sports and culture. The scale of higher vocational colleges is showing a good development trend, training a large number of high-level application-oriented talents for the society. However, as the newly-built higher vocational colleges are in the initial stage, the school operators are committed to professional setting, and they do not pay enough attention to the deep construction of organization and management, and lack of modern management ideas. The construction of campus culture has become an important factor in the sustainable development of the school.

Campus culture is the spiritual wealth created by teachers and students and the school organizational system, including material behavior and conceptual cultural

structure. The construction of campus culture is a supplement to the cultivation of students' professional ability in higher vocational colleges. Many higher vocational schools are integrated by secondary vocational schools. There is a short history in vocational schools. After integration, there is a lack of cultural foundation necessary for campus culture. School integration needs to be based on cultural promotion. Students from higher vocational colleges have a low level of education, so they need to adapt themselves to higher education culture through the construction of campus culture. Campus culture has the characteristics of diversity in form and rich in content. Campus sports culture is the campus presents a specific sports culture atmosphere, campus sports culture content is rich. It is formed in the long-term teaching management of the school, which plays a special role in absorbing the achievements of human civilization and promoting the reform and development of education. Higher vocational education is a kind of higher technical education coexisting with ordinary higher education. It aims at training high skilled applied talents to meet the needs of production management. Campus sports culture is a unique cultural phenomenon with profound connotation, which integrates sports, fitness and other functions into one[3]. It is of great significance to strengthen the construction of campus culture to promote the cultivation of students' sports consciousness. Taking part in spare time physical exercise can relieve the mental tension brought by study work, and campus sports cultural activities can cultivate students' creative communication ability. The establishment of correct guiding ideology is of great significance to the construction of high-grade campus sports culture. Sports activities should be based on campus culture.

3. THE NECESSITY OF ECOLOGICAL CAMPUS CULTURE CONSTRUCTION IN SPORTS VOCATIONAL COLLEGES

Economic development has brought about some environmental problems, such as acid rain threatening the world, greenhouse effect and so on. In 1921, American scholar Boeck put forward the term of human ecology for the first time. Human beings gradually realized the interdependence of many species in the natural ecosystem, and the concept of ecological environmental protection went deep into the human heart[3]. Our country advocates the scientific development view, which shows that the ecological environment plays a fundamental role in the survival and development of the nation. We should advocate the concept of ecological civilization in the cultural field, which shows that China has a deeper understanding of ecological construction. The research shows that human social culture is moving towards ecological culture, and campus culture plays an important role in personnel training, so the development of campus culture should be the center of building a harmonious society.

After World War II, higher education ecosystem has been threatened by ecological factors such as values, development of science and technology, shortage of talents and other ecological factors. The education system

is slow to adapt to environmental changes, and the internal ecological environment of higher education system has an important impact on personnel training. Higher vocational colleges must take the initiative to adapt to the cultivation of all-round development of talents, and the application of ecological principles and methods in educational research has become an inevitable choice. Nature is the basic condition of human existence, and we must use the correct natural law. The campus culture pays attention to the embodiment of humanistic spirit. The school has its own traditional school spirit. The harmonious and open educational environment reflects the cultural heritage of the school. The core of the campus culture includes the distribution of educational resources. The construction of ecological college sports campus culture provides the necessary environment for the all-round development of human beings.

The construction of campus culture is an important part of the construction of school spiritual civilization. Through the material and spiritual culture, the members can identify with the real culture, which has a lasting impact on the physical and mental development of students. The formation of campus culture can communicate the thoughts of teachers and students in an invisible way. Campus culture has a strong ideological guidance function. Ecological campus culture inherits the cultural tradition of the school and breeds crisis culture on the basis of the original environmental spiritual culture, so as to promote the all-round development of students.

4. THE CURRENT SITUATION OF THE DEVELOPMENT OF ECOLOGICAL CAMPUS CULTURE IN SPORTS VOCATIONAL COLLEGES

Compared with the comprehensive famous universities, the formation of ecological campus culture in sports vocational schools has different characteristics. The history of sports vocational colleges is relatively short. After the adjustment of colleges and departments, the construction of campus culture has attracted the general attention of colleges and universities. With the development of China's education, the campus cultural activities of sports vocational colleges are developing continuously. Ecological campus culture has become an important link in cultivating talents in sports vocational colleges. There are many problems in the development of campus culture in higher vocational education. Investigation and analysis found that the current sports vocational ecological campus culture construction problems mainly include the lack of campus cultural activities and the lack of campus environment culture.

Physical education vocational colleges attach importance to the construction of hardware facilities, but the builders focus on the material level and invest more in campus greening, but the embodiment of hidden culture can not fully meet the needs of teachers and students to enjoy campus culture. The harmonious atmosphere between teachers and students in sports vocational colleges is not enough. Many teachers do not love the education objects with their inner feelings. Some teachers can not understand the interaction between campus culture and school development. Sports vocational colleges attach

importance to the construction of students' class system, but the system of training young teachers is not perfect, and the ecological campus system culture of sports vocational school needs to be improved.

It is found that students in higher vocational colleges like professional teachers with profound professional knowledge, and students have negative and passive emotions in learning, and there is a lack of interaction between teachers and students in learning and life [4]. Students participate in the construction of campus culture in campus life and are influenced by campus culture. Students are the builders and beneficiaries of campus culture. Only when students fully understand their own subjectivity can they better create campus culture. Most of the students do not have a strong sense of ownership, many activities of sports vocational school campus community culture are superficial, such as the lack of funds invested by the relevant departments of the school, and the management of community has not formed a strict system.

The value orientation of campus culture reflects the values formed by campus people in the society. The survey shows that the value orientation of campus culture in Higher Vocational Colleges of physical education is biased. The ideal ecological campus culture can provide a harmonious and sustainable development path, so that teachers and students can build the campus into an ideal ecosystem. The construction of campus culture does not occupy an important position in the development of the school, and the construction of the school spirit and study style of sports vocational colleges needs to be strengthened. It is necessary to build the school into an ecological system to adapt to the development of teachers and students. The school regulations have little binding force on some sports majors, and there is a narrow chivalrous culture thought. Vocational school ecological civilization education is insufficient, sports students do not establish a healthy ecological concept.

5. COUNTERMEASURES FOR THE CONSTRUCTION OF ECOLOGICAL CAMPUS CULTURE IN SPORTS VOCATIONAL SCHOOLS

People's consciousness and behavior are guided by ideas. The establishment of ecological civilization concept by teachers and students plays an important role in the construction of ecological campus culture. We should educate students to look at the unity of opposites between man and nature with a broad vision. We should fully understand the position of human beings in the natural system and treat nature fairly. The main function of sports is to promote the growth and development of organisms, but it will be counterproductive if it goes against the physiological system of human body. We should look at things from the perspective of development. Sports higher vocational education has its own advantages and disadvantages. The rapid development of sports vocational education requires teachers and students to have a clear positioning. Sports competition advocates fairness and justice. Many students of P.E. major go to the post of P.E. teachers. We should establish the concept of fairness and justice.

Ecological environment is an important part of ecological campus culture. Harmonious campus ecological environment points to students' mental health. In order to create a beautiful campus environment, the change of environment is consistent with people's activities. The creation of campus environment must pay attention to the influence of humanistic social ecological factors. School leaders should pay attention to the construction of the material environment. A good campus material environment should fully consider the harmonious infrastructure in the campus planning and layout, and have its own style and taste. Pay attention to the hidden curriculum in the campus culture, hidden curriculum is the unique school atmosphere which reflects the school class scene, including the material and cultural environment. In the construction of campus environment, the cultivation of personality is emphasized, and the hidden curriculum in the campus cultural environment is recognized, which helps to implement the educational requirements of harmonious development. The school should realize the importance of establishing the concept of ecological civilization, make use of the main contents of campus culture to carry out propaganda and education, strengthen the construction of campus network and philosophy class through the guidance of public opinion, and organize and carry out community activities with ecological campus culture characteristics.

Campus spiritual culture is the product of the main thinking of the campus. Good campus spiritual culture is conducive to the formation of a strong school atmosphere and has a direct role in promoting human development. The development of campus spirit in Higher Vocational Colleges requires strengthening the construction of school spirit, which includes teaching style, study style and leadership style. The core of the high-quality style of study, to abide by the rules and discipline as the core of the good style of study, to explore and innovate as the core of the good style. The school motto is accepted by teachers and students in the construction of campus culture, and evolved into the school spirit which embodies the pursuit of school value.

Campus culture is the core value of a school, the soul and precious wealth of the school. The construction of campus culture in higher vocational colleges is the most centripetal part of school management, which plays a decisive role in the sustainable development of the school. Advanced campus culture can form an atmosphere, create a good external environment, and become the maintenance force for the development of campus community. Physical education vocational school students image thinking development, psychological adjustment ability is weak. With the scientific quality of sports professional work, we must rely on rich campus culture. To carry out rich campus cultural activities requires schools to attach importance to campus cultural activities. Community activities play a unique role in cultivating students' good personality. Schools should actively explore effective methods of community management. There is an important relationship between the school education ecosystem and all aspects of the

society, so the school should carry out more activities of external friendship. Teachers have a stronger ability to grasp campus cultural activities, and need to increase the professional guidance of College Students' associations.

Sports vocational schools have their own characteristics. The construction of ecological campus culture in sports vocational schools should emphasize the inheritance of sports spirit, so as to guide the students of physical education to be active and enterprising. In the construction of ecological campus culture, activities should be expanded to enhance the sense of social responsibility of college students and make students realize the influence of their own behavior on society. In the construction of ecological campus culture in sports schools, it is necessary to emphasize the establishment of the concept of fairness between teachers and students so that they can participate in the competition fairly and get rid of the narrow sense of chivalry. It is required to strengthen the moral concept of physical education such as teachers, and school leaders and teachers should interact with students more. In order to establish a perfect sports moral system, coaches' sports moral concept affects students' sports moral level. At present, sports moral construction is paid attention to. Sports schools should formulate long-term goals of sports moral education and standardize the operation mechanism of sports moral education. The institutionalized implementation of sports moral education is conducive to improving the sports moral level of the participants in sports activities.

6. CONCLUSION

The development of higher vocational sports needs to embody the purpose of running a school in the

construction and management of the school, and the construction of campus culture needs to find the sustainable development path of the coordinated development of human and nature. This paper analyzes the ecological campus culture of Higher Vocational Colleges in China, through the investigation of sports vocational colleges, to understand the current situation of ecological campus culture in sports vocational colleges. With the rapid development of sports higher vocational education, there are still many problems to be solved. In view of the current situation of campus culture construction in sports vocational colleges, this paper explores the corresponding countermeasures, explores and strengthens the construction of humanistic social ecological environment, comprehensively carries out rich and healthy campus cultural activities, and develops campus spiritual culture.

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The Value Orientation and Practical Significance of The Party's Self-Revolution in The New Era

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Abstract: With the rapid development of China's social economy, the self-revolutionary consciousness and concept of the people of our party are constantly improving, which is also an important way to strictly govern the party. Therefore, under the development of this new era, the relevant party organization departments of our country need to take the great rejuvenation of the Chinese nation as the mission, increase the welfare of the people as the core, and take the ruling ability and ruling status of our party as the starting point, so as to comprehensively, strictly and specifically improve the anti-corruption work of our party, which is also the basis for promoting China's economic construction and economic security. Therefore, in this paper, the author analyzes the value orientation of our party's self-revolution in the new era, and expounds the practical significance of our party's self-revolution in the new era.

Key words: The new era; The party; Self revolution; Value orientation; Practical significance

1. INTRODUCTION

In the report of the 19th National Congress of the Communist Party of China, it is emphasized that "the most distinctive character of our party is to have the courage to self-revolution and strictly manage and administer the party." Therefore, no matter in terms of theoretical content and practice, we need to constantly improve the value orientation and practical significance of our party's self-revolution, which is also a great project to promote and strengthen our party's construction. Therefore, we need our party to take the cause of socialism with Chinese characteristics as the development core, so that our party's construction and development work can be guaranteed, which has a very far-reaching reality Significance and theoretical significance.

2. THE VALUE ORIENTATION OF THE PARTY'S SELF REVOLUTION IN THE NEW ERA

2.1 To realize the great rejuvenation of our nation

As a country with 5000 years of cultural history, China not only has a long cultural history, but also affects the development of human society. However, since the Opium War in 1840, great changes have taken place in China's development. As foreign capitalist countries greedy for China's assets, they have taken aggressive actions against China, which has brought great harm to our people, which is also a page of humiliation in the history of the Chinese nation [1-3]. However, the Chinese people did not shrink back in the face of the national crisis. Many patriots, aiming at rescuing the national crisis and revitalizing the

country, continued to carry out resistance activities, such as the Westernization Movement, the reform movement of 1898, the revolution of 1911, and so on. In 1921, some Chinese patriots formally established the Communist Party of China on the red ship of Nanhu in Jiaxing. This red ship was also the place where the Communist Party of China set sail. In the establishment goal, the main goal was to safeguard the fundamental interests of the Chinese people, and to realize the national rejuvenation as the mission. With the leadership of some national leaders, our party has established a socialist country with Chinese characteristics.

2.2 To increase the welfare of the people in China as the core

As the saying goes: "the people are the foundation of the country", so at any time, the state needs to take the interests of the people as the core. In the process of development, our party adheres to the purpose of building the party for the public and governing for the people, constantly promotes the development of China's social economy, and constantly attracts development experience and content in the process of development practice, so as to better promote the development of China's socialist society. In the 18th session of the CPC, the general secretary put forward new ideas and plans for building a beautiful China, such as the overall development of the people, the welfare of the people, and meeting people's economic and cultural needs. With the development of our country to a new era, there are contradictions between people's pursuit of a better life and social development. However, all our work is to meet the needs of the people for a better life. Therefore, it is necessary for our party to establish a people-oriented value concept and comply with the changes of social contradictions under the development of the new era, so as to make the people's life more qualitative, more warm and more ambitious.

2.3 To improve the ruling ability and status of China's Party organizations as the starting point

Since the founding of the Communist Party of China, it has been in power for nearly 70 years. In this ruling process, China's socialist construction has been constantly improved, and gradually developed to a mature country [2]. But it also needs our party to strengthen the legitimacy and rationality of the party's ruling work in the process of building the country, and avoid risks in the process of governance, which will not only increase the ruling position of our party, but also maintain good ruling vitality in the process of self revolution. Therefore, it is necessary for our party to grasp the current good situation of world development under the development of this new era, and to

build a country with Chinese characteristics with the development of the people as the core.

3. THE PRACTICAL SIGNIFICANCE OF THE PARTY'S SELF REVOLUTION IN THE NEW ERA

3.1 Means to consolidate the ruling position of our party through self revolution

How to realize the consolidation of our party's ruling position and means in the actual development, first of all, we need our party to maintain a certain degree of permanence and firmness under the development of the new era, especially when encountering great changes in national conditions, people's conditions, and world conditions, we also need the relevant party building management departments to maintain the strength and determination of governing the party, so as to make our party construction work continue to push forward Advance and improve. Secondly, under the development of the new era, our party needs to strengthen the construction of public trust, because the credibility of a country is closely related to its vitality, and also closely related to the support and trust of the people. Therefore, it is necessary for our party organizations to strengthen the formulation of development policies and policies. Therefore, our party needs to make its work ideas, style and practices closer to the public opinion through continuous self revolution, so that China's social development has more characteristics of the times [3]. Finally, the consolidation of our party's ruling position is also closely related to the vitality and vitality of the ruling party. Therefore, under the development of the new era, we not only need to explore the development mode of our party, but also need to ensure that our party's working team has strong vitality and vitality, such as through continuous Learning, thinking, practice, training and other ways to strengthen the construction of the working team, so that our party's work team in the process of its own construction has more ideas, methods and ways, which is an important means to consolidate the ruling position of our party.

3.2 Promote the development direction of our party through self revolution

In the process of self revolution, a good development direction is conducive to the construction of socialism with Chinese characteristics. At the 18th National Congress of the Communist Party of China, the general secretary put forward the goal of "building a well-off society in an all-round way". The formulation of this development direction is the main driving force of China's socialist development.

In the new direction of development, there has always been an unchanging truth, that is, the key to the success of China's affairs lies in the party. Therefore, in the process of promoting the development of our party, we not only need to strengthen our party's ideology, but also need to have some new methods and new ideas in the system. Secondly, our party also needs to have a certain construction of the party's style, style and ideology on the theoretical level, so as to better guide the political consciousness, core consciousness and ideological consciousness of all Party members to keep pace with the development of our party. Finally, through strict discipline soul and strict system formulation, these ideological contents are brought into the party building work. The exploration of a series of contents, such as the party's eight regulations and the construction of four styles, illustrates the practical spirit of the Communist Party of China's courage to innovate and dare to self-revolution. Therefore, through this kind of promotion, we can not only strengthen the ruling foundation of our party, but also make our party building work develop to a deeper level.

4. CONCLUSION

To sum up, in this paper, the author analyzes the realization of national rejuvenation and people's welfare and the party's ruling ability and status in the value orientation of our party's self-revolution in the new era, and elaborates in detail the realistic consciousness of the party's self-revolution in the new era, such as the means of consolidating the party's ruling position and promoting the development direction of our party through self-revolution Hope to bring help to relevant party building workers.

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Value Orientation and Guidance of Contemporary College Students--Analysis from The Perspective of College Students' Loans

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Abstract: The growth of college students has always been the focus of attention from all walks of life. They are the builders and successors of socialism in the future. As a group with knowledge and innovative spirit, they have a strong ability to accept new social things. With the development of China's Internet economy, it affects every one of us. In recent years, the college students' online loan events, even naked loan events, have attracted the attention of the society.

Key words: College students; Campus loans; Values

1. INTRODUCTION

Campus loan has always been a problem that makes people feel indignant. The author will analyze the campus loan event, so as to analyze the plight of contemporary college students' values education [1-2].

2. ANALYSIS ON THE FACTORS OF COLLEGE STUDENTS' CAMPUS LOAN

When this event constantly appears in front of people, it is worth most of us to reflect. College students are a group with rich knowledge and receiving higher education. They should have been a group of progressive youths with ideals and pursuits. Why did they sell their information in exchange for loans. There are many factors for college students to borrow on campus.

2.1 College Students' wrong consumption concept

College students go out to dinner, invite friends to dinner, travel, network communication costs more. The consumption structure of college students has been gradually in line with the society, but the income of college students is not in line with the society. Because of family factors, there is a big economic gap between them. As a group of dynamic groups, they will be interested in new things, because fashion, impulsivity, showing off will become the reason for some college students to make campus loans.

So are college students really so poor? According to media reports, young female college students like to spend ahead of time, but there is a big gap between their income and consumption expectations. The reason why they borrow money is to buy cosmetics, high-end electronic products and enjoy a better life. College Students' Campus loan is closely connected with distorted consumption concept.

2.2 The development of Internet economy

With the development of China's Internet market, the connection between the Internet and people is more and more close. Relying on a large number of users, China ranks first in the world's Internet users. At present, China is in the stage of consumption upgrading, online shopping

is gradually upgrading into the mainstream. The scale of online shopping users in China has reached hundreds of millions. With the development of e-commerce such as Taobao and Jingdong, the Internet economy has become more and more closely connected with people's lives. Contemporary college students, as one of the main forces of Internet users, are bound to be affected by the development of Internet economy.

2.3 Low threshold of online loan, convenient and fast

From the first credit card issued by China Merchants Bank for college students to 2009, the central bank stopped issuing credit cards with overdraft of more than 1000 yuan for college students. In addition, there are many steps to obtain loans from banks, and parents are required to act as guarantors. Therefore, it is difficult to apply and the procedures are relatively complicated. But the network loan, does not need any person to carry on the guarantee, only needs to fill in an application form, provides the ID card and the student card may carry on the loan. With the development of network economy, some online loan platforms promise to pay as soon as they apply. Some platforms even don't need to apply and can apply for shopping with an account. Network loan products are welcomed by the majority of college students for their convenience and quickness.

3. THE RISK BEHIND CAMPUS LOAN

Because of personal desire and online loan college students, in the premise of not fully considering their repayment ability, there is a certain risk.

3.1 College Students' consumption concept deviation

Chinese traditional culture has always advocated "thrifty and thrifty". After the reform and opening up, with the development of economy, money worship prevails. Especially under the media propaganda, young students are influenced by it, and the consumption concept of money supremacy is breeding and spreading. Social change leads to the change of consumption concept. The values transmitted in some network media will spend money tomorrow to solve today's problems. Loan consumption is becoming more and more popular in the campus. Money worship hedonism spreads inside the campus, and it is influenced by some Western ideas. It is desperate for money. With the money obtained by unscrupulous means to meet their own selfish desires, the consumption concept gradually deviated.

3.2 College students have great pressure on repayment

College students do not fully consider their own repayment ability, because of impulse and loan. The financial support of college students mainly comes from family, scholarship,

work study program and bank loan. Due to the limitation of application conditions and amount of bank loan, the amount of scholarship is relatively small. The remuneration and family financial support obtained by students for work study may be the main economic source of college students. Because the interest rate of the loan is very high, the monthly interest rate of some loans reaches 30%, which completely exceeds the repayment ability of a college student. Once the repayment lags behind, there may be a large amount of additional fees, which will increase the pressure of repayment, which is not conducive to academic development.

3.3 College Students' personal information is easy to leak
The incidents of problems in online lending platforms are common. The interest rate of some online lending platforms is 20% higher than that protected by the state. If overdue repayment is urged, it may be harassed, coerced and even some other behaviors. College Students' online loan is necessary to fill in very detailed information, including the applicant's name, credit card number and password, mobile phone number, school departments and schools, and the name and contact information of emergency contacts, bank card numbers and Alipay accounts for loans. Some online lending platforms do not pay attention to protecting the information of the lender, which is easy to leak.

4. MEASURES TO BE TAKEN IN THE FACE OF CAMPUS LOAN

The values of contemporary college students are affected by the social environment, politics and economy. To correct the values of contemporary college students, we must strengthen the education of socialist core values of contemporary college students.

4.1 Colleges and universities should construct the system of socialist core values

"The socialist core values system is the soul and banner of socialist society and the spiritual power to promote social development. The ideological and political education in Colleges and universities must adhere to the leading position of socialist core values." ^[1] At present, the environment of college students is facing the challenges of various ideologies and values. When we carry out the work of college students, we should give full play to the role of college students as masters, adopt multi-way and multi angle life values to stimulate their enthusiasm and initiative in participating in teaching activities; on the basis of respecting individuals, we should conduct correct value guidance so as to make college students' enthusiasm and initiative in participating in teaching activities Ideological and political work can be carried out smoothly.

4.2 College students should be guided by values

Values education has a strong purpose, but its purpose only in line with the socialist core values on behalf of the direction of social progress, and then conceive of personal development goals, the two are not in conflict with the purpose. From the 18th National Congress of the Communist Party of China, the concept of socialist core values was put forward. The cultivation of socialist values in the education of college students has been promoted to a higher level. From the original general ideological

education, the socialist core values are more specific and more targeted. Contemporary college students, as a group of young people with innovative consciousness and fighting spirit, can grow into successors of socialist cause only under the guidance of the two theoretical achievements of Marxism Sinicization, shouldering the mission of the country and the nation, and guided by the socialist core values.

With the rapid development of the world, in such an environment, the value education for college students should be more people-oriented. "To carry out value education for college students, we must pay attention to their individual life development and their legitimate interests." ^[2] To guide contemporary college students' values and make their personality more perfect, we must pay attention to their personal development and make adjustments according to the change of environment. In a word, the guidance of them should be guided by the core values of socialism, combined with the individual development needs of young students, so that young students can be more easily accepted, recognized by young students, and can play a certain practical effect in their daily work.

4.3 Government departments strengthen supervision of online loans

There are hundreds of online loan platforms, most of which only need simple procedures to get loans, and even some platforms promise to pay in three minutes. The platform only needs to be able to prove that you are a college student, as long as you have a student card and ID card, you can borrow money. It can be said that in order to seize resources, various online loan platforms have no bottom line. If such a bottom line can happen, an interest group will naturally emerge. When money cannot be locked into the cage, it will naturally produce bad results. In our country, the supervision department has not clear responsibility, the responsibility is not clear, and the phenomenon of mutual wrangling is common. The Internet financial consumer market is an emerging market which combines the Internet and finance. It leads the new ways and methods of consumption. If it is not regulated reasonably, it will inevitably lead to a series of problems against social harmony. The lending platform, financial regulatory agencies, relevant legislative bodies and relevant social departments should work together to deal with non-standard lending events, so as to effectively curb the occurrence of similar campus loan incidents.

College students should be more attractive and should be protected by the society. The development of Internet finance is the performance of social progress, because of the lack of effective supervision, it produces some negative social effects. From the credit cards issued by major banks for college students to the commercial bank campus loans without bottom line on various online loan platforms, it can be said that all businesses want to share a share of the college economy generated by college students. Because economic development cannot keep pace with effective supervision, such things as naked loans are harmful to social weathering. In the case of better economic development, market supervision should be strengthened,

especially in the face of the economic behavior of college students, more strict management should be carried out. For the growth of college students to create a good social environment, China's talent economy can be benign development.

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Analysis on The Construction of Higher Vocational Health Management Curriculum System Based on Professional Post

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Abstract: Health management is a new major in general undergraduate colleges and vocational and technical colleges. For health management major in higher vocational colleges, at the beginning of specialty construction, we must firmly grasp the main line of curriculum construction and reform. We should actively start from the combination of work and study, cultivate students' professional ability, construct the curriculum system of health management specialty based on professional post, continuously improve the professional competitiveness of students' posts, and strive to cultivate the talents suitable for the development of modern economy and society High quality, high skilled health management service professionals' practical talents.

Key words: Professional post; Health management major in higher vocational education; Curriculum system; Construction

1. INTRODUCTION

The construction of curriculum system is one of the basic work of talent cultivation in higher vocational colleges, and it is also an important carrier for higher vocational colleges to speed up the cultivation of modern vocational and technical talents[1]. As a young major, health management major in higher vocational colleges must firmly grasp the key and core of curriculum construction in the early stage of development, focus on the construction of vocational health management curriculum system based on professional posts, and effectively improve the quality of personnel training of health management specialty in Higher Vocational Colleges under the new situation.

2. TRAINING OBJECTIVES AND EMPLOYMENT DIRECTION OF HEALTH MANAGEMENT MAJOR IN HIGHER VOCATIONAL COLLEGES

Health management major in higher vocational colleges is an emerging specialty that actively adapts to the needs of modern economic and social development and people's different promotion of health management service concept. It mainly studies the issues of health promotion and health management at the national and social levels from a macro perspective, and studies the health promotion and health maintenance, improvement and management of individuals or groups (families) from a micro perspective. Its professional curriculum system spans medicine and Humanities and Social Sciences, including both medical courses and multi-disciplinary courses such as law, management, sociology and psychology. Through the construction of interdisciplinary and international curriculum system, students can have the ability to deal

with complex global health problems and practical operation ability.

The major is to cultivate all-round development of morality, intelligence and physique, have the theories and methods of modern management, health management and medical related technology, have certain medical, preventive health care and legal knowledge, have a relatively solid professional basic knowledge and broad knowledge, have a strong spirit of innovation, be able to use modern health concepts and health management skills, master the application of health service skills Type a senior talents. After graduation, students can engage in health management, health education, health consultation, health guidance, health marketing and other enterprises and institutions in education, health, medical treatment, universities, scientific research, community, physical examination institutions, insurance institutions, commercial health management service agencies, health management consulting agencies, health examination centers, health care centers, food and health care products production and sales Be able to engage in health technology, consultation, health monitoring, health assessment, preventive care, health maintenance, health management and service related work in the fields of primary medical treatment, disease prevention institutions, public health, community health service centers, health administrative institutions at all levels and relevant enterprises and institutions.

3. ANALYSIS ON THE CONSTRUCTION PATH OF HEALTH MANAGEMENT CURRICULUM SYSTEM IN HIGHER VOCATIONAL COLLEGES BASED ON PROFESSIONAL POSTS

The construction of higher vocational health management curriculum system based on professional posts should focus on the cultivation of students' post ability and the training objectives of higher vocational health management professionals, so as to highlight the practicality of curriculum teaching, accelerate the construction of curriculum system, and continuously improve the quality of health management professional personnel training [2]. The following aspects should be done well

3.1 Build curriculum system framework for improving students' professional ability

First of all, higher vocational colleges should actively build the basic framework of the curriculum system of health management major according to the post ability requirements of health management major and students' future employment. Specifically, the curriculum system

should be specifically divided into four categories: cultural basic courses, discipline professional basic courses, professional core courses and elective courses, of which cultural foundation is the foundation. The courses mainly include ideological and moral cultivation and legal basis, Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics, college physical education, College English, public art courses, computer application basis, etc.; the professional basic courses of disciplines mainly include introduction to health management, introduction to basic medicine, introduction to clinical medicine, introduction to preventive medicine, introduction to traditional Chinese medicine, and pathogen micro. The core courses should include health education and health promotion theory and practice, health informatics, health policy and health law, nutrition and food hygiene, prevention and control of non communicable chronic diseases, and diseases Intervention technology and health guidance, health risk assessment technology and methods, health management practical technology, etc.; the elective courses of discipline specialty should include community health management, hospital health management, enterprise health management, school health management, etc. In this way, a modular and step-by-step health management curriculum system is built to ensure the smooth implementation of the teaching plan.

3.2 Taking core curriculum construction as the starting point to speed up the construction of excellent courses

In the process of constructing the curriculum system of Higher Vocational Health Management Specialty Based on professional posts, the college should put the core curriculum construction in the process of professional ability construction in a prominent position, which is the key to effectively implement the teaching plan and realize the talent training objectives of higher vocational health management specialty [3]. Therefore, we should continue to strengthen the construction of professional core courses, such as health informatics, health policy and health law, nutrition and food hygiene, prevention and control of chronic diseases and non communicable diseases. We should also strengthen the integration and reform of professional core courses, and construct the teaching content based on the actual needs of the front-line work of the industry to cultivate students' comprehensive vocational ability, so as to let students master the industry work. According to the latest standards and requirements, the majority of teachers should strengthen the work of regular investigation and timely adjust the teaching content of professional core courses; they should speed up the invitation of relevant industry experts to participate in the formulation and adjustment of core curriculum teaching plan, and closely combine the work post needs with students' daily learning in the daily teaching process, and strengthen the quality courses on this basis. The organization and leadership of the construction should adhere to high starting point, high planning and high requirements, build a batch of core quality courses of health management with greater influence and radiation in a planned and targeted way, effectively radiate and drive the construction of other courses of health management

major in higher vocational colleges, constantly reform teaching methods and methods, and at the same time, strengthen the health management specialty in Higher Vocational Colleges purposefully and systematically. In the construction of professional teaching materials, excellent teaching materials should be selected according to the actual situation of excellent courses. On the basis of active pilot projects, special teaching materials and local teaching materials should be compiled according to the actual situation of the school. The network courseware should be actively developed to accelerate the formation of a three-dimensional teaching material system formed by text teaching materials, electronic teaching materials, network courseware, test question bank, series of reference books and auxiliary teaching materials. We should carry out the all-round reform of high-level teachers, teaching means and network course resources.

3.3 Highlight the construction of practical courses and cultivate students' practical skills

Practical curriculum is an important support for higher vocational colleges to cultivate students' practical skills and professional ability. In the construction process of vocational health management professional curriculum system based on professional posts, the college should pay attention to the importance and key role of practical courses, highlight the practical teaching component in the two modules of professional basic courses and professional core courses, and clearly require that the proportion of practical courses should not be less than 40% of the whole curriculum system, and at the same time, the construction of practical curriculum system should be carried out. In the process, it is necessary to set up corresponding training courses or training projects according to the corresponding vocational skills requirements of students' posts, to form a practical teaching system composed of basic skills, professional skills and comprehensive skills, as well as internship and graduation design, and strive to build a set of curriculum system structure in which theoretical courses and practical courses rely on each other and complement each other. We should pay attention to the introduction of health management professional industry standards, ensure that the teaching content of practical courses is fully connected with the actual needs of the post, and improve the professional ability of students.

3.4 Strengthen the construction of teachers and ensure the continuous promotion of curriculum system construction

Having a team of "double high" teachers with good quality, strong teaching ability and post ability is the key to promote the construction of curriculum system of health management specialty in Higher Vocational Colleges [4]. In the process of building the curriculum system of health management specialty in Higher Vocational Colleges Based on professional posts, higher vocational colleges must also attach great importance to the construction of health management professional teachers, vigorously cultivate and introduce "double high" teachers of health management specialty, strengthen the training and assessment of existing teachers, and constantly optimize the age, knowledge and business of health management professional teachers in higher vocational colleges. Quality

structure, efforts to continuously promote the construction of vocational health management curriculum system based on the occupation position.

4. CONCLUSION

In a word, the construction of vocational health management curriculum system based on professional posts is an important link to effectively implement the teaching plan of higher vocational health management specialty and improve the teaching level and personnel training quality. The school should take the construction of health management curriculum system as an important basic work, continuously strengthen and improve the curriculum system construction, and gradually guide the curriculum system and professional posts of health management in Higher Vocational Colleges by improving the construction of curriculum system, strengthening the construction of core courses, strengthening the construction of excellent courses, improving the construction of practice teaching system and strengthening the construction of teachers. It is necessary to realize the goal of training practical and skilled talents for health management major in higher vocational colleges.

ACKNOWLEDGEMENTS

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Investigation on The Construction of Study Style in Local Colleges and Universities

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Abstract: The construction of style of study is an important way to realize the fundamental task of establishing morality and cultivating people in Colleges and universities. With the development of China's higher education, the problems that were not very prominent have become more and more important with the continuous expansion of the scale. Based on the investigation of students' learning situation, this paper analyzes the problems and strategies in the construction of study style in local colleges and universities from the perspectives of learning purpose, learning method, learning effect and factors affecting learning.

Key words: Study style construction; Investigation; Truancy

1. INTRODUCTION

In the campus of the University, it should be the place to acquire knowledge and realize the ideal, but there are also some students skipping classes. There is a popular saying: "compulsory courses escape, elective courses must escape", it can be seen that truancy has become an increasingly serious problem. In the university campus, there are some such phenomena: no students in the front row are willing to sit, or the students who come late have to sit in front. Originally thought that the public class is a high incidence area of truancy, now even compulsory courses also have truancy phenomenon, which is worrying. The problem of truancy has inevitably become a headache for school administrators and staff management team. Many colleges and universities have taken many measures, but the effect is not satisfactory. The author makes an investigation and Analysis on the situation encountered in the work, in order to find some common problems and bring some enlightenment for the future student management.

2. SURVEY METHODS AND OBJECTS

The grades involved in the survey cover freshmen, sophomores and juniors, and the learning situation of each grade has its own emphasis. As far as the sample of this survey is concerned, the distribution of grades is relatively balanced. Due to the curriculum arrangement of senior grades, the survey samples are slightly less than those of lower grades. In this way, the results of the survey can better reflect the reality.

3. SURVEY DATA ANALYSIS

3.1 Frequency analysis

This survey is random and does not affect the rationality of the data. This survey of grade distribution, a total of 40 classes of freshmen, 44 classes of sophomores and 18 classes of juniors were investigated. From the perspective of the probability of truancy, 68 classes were found in the 102 class surveys, and the probability of truancy was

66.7%, which basically reached two thirds of the total number of times. There were 19 times of truancy in freshmen, and the probability of truancy was 47.5%, 33 times in sophomores, 75% in juniors and 88.9% in juniors. It can be found that the probability of truancy increases with the increase of grade, which indicates that the rate of truancy in lower grades is still relatively low.

3.2 Analysis on the probability of skipping classes

3.2.1 The gap between the probability of skipping classes between professional courses and public classes

Freshmen are all public classes, there is no probability of skipping professional classes. A total of 19 classes were investigated in sophomores, of which 13 classes were skipping. The probability of skipping classes was 68.4%, which was almost close to the overall number of times of skipping classes, slightly lower than the overall probability of class skipping. A total of 25 classes were investigated in sophomores, of which 19 classes were skipping, and the probability of skipping classes was 76%, which was higher than that of the college. The overall rate of truancy is also higher than that of sophomores. Sophomore basically reflects "lack of motivation to learn, tired of learning, learning for the exam"[1] 77% of the students of science and Engineering in a university have such a view, which is just in line with this truancy rate. There are 8 classes of supervision on professional compulsory courses in grade three, of which 7 classes are absent. The rate of skipping is 87.5%, which is almost close to the rate of grade three. The probability of skipping is almost the same.

3.2.2 The teacher's requirement of attendance rate affects the frequency of truancy

In the survey, there is a gap between the overall rate of skipping classes and that of professional courses and public courses. It can't help asking why students also skip classes in professional courses, but few students skip classes in some public classes. If the teacher is not familiar with the class management, the students will be punished if they are not familiar with the class management.

3.3 An analysis of the reasons for skipping classes

3.3.1 Objective reasons

Some of the students who skip classes because the teacher's teaching content is boring, some are because of the lack of credit for public or elective courses, and some are because the teacher is careless in management. Among the courses that students are absent from class, the most missed class is one class, and the absence rate reaches 32.8%, nearly one third.

3.3.2 Subjective reasons

Some of these students who skip classes are lack of interest in the course, there are other reasons for conflict, some are simply because they are in a bad mood, and even some

students choose to skip classes because they live in another campus and feel that cross campus classes are too far away.

3.4 Comprehensive analysis

From the above data, we can find that college students' truancy is an increasingly serious problem. In addition to the fact that the number of truant students in some classes has decreased after investigation, the atmosphere of truancy in most classes has not been restrained by the author's research on the style of study, and even some students even know that they want to investigate and even have to play truant against the wind. In terms of skipping classes, students choose more public courses and elective courses, or have less credits. If they know which course has a high passing rate, these courses are the first choice for them to skip classes. "A small number of teachers have a weak sense of responsibility, ignore the students' class situation, and lax discipline management in the examination room, which objectively accelerates the spread of bad study style." [2] If the teacher classroom management in place, strict requirements, many students still want to convergence a lot, will choose to go to class. It is not difficult for us to find that students are also a little bit bullied and afraid of the hard, making their own choice of skipping classes. Some students choose to study by themselves instead of going to class. They have a clear goal, which seems reasonable. Yu Minhong once said: roll call is the management means of university system for students who don't study hard to muddle along. For those who know their own goals clearly, they are not within the scope of naming objects. But more students will choose to play games to spend time skipping classes. With the expansion of China's higher education scale, many colleges and universities have expanded enrollment, the source of students will inevitably decline, if college students continue to skip classes will lead to college students not proficient in professional knowledge, which will inevitably affect his choice of leaving school to go to society. For truancy, many students will blame the system problems, such as unreasonable curriculum, but more is the problem of truant students themselves. Under the current education mode, we should remind students to realize that if they can't change the environment, please learn to adapt to it. Starting from ourselves, we should realize that skipping classes is more subjective, and striving to enrich our college life is the right way to solve the problem.

4. FOR THE PHENOMENON OF TRUANCY SUGGESTIONS:

The school should reasonably arrange students' courses, so that the courses can be well connected. Teachers can point out the use and necessity of the subject to students before teaching, so that students can learn more targeted.

In order to adjust the courses that are not professional enough, we should set up courses according to the needs of students and reduce the number of courses designed according to the needs of students, so as to avoid students feeling that they are wasting their time. Professional education should be carried out for students in the lower grades, and the courses that are not difficult in major can be arranged in the second grade. It is not necessary to arrange all the specialized courses to the third and the fourth year. Lower grades have a clearer understanding of the major and know the dynamic of their major in the society, which will increase their love for the major, so as to reduce unnecessary truancy. If we can arrange some practice opportunities, we can apply theory to practice and increase the applicability of knowledge.

Teachers should further optimize their own teaching methods, integrate theory with practice, increase the interactivity of the classroom, let students into the classroom, and avoid cramming or monologue teaching methods. Establish the education mode and classroom management mode that can adapt to the current management system, stimulate students' learning enthusiasm, help students set learning objectives, and make students gain something in the classroom.

Schools should constantly adjust the cultivation of students and classroom teaching methods, further improve the teaching level and attraction of teachers, stimulate the enthusiasm of teachers, constantly update the teaching content, pay attention to the interest of the classroom, cultivate students' practical ability, strengthen the education of students' values, help them establish a correct learning view, and reduce the students' absence rate subjectively. The phenomenon of students skipping classes is reduced, and the teaching effect can be further improved.

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Children's English Teaching Under the Guidance of Action Teaching Theory

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Abstract: English Teaching under the guidance of action theory teaching can not only effectively cultivate students' English core literacy, but also create practical scenes for students to a certain extent, so that students can experience the use of English content. It has become a powerful supplementary resource for current school English classroom teaching and effectively promote the actual teaching results of children's English teaching. This paper aims at the children's English Teaching under the guidance of action teaching theory.

Key words: English teaching; Theory

1. THE PRESENT SITUATION OF CHILDREN'S ENGLISH TEACHING IN CHINA IN THE NEW ERA

Under the background of the new era, children's English teaching has been paid more and more attention in China. On the one hand, childhood is the golden age of language learning. Children's curiosity and thirst for knowledge are relatively strong, and their ability to imitate adults is strong. Therefore, the earlier we contact with language training and learning, the better we can lay a good foundation for the improvement of language ability in the future. On the other hand, the continuous advancement of the new curriculum teaching reform process and the implementation of quality education programs have promoted the development of children's English in China's education [1]. Therefore, many primary schools have set up English courses, in order to create a good English learning environment for students in the early stage, and effectively promote the comprehensive development of students' language ability and social communication ability in the future.

In terms of the current situation of children's English teaching, the effectiveness of English teaching has made a great breakthrough compared with previous years. No matter in terms of teaching philosophy, teaching mode or teaching material content, the original emphasis on reading and writing ability of English learning has changed to paying attention to students' oral expression ability, listening training and comprehensive creative ability. Primary school students are gradually separated from the traditional English teaching mode, and get rid of the "dumb" English learning state. Even a large part of students can gradually master the basic knowledge and the level of using words, accumulating phrases and reading the text through several years of English learning in primary school [2]. However, from a certain educational point of view, this kind of English learning mode based on the book is not really to achieve the teaching objectives. At present,

the ultimate teaching goal of English education in China is to train students to use English flexibly in real situations and environments, and to apply the teaching contents to real life for language communication. In this process, emphasis is placed on the effectiveness and practicality of language learning, highlighting the students' real understanding and experience of the real language in the context, and ultimately realizing the ability to understand, master and use the English language. Therefore, for the exploration of children's English teaching, we need to continue to explore, bold attempt and innovation, break the conventional classroom teaching mode, spread the learning site to every place in daily life, let students' learning truly integrate into the society, and effectively comply with the prevailing action teaching education theory.

2. ANALYSIS OF CHILDREN'S ENGLISH TEACHING STRATEGIES UNDER THE GUIDANCE OF ACTION TEACHING THEORY

Under the guidance of action teaching theory, the teaching of children's English should give full play to the dominant role of students and teachers, pay attention to the development and cultivation of students' ability to analyze problems, observe and summarize problems, and solve problems in practice, so as to complete students' English learning tasks from various aspects, and lead students to teach through guided teaching method Learning and mastering the learning content can effectively achieve the final teaching objectives and learning tasks. Action teaching method can create a good learning environment for students. Its theoretical basis advocates that students can fully demonstrate their learning ability through their own actions and experiences in a relaxed and pleasant learning cooperation environment. Therefore, from the perspective of students' acceptance of knowledge, the English teaching method under the guidance of action teaching theory has laid an effective premise for the improvement of students' communicative competence and English core competence. The following is the specific strategy analysis of children's English Teaching under the guidance of action theory teaching

First of all, make clear the theme of English teaching. In the specific teaching practice, teachers should first make clear the teaching subject as the focus of teaching tasks, and take "living English" teaching activities as the theme of action teaching [3]. The main content of the English teaching is to carry out regular activities with the theme of 14 days. In this process, teachers should systematically and completely summarize and refine the contents of school English textbooks, and then set the theme of English

classroom activities according to the extracted teaching contents. For example, in the textbook teaching content to say hello, buy Stationery, then English teaching activity theme can be set as "supermarket to buy Stationery.". According to this theme, we can set the activity place in the supermarket around the school or family, and the best time is in the morning and afternoon when the flow of people is less.

Secondly, make good preparation for English textbooks. Before carrying out English practice theme activities, teachers should prepare corresponding teaching materials in advance to lay a good foundation for the smooth development of follow-up teaching activities. Generally speaking, teachers need to prepare text materials including the main process of teaching activities, precautions, activity rules, English words, sentence pattern reserve, group task card, evaluation form and summary table of each group. In this process, in order to effectively stimulate students' interest in learning and enhance the motivation and enthusiasm of students to participate in teaching activities independently, teachers can mark the specific task arrangement of each thematic teaching activity on the task card. For example, what kind of stationery to buy in the supermarket, detailed description of stationery, etc., the content on each task card needs to be written in English.

Finally, the effective implementation of English teaching practice. As the most important part of the whole teaching practice, the implementation stage of teaching theme activities can be divided into three parts. The first is to preview the relevant teaching contents and knowledge points in advance before students participate in teaching activities. Under the guidance and guidance of the teacher, students should know the words, phrases and key sentence patterns that may be involved in the teaching activities in advance, and select them for standby; the second is the task completion stage. In this process, teachers need to divide the learning and inquiry groups into groups according to the precautions and contents of teaching activities set by themselves in advance, and select a team leader in each group. Through discussion and communication, they determine their respective group names and English slogans. Next, they communicate and communicate the teaching activities related group tasks, and each group of

team members according to their own set of specific tasks. The third is to summarize and grade the teaching activities. As an indispensable part of the whole teaching activity, the teacher is required to complete the evaluation form of each group, summarize, make and summarize the photos and videos in the teaching activities, and summarize the performance of each student; the team members complete the group summary table, and finally, each student adds a paragraph of English sentiment under the table, which can be the body of participating in teaching activities. Experience can also be gratitude or harvest.

3. CONCLUSION

To sum up, under the guidance of action teaching theory, teachers should set up English teaching curriculum activities according to children's English teaching characteristics, students' learning interests, physical and mental development rules and learning cognitive ability, so as to effectively highlight its interest, flexibility, uniqueness and effectiveness. In this process, teachers through a variety of English teaching innovation and reform, Rangers stimulate students' interest in learning and participation enthusiasm, constantly improve students' English core literacy and practical English communication and application ability, and cultivate students' ability of unity and cooperation and innovation.

ACKNOWLEDGEMENTS

The research product of the university-enterprise joint project of North Minzu University of 2018, Project No. 2018HLS14, the correspondent is Song Cuiping.

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On the Modern Transformation and Innovative Development of Chinese Excellent Traditional Culture

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Abstract: Chinese tradition plays an important role in China's development, and constantly promotes the progress and development of society. The promotion of cultural soft power and the construction of cultural power are inseparable from the excellent culture of the Chinese nation, which is of great significance in the cultivation of socialist core values. It improves the cultural self-confidence of our country. In order to realize the innovative development of excellent traditional culture, we need to carry out some analysis combined with modern anti-Chinese traditional cultural thoughts. At present, we need to inherit the traditional excellent culture continuously. In line with the times of innovation, transformation, vigorously promote the combination of Marxism and Chinese culture. In the following, a series of analysis will be made on the modern transformation of Chinese excellent traditional culture and the subsequent innovation and development.

Key words: Excellent traditional Chinese culture; Modern transformation; Innovative development; Contemporary value

1. INTRODUCTION

Chinese traditional culture refers to the cultural habits and cultural accumulation formed by the Chinese nation under the special natural environment, economic model, political structure, ideology and other aspects in the process of human historical development [1]. He exists in the thinking mode and values of the Chinese nation. After thousands of years of deduction and innovation, he has been deeply integrated into the ideology and code of conduct of the Chinese nation, and has become a powerful force restricting the development of social history, dominating people's thinking, behavior and daily life [2]. The general secretary has made it clear that culture is the soul of a country and a nation. China's excellent traditional culture has been engraved in the hearts of every Chinese people.

2. THE INTEGRATION OF CHINESE TRADITIONAL CULTURE AND NEW PERIOD CULTURE

Traditional culture and modern culture inevitably have some differences because of the different times. Traditional culture is the treasure of our country after thousands of years, and modern culture is the culture of the new period in the process of modern social development. In fact, modern culture is also evolved from traditional culture. In the process of continuous updating of the times, traditional culture has changed into modern culture, and traditional culture has played a good guiding role for modern culture. Nowadays, some traditional culture is

more and more unable to adapt to the contemporary production and lifestyle, in the face of this situation, the integration of traditional culture and modern culture is imperative.

In the process of the integration of traditional culture and modern culture, there are still a series of challenges. There are still big differences between them, which are mainly reflected in the following aspects: the differences between the two are mainly reflected in the economic foundation. Modern culture is produced by the continuous development of contemporary market economy, while traditional culture occurs in the operation of small-scale peasant economy. There are obvious differences between them. At present, the social contradiction between modern culture and traditional culture is more and more obvious, which is caused by the change of the times. In this information age, the distance between countries is getting closer and closer, and the communication is more and more close. As a result, our culture has also merged some foreign cultural forms. While absorbing foreign advanced culture, we are constantly innovating in accordance with the changes of the times. Under the imperceptible influence, China's cultural structure has undergone a qualitative change, and gradually moves towards diversification and development. But at the same time, it will also be accompanied by a series of problems. The culture between countries is mainly developed according to their national conditions. The different national conditions of different countries also lead to different cultural conflicts in the process of absorbing. If we can not solve this series of problems fundamentally, it will not bring convenience to our country, but also restrict our country seriously. The direction of economic and cultural development. The main way to solve this problem is to integrate multiculturalism, take the essence of culture and remove the dross.

3. INHERITANCE, INNOVATION, TRANSFORMATION AND RENEWAL OF EXCELLENT TRADITIONAL CULTURE

3.1 Handle the relationship between inheritance and innovation of Chinese excellent traditional culture

To carry forward the excellent traditional Chinese culture, we need to gather the strength of the whole nation, strengthen the great cause of building socialism with Chinese characteristics, which can strongly promote the development of our country. Only by persisting in innovation and keeping up with the changes of the society and keeping pace with the times, can Chinese excellent traditional culture play new activities and develop continuously. In order to realize the transformation and

innovation of traditional culture, we need to solve the relationship between the two. We need to use the method of dialectical analysis, strengthen the historical materialism, carry out scientific and reasonable work. We also need to conform to the form of the mainstream consciousness of today's times, have important contemporary value content, condense in the analysis, inherit on the basis, and finally realize the transformation of modernization. Only by carrying out inheritance can we carry out innovation in the follow-up period, keep pace with the changes of society, realize the long-term prosperity and vitality of culture. Rational analysis, tight grasp of the core of excellent culture, in the valuable content, combined with the actual development of contemporary society, with the language expression method that the common people can understand, vigorously carry forward the traditional Chinese culture, which is conducive to adjust the current relationship between people and people, between people and society, to achieve the ideological self-cultivation of the true, the good and the beautiful, the social fashion, and so on Values. Cultural innovation and inheritance are interrelated and inseparable.

3.2 Transform and update Chinese excellent traditional culture

In Chinese traditional culture, the advanced culture and the traditional culture have been coexisting, although there are still obvious contradictions in some advanced traditional culture which are inconsistent with the contemporary concept. These traditional thoughts and cultures reflect the characteristics and requirements of some specific historical times in ancient China. They were born for the ruling stage of each different society. Compared with today's social and cultural service objects, these traditional thoughts and cultures have great differences. In order to make use of our precious ideological wealth, we need to abandon it and innovate it. We should learn from Marx's scientism and retain the essence of some Chinese traditional values which are of great value to us. For example, in traditional culture, "benevolence loves others" and "respecting teachers and respecting the way" often appear in traditional culture, which can be retained because it is in line with the development concept of China today. For some content

that runs counter to the current era, it can be appropriately changed and improved to make it a new culture that meets the requirements of social development and can more effectively promote the excellent traditional Chinese culture development.

4. PROMOTE THE DEEP INTEGRATION OF MARXISM AND CHINESE CULTURE

Marxism came into being in Germany, the earliest thought of Europe, and spread to China after the October Revolution. If we want to use and develop the advanced thought of proletarian revolutionary movement in the west, we need to innovate according to China's actual conditions and Chinese culture. The realization of deep integration with Marxism is the inevitable result of the development of Marxism in China. For example, in the thought of ancient Chinese, "the unity of man and nature" is the same as Marx's thought of social harmony, which fully shows that Marxism and Chinese excellent traditional culture are essentially the same.

5. CONCLUSION

Culture is the product of human wisdom and labor. It is an inexhaustible road to realize the modern transformation and tradition of traditional culture. It is necessary to innovate continuously on the basis of inheriting the excellent culture of the Chinese nation, and to adopt its compatibility in the face of excellent traditional culture of other countries. Under the general pattern of cultural diversity in the world, the formation of unique cultural traditions of various countries has gone through a long historical process. In the process of economic globalization, mutual exchange and constant acceleration of modernization, culture is constantly expanding and needs to be protected and inherited, which actually reflects the law of human cultural development.

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On the Teaching Reform of MOOCS For College Students' Innovation and Entrepreneurship Foundation Course

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Abstract: The basic course of innovation and entrepreneurship is an important part of teaching work in Colleges and universities, which can effectively improve students' innovation and entrepreneurship ability and promote the overall development of college students. In the information age, MOOC teaching has received higher attention and plays an increasingly important role in college students' innovation and entrepreneurship basic courses. However, it is worth noting that due to the short time of MOOC teaching mode and the lack of relevant experience, the application of MOOC resources in actual teaching is not ideal, which is not conducive to the improvement of teaching level of innovation and entrepreneurship basic courses. This paper analyzes the problems existing in the teaching reform of MOOC, which is the basic course of College Students' innovation and entrepreneurship, and puts forward some reform strategies in order to bring some help to the work of colleges and universities.

Key words: College students; Basic courses of innovation and entrepreneurship; MOOC teaching

1. INTRODUCTION

The innovation level of MOOCS is lower than that of basic courses in China. At present, some colleges and universities have gradually realized the necessity of MOOC teaching reform of College Students' innovation and entrepreneurship foundation course, and have invested a lot of energy and time into it. However, due to the improper connection of MOOC resources and teaching materials with the current teaching work, the utilization of MOOC resources is not ideal, and the teaching level still has a large room for improvement. In this case, it is imperative to study the teaching reform strategy of MOOC, which is the basic course of College Students' innovation and entrepreneurship.

2. PROBLEMS EXISTING IN THE TEACHING REFORM OF MOOC, THE BASIC COURSE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

2.1 The adaptability of curriculum resources is poor

Under the new situation, the teaching of innovation and entrepreneurship basic course has been paid more and more attention in Colleges and universities. With the development of science and technology, there have been some changes in the teaching concept of colleges and universities, and gradually realized the advantages and functions of MOOC teaching, and tried and practiced in the

actual work. However, due to the influence of various factors, the adaptability of MOOC course resources is poor, which is inconsistent with the teaching objectives of innovation and entrepreneurship basic courses in Colleges and universities in China. Under the circumstances, the development of teaching work is not ideal, MOOC curriculum resources can not give full play to their due role. In addition, due to the lack of relevant experience and the short development time of College Students' innovation and entrepreneurship basic courses, there are some differences between the MOOC course resources in China in the past and the learning habits and acceptance ability of college students, which also has a negative impact on the adaptability of curriculum resources [1-3].

2.2 Poor pertinence of teaching materials

The poor pertinence of teaching materials is also a big problem in the teaching reform of MOOC, the basic course of innovation and entrepreneurship for college students. Colleges and universities should pay attention to it in practical work and take effective measures to deal with it. Due to the short development time of College Students' innovation and entrepreneurship basic courses, the teaching materials used by some colleges and universities are mostly concentrated in Entrepreneurship planning and entrepreneurship experience, which is not attractive to college students. Moreover, it is difficult for students to improve their innovation and entrepreneurship ability through learning the contents of the teaching materials, so the teaching work is not ideal. In addition, some college teachers do not fully understand the important role of teaching materials in practical work, and can not make rational use of teaching materials. Most of them explain relevant knowledge according to their own experience. In this case, the teaching work of College Students' innovation and entrepreneurship foundation course is not ideal. The teaching work needs further improvement.

2.3 Poor learning effectiveness

This paper analyzes the current situation of MOOC teaching of College Students' innovation and entrepreneurship foundation course in China. In the actual teaching process, most students can complete video learning according to the established requirements, and the quality of teaching work has been effectively guaranteed. However, it is worth noting that some students only want to complete the video learning task in the MOOC teaching process, and can not learn the knowledge involved in the video teaching, resulting in the video teaching staying on the surface, and it is difficult to play the role that video

teaching should play. Moreover, in MOOCs teaching, teachers do not fully understand their own guiding responsibilities. In this case, students lack of effective supervision in the video learning process, which makes it difficult for students to maintain a rigorous and serious attitude, and the learning effectiveness is poor [2].

3. MOOC TEACHING REFORM STRATEGY OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP FOUNDATION COURSE

3.1 Enrich curriculum resources

In order to improve the MOOC teaching level of College Students' innovation and entrepreneurship foundation course, colleges and universities must constantly enrich classroom resources in practical work, so as to improve the application level of MOOC teaching mode. In the teaching work, colleges and universities should keep close communication with other colleges and universities, actively learn from the advanced experience of other schools, constantly enrich their own curriculum resources, so as to strengthen the impact on students. In addition, colleges and universities should actively create a high-level teaching team, deeply tap curriculum resources combined with the actual situation of schools and students, complete the production of teaching videos, and improve the teaching level of College Students' innovation and entrepreneurship basic courses. In addition, colleges and universities should pay attention to maintain good communication with students, ask about their feelings and demands, and constantly adjust curriculum resources to ensure the orderly development of teaching work.

3.2 Reasonable selection of teaching materials

In practical work, colleges and universities should reasonably choose teaching materials to ensure that the teaching materials meet the needs of College Students' innovation and entrepreneurship basic course teaching work, so as to improve the level of teaching work. In order to improve the pertinence of the teaching materials and strengthen the influence on students, colleges and universities should draw on the teaching materials such as the basis of College Students' innovation and entrepreneurship, classic case course of College Students' innovation and entrepreneurship, and combine with the actual situation of the University. In addition, colleges and universities should pay attention to consulting students' opinions when selecting teaching materials, take into account the needs of students on the basis of ensuring the quality of teaching materials selection, ensure that teaching materials have enough attraction for students, and ensure the efficient and orderly development of teaching materials work [3].

3.3 Clear teaching objectives

In the process of MOOCs reform of College Students' innovation and entrepreneurship foundation course, colleges and universities should clarify the teaching objectives and carry out teaching work after determining the teaching objectives, so as to ensure the orderly

development of teaching work. The application of MOOC resources in college students' innovation and entrepreneurship basic course teaching can reduce the difficulty of work to a certain extent, help students better learn relevant knowledge, and improve the quality of teaching work. However, in the past teaching work, some colleges and universities have some ideological deviation in the application of MOOC resources, which leads to students' failure to regulate their own behavior in the teaching process, which has caused some negative effects on the application effect of MOOC resources. In view of this situation, college teachers should strengthen the management of students to ensure that students can devote themselves to MOOC teaching, avoid the waste of time and energy, and improve the comprehensive ability of students.

4. CONCLUSION

To sum up, the application of MOOC resources in the basic courses of College Students' innovation and entrepreneurship can enrich the resources of teaching work to a certain extent, expand students' vision, improve the teaching level of basic courses of innovation and entrepreneurship, and promote the improvement of students' comprehensive ability. However, there are still some problems in MOOC teaching reform, such as poor adaptability of curriculum resources, poor pertinence of teaching materials and poor learning effectiveness, which have caused some negative effects on the use of MOOC resources. In view of the shortcomings existing in the past work, colleges and universities should actively change their own ideas, enrich curriculum resources, clear teaching objectives and other ways to carry out work, effectively improve the utilization level of MOOC resources, and achieve a substantial improvement in the quality of College Students' innovation and entrepreneurship basic courses.

ACKNOWLEDGEMENTS

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Research on Blended Teaching of College English Based On "Output-Oriented Approach"

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Abstract: English is a very important subject in higher education. At present, China is vigorously promoting the development of quality education. In order to adapt to the current development of China's education, College English has begun to reform and innovate. For the better development of College English, the output-oriented method has made great contributions to College English. It advocates that both teachers and students are in English. There are two very important parts in the process of language learning. When they can be applied, the overall English quality of college students can be greatly improved. **Keywords:** Output oriented approach; College English; Teaching research

1. INTRODUCTION

The output-oriented approach was proposed by Professor Wen Qiufang in 2015 in combination with China's English classroom. This method plays an important role in improving the quality of English learning and teaching of Chinese students. The output-oriented method breaks the original teacher-centered teaching, advocates that teachers and students are equal, focusing on what students can learn, so that they can learn division of labor and cooperation, improve the efficiency of classroom learning. The application of output oriented method in College English not only lays a foundation for the cultivation of applied talents, but also provides a good atmosphere and conditions for college students to learn English. This paper makes the following elaboration on the research of College English based on the output oriented approach.

2. OUTPUT ORIENTED APPROACH

In order to solve the problems in College English Teaching in China, the output oriented teaching theory with Chinese characteristics provides a new teaching idea for College English Teaching in the new era. From the output driven hypothesis to the input driven hypothesis, the formation of the theoretical system of the output oriented method has brought great changes to China's higher education. The main idea of Poa is to realize the integration of learning and using in English teaching. It combines the theory of second language learning, output hypothesis and social and cultural perspective of language learning. Then, it divides English teaching into two parts: output activities of students and input activities of teachers. Under the purpose of making students learn to use, output activities are regarded as teaching objectives and driving forces. In order to arouse students' interest in learning, input activities are used as a means to promote learning. There are three core links in the output oriented approach. The first is the driving link, which is the language communication task that teachers give students to complete. This task should

have social practicability, such as business English, discussion of social hot spots, and discussion of national policies and policies. Teaching steps and requirements: teachers present communicative scenes with communicative features, topics with cognitive challenges, and students try to complete communication. The activity makes students aware of the lack of their own language and has a desire to learn. The teacher explains the teaching objectives and tasks, so that students can clear the goals; the content is in view of the current development of information technology, which can be made into video or micro class, so that students can learn before class. In class, the teacher only needs to check the students' understanding of the video content. This will allow more time for the second phase. The second is the facilitating link, in which the teacher gives the input materials so that the students can learn and refer to the relevant language, sentence pattern and content; when the teacher guides the students to process the input materials, whether the students choose the content or the language, the teacher needs to check the results of the selection, so as to understand the effect of the students' selective learning. The third link of input facilitation is "output practice and inspection". The completion of the output task should not be "sheep herding", so that students can carry out pairs or group exercises in class without checking. According to the teaching requirements of Poa, it should be carried out step by step under the guidance of teachers. At the end of the exercise, an assessment should be made immediately to find out whether the students have the ability to complete the output task. The third is the evaluation link, which can be divided into immediate and delayed. Immediate evaluation refers to the "check" part of the "facilitation" link, which is to evaluate students' learning in the process of students' selective learning and task practice. Delayed evaluation refers to that students submit the results of exercises to teachers for evaluation after extracurricular exercises according to the requirements of teachers[1].

3. THE EXISTING PROBLEMS OF COLLEGE ENGLISH IN CHINA

3.1 The teaching structure mode is single

From the current teaching situation in China, the single teaching mode is the most common problem. Most teachers are still the traditional cramming teaching method, mainly inculcating knowledge examination and so on, with strong pertinence, which leads to the current students' lack of language expression ability [2].

3.2 Outdated teaching ability

In view of the current situation of education in China, most teachers generally focus on the text, and do not carry out corresponding teaching according to the specific learning

stages and needs of students. Because in the process of class, excessive reliance on textbooks leads to students' low interest in learning and the learning atmosphere in the classroom is not high. In most cases, teachers pull the students away, so long. In the past, students could not keep up with their learning progress and lost their interest in English learning[3].

3.3 Tradition of teaching methods

From the teaching content of College English, there is no big difference between the content of learning and that of middle school. As a result, students are still in middle school for class, and lack of knowledge expansion. Therefore, it is not attractive to students. Many students "muddle along" and learn English for exams.

4. THE EXPLORATION OF OUTPUT ORIENTED APPROACH IN COLLEGE ENGLISH

First of all, we have changed the previous teaching objectives and established a system focusing on the cultivation of students' language ability. In this process, in addition to the basic ability of English learning, we have also trained students' cross-cultural communication ability. Only in this way can we really improve students' English ability and enable them to acquire the ability of autonomous learning. Secondly, in the implementation of English education, we have changed the traditional teaching concept, taking "using" as the core goal of teaching. Besides taking language input as the main way of teaching, we should give full play to teaching students according to their aptitude. In addition, in order to improve the practicality of teaching, teachers combine various language abilities to improve students' practical application and comprehensive English quality. Finally, in line with the practical problem of English teaching, teachers and workers will be on the network about the life of students interested in the topic, in order to enhance the activity of the classroom and teaching effect. In the process of teaching, teachers also take the initiative to dilute

themselves, so that students can speak and ask actively. Teachers exist as a guide. In order to better highlight the main body of students, teachers let students try to teach and master English in the process.

5. CONCLUSION

The biggest gain of the output oriented method for college students is that from learning English to using English, from boring words and sentences to practical English situations, it brings English into life, improves students' interest in English learning and highlights the purpose of applying what they have learned. Output oriented method makes up for the irrationality of traditional teaching methods in College English teaching to the greatest extent. It breaks the original teaching mode and improves students' interest in learning. From the elaboration of this paper, we can see that the output oriented method is of great significance to college English teaching. It adapts to the requirements of China's education development in the new era and promotes the cultivation of foreign language talents in China.

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Construction of Innovation and Entrepreneurship Education System in Colleges and Universities Based On "Double First Class" Construction

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Abstract: The "double first-class plan" (world-class universities and first-class disciplines) is a strategic move to speed up the realization of connotative development of colleges and universities in China under the new situation. Its purpose is to create a number of demonstration colleges and universities with high industry recognition, high development level and talent training quality. Under the promotion of the "double first-class plan", innovation and entrepreneurship education in Colleges and universities began to sprout. This paper explores the construction of innovation and entrepreneurship education system in Colleges and Universities Based on the "double first-class" construction, with a view to providing beneficial thinking for the better development of innovation and entrepreneurship education in Colleges and universities.

Key words: Double high; Innovation and entrepreneurship education system; Construction

1. INTRODUCTION

"Double first-class" is another important strategic measure launched by the state after the construction of "985 Project" and "211 Project", which marks that higher education personnel training and higher education development have formally entered a new historical stage of "double first-class" development, thus injecting strong impetus into the reform and transformation of Higher Education in the new period [1]. To explore the construction of innovation and entrepreneurship education system in Colleges and Universities Based on the "double first-class" construction is to further promote the innovation and entrepreneurship education in Colleges and universities, realize higher starting point planning, high standard construction and strength promotion, and effectively promote the talent training and school running level of higher education.

2. ANALYSIS OF THE NECESSITY OF THE CONSTRUCTION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION SYSTEM IN COLLEGES AND UNIVERSITIES BASED ON THE "DOUBLE FIRST-CLASS" CONSTRUCTION

The "double first class" program is an important leading project for the state to support and encourage the development of a number of key colleges and Universities under the new situation. Under the background of the implementation of the "double first-class plan", both the colleges and universities that have been listed in the "double first-class" plan or failed to be listed on schedule should actively take the "double first-class" construction as the guide, actively carry out the characteristic innovation and entrepreneurship education for all students, so as to

make the talent training more competitive, meet the requirements of the times, meet the needs of the long-term development of the market, and actively communicate. Through the construction of a new innovation and entrepreneurship education system, we should focus on Cultivating College Students' awareness and ability of independent innovation and entrepreneurship, and stimulate their enthusiasm and initiative in practice. This is the inevitable requirement for colleges and universities to actively adapt to the needs of the development of knowledge economy and improve students' Comprehensive post ability and comprehensive quality under the background of the implementation of the "double first-class plan". It is also the transformation of Higher Education under the new situation. It is necessary to develop and develop the level and characteristics.

3. STRATEGY ANALYSIS ON THE CONSTRUCTION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION SYSTEM IN COLLEGES AND UNIVERSITIES BASED ON THE "DOUBLE FIRST-CLASS" CONSTRUCTION

The construction of "double first-class" innovation and entrepreneurship education system in Colleges and universities should follow the guiding opinions of the state on innovation and entrepreneurship education in Colleges and universities. According to the actual situation of our university, we should actively construct the innovation and entrepreneurship education system and effectively carry out innovation and entrepreneurship education.

3.1 Carry out innovation and entrepreneurship education for all students

Innovation and entrepreneurship education is not simply to select a few outstanding students of major or college to carry out innovation activities and win several honors for the college or university. It is not just to encourage students to open a few stores for simple entrepreneurship. The essence and core of innovation and entrepreneurship education is to cultivate college students' Innovation consciousness, innovative thinking and innovative spirit. Finally, it comes down to the cultivation of students' innovative ability. While students master professional knowledge and skills, they can also find problems in practical work and solve them creatively, so as to promote students' all-round development and cultivate them into high-level compound talents with innovative creativity. Therefore, in the process of carrying out innovation and entrepreneurship education for college students, we must face the following problems. To all college students, according to their different grades and majors, carry out

innovation and entrepreneurship education for all college students in a hierarchical and step-by-step manner. Under the guidance of "double first-class" construction, we should speed up the construction of innovation and entrepreneurship education system in schools, and build an innovation and entrepreneurship education system composed of innovation and entrepreneurship education, innovation and entrepreneurship activities and innovation and entrepreneurship practice. For example, for first-year students, we should focus on innovation and entrepreneurship education courses, and provide elective courses for innovation and entrepreneurship education to cultivate their initial innovation awareness and spirit; for second-year students, we should take innovation and entrepreneurship activities as the main body, and through holding "innovation and entrepreneurship competition" and "Entrepreneurs Forum" and other activities, to cultivate them to have a certain degree of innovation and entrepreneurship Innovation and entrepreneurship ability; for the third grade and graduate students, we should focus on innovation and entrepreneurship practice, through the establishment of students' innovation and entrepreneurship Park, cooperation with relevant enterprises, and the establishment of students' entrepreneurship practice base in enterprises, so as to cultivate students' innovation and entrepreneurship ability in practice, and create favorable conditions for their future employment and entrepreneurship.

3.2 Carry out innovation and entrepreneurship education in combination with major

The construction of innovation and entrepreneurship education system is an important supplement and extension of professional education in Colleges and universities. In the process of building the innovation and entrepreneurship education system in Colleges and universities, we should actively rely on the students' major and "have flesh and blood" to carry out innovation and entrepreneurship education for students [2]. On the one hand, we should actively incorporate innovation and entrepreneurship education into professional education, actively change the education concept of front-line teachers, and imperceptibly carry out innovation and entrepreneurship education for students in the process of daily education. In this way, we can effectively avoid the tedium of paper-based education and education, which is more conducive to students' acceptance, so as to make professional education more infectious, such as in the process of professional education Teachers can focus on the "needs of entrepreneurs" to expand teaching, and pay attention to new entrepreneurial knowledge and ability in practical teaching, so as to achieve the combination of theory and practice. On the other hand, we should actively guide students to practice professional knowledge in innovation and entrepreneurship education and various activities, so as to make innovation and entrepreneurship education more in-depth, and more conducive to students' understanding and mastery of professional knowledge. Through a series of innovation and entrepreneurship practice, students can not only practice innovation and Entrepreneurship, but also apply the knowledge they have

learned to practice, so as to promote professional learning Xi.

3.3 Constantly enrich the carrier of innovation and Entrepreneurship Education

Innovation and entrepreneurship education system is different from professional theory, and can not simply copy the general classroom teaching mode. Therefore, in order to effectively promote the construction of innovation and entrepreneurship education system in Colleges and universities, colleges and universities should actively build all kinds of innovation and entrepreneurship education carriers and create a good innovation and Entrepreneurship Education atmosphere [3]. First, it is necessary to hold various kinds of colorful activities, such as carrying out activities such as career planning and innovation guidance theme month for all college students every year, carrying out special lectures on innovation and entrepreneurship education, etc., so as to cultivate college students' awareness and ability of innovation and entrepreneurship. The second is to establish a college students' entrepreneurship Park, and determine a number of entrepreneurial projects within the whole school for incubation, and encourage the entrepreneurial team of college students to enter the park for practice. Third, it is necessary to actively establish cooperative relations with all sectors of society, such as enterprises and government departments, and jointly establish university students' innovation and entrepreneurship base with the outside world, so as to continuously expand and enhance the carrier of College Students' innovation and entrepreneurship education, and boost the high-quality construction of innovation and entrepreneurship education system in Colleges and universities.

4.CONCLUSION

In short, the construction of innovation and entrepreneurship education system in Colleges and Universities Based on the "double first-class" construction should focus on the improvement of innovation and entrepreneurship education, innovation and entrepreneurship activities and innovation and entrepreneurship practice. Through continuous improvement of innovation and entrepreneurship education carrier, incubation of innovation and entrepreneurship activities eye-catching, and improvement of innovation and entrepreneurship system and mechanism, the quality of innovation and entrepreneurship education in Colleges and universities can be effectively improved.

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Colleges from the perspective of Ideological and Political

The Application of Excellent Traditional Culture in Modern Governance

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Abstract: Under the new situation, the excellent traditional Chinese culture is an important cultural support for governing the country. The inheritance of the excellent traditional culture of the Chinese nation needs to be based on the background of the modern times and social reality to interpret the contemporary. At this time, we not only need to use the excellent culture to deal with the relationship between inheritance and innovation, but also need to transform the achievements and blend with the values of the times to stimulate the vitality of life and improve the corresponding appeal. In the process of keeping pace with the times, we constantly accumulate the essence of thought, consciously introduce excellent traditional culture in the practice of governing the country, enrich the nutrition, inherit traditional wisdom, and maintain the eternal charm of culture. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the current situation of the times, formulate a scientific integration path.

Key words: Excellent traditional culture; Modern governance; Application

1. QUESTIONS RAISED

With the continuous promotion of the spirit of the 19th National Congress of the Communist Party of China, in the process of socialist modernization construction, we need not only strengthen the mainstream ideology of society, but also establish a modern country in combination with the times, actively respond to the infiltration of western culture, and strengthen our cultural self-confidence. The excellent Chinese traditional culture has strong vitality, whether it is "faith is the foundation of human", or "sincerity is the way of heaven; thinking of sincerity is the way of man", which provides an important spiritual and cultural source for the development of harmonious society and fulfills the requirements of the times. Effectively transform the excellent traditional cultural elements into innovation and combat effectiveness, further form a new cultural development pattern, establish the foundation of cultural soft power, expand international influence, and establish the ideological logic of governance. In view of this, how to further inherit and carry forward the "root" and "soul" of the nation? How to speed up the pace of "mass entrepreneurship and innovation" of excellent traditional culture? How to improve national governance capacity? It has become the main content to be explored under the current situation.

2. THE APPLICATION OF EXCELLENT TRADITIONAL CULTURE IN MODERN GOVERNANCE

2.1 Purify the socialist economic market

From the current situation, in the process of socialist transformation, we need to optimize the economic structure and expand the internal demand. Further stimulate the potential purchasing power, relieve the western ideological trend, and eliminate the ideological impact of Western hedonism. In the free competition, the problem of profiteering has appeared in many places, and even such problems as "Clenbuterol" and "gutter oil" that damage the interests of the state and the people. In such a problem, cultural integrity will continue to decline, so that more consumers lose cultural confidence. At this time, it is necessary to reshape people's moral outlook on the basis of "morality". We should strengthen the construction of the socialist legal system and enhance the connotation of the concept of honor and disgrace. Condense the foundation, improve the level, cultivate excellent quality in the process of imperceptibly, and lay a good foundation for the construction of core value in the future.

2.2 Promote the modernization of national governance capacity and governance level

To a certain extent, only with a strong governance system and governance capacity, can we have a strong voice. For example, Qu Yuan's "Lisao" and Yu Qian's "lime chant" all demonstrate the traditional cultural quality of clean government[1]. Whether it is the impartial case of Baogong, or the political pattern of Hai Rui's dismissal, to a large extent, it shows the collusion between officials and businessmen, corruption and other issues, which have been existing since ancient times. In the course of modernization, the anti-corruption actions of "beating tigers" and "swatting flies" have not only won the hearts of the people, but also improved the party's ruling ability and level on the basis of "people first". "People oriented" has always been the foundation of the party's construction. Only by protecting the fundamental three-dimensional of the people and serving the people, can we improve the ability of state governance in the long-term imperceptible process. To seek "benevolent government" is to maintain the stability of the situation on the basis of the people, so as to achieve the construction and development of the feelings of "governing with morality". In the new situation with Chinese characteristics, we should promote the development of new ideas and new strategies of intellectual system and governance ability. We should strengthen the historic leap with the core of comprehensively and strictly administering the party. We should focus on solving the "four styles" problem, tap the excellent resources in traditional culture, emphasize the rule of law and rule of virtue, and correctly handle diplomatic relations.

2.3 Building a new socialist culture and enhancing the

national cultural soft power

In the process of practice, China is in an important period of socialist transformation, especially in the process of urbanization construction, many left behind children, widowed elderly and other issues have been presented to everyone's vision. At this time, under the correct guidance of the state, it is necessary to integrate the excellent traditional culture into the construction of family education, create a good social atmosphere, and maintain good innovation and cultural inheritance. No matter how the times change, no matter how the life pattern changes, the nation has always been the basic point of social development, and the family has always been the basic unit of society. Only by achieving harmony can we promote the unity and prosperity of the country. For example, the excellent traditional culture of "lying on ice for carp" and other stories are well extended on the basis of family education. In other words, it is necessary to carry forward the traditional excellent family virtues, build common values on the basis of "patriotism, dedication, honesty and friendliness", and promote the formation of thinking. From the perspective of cultural power, we should enhance people's cultural self-confidence, enhance the corresponding cultural soft power, increase the integration of the times and culture, and spread contemporary Chinese values, so as to lay a good foundation for the theory and method construction of the next development.

2.4 Building ecological civilization and building a beautiful China

With the continuous promotion of the spirit of the 19th National Congress of the Communist Party of China, the era concept of "green waters and green mountains is golden mountains and silver mountains" has been presented to everyone's vision. The traditional concept of "pollution first, then governance" has been unable to adapt to the development path of modernization. If we pay too much attention to the growth of GDP, the ecological and environmental problems will not be stopped, and even

desertification will occur. At this time, in the era of "governance at the same time of development", we need to enhance green production and life to everyone's cognition. Starting from the source, we should implement the common governance of the whole people, increase the construction of environmental restoration, and increase the construction of green and low-carbon development behavior. It can alleviate the problems between human and environment to the maximum extent, promote the further development of ecological civilization, and extend to the direction of green water and green mountains[2].

3. CONCLUSION

With the progress of society, the excellent traditional culture in the practice of modern governance, not only need to increase the integration, but also need to put the excellent traditional culture into practice. In the "root" and "soul" of traditional culture, we should meet the development needs of "mass entrepreneurship and innovation", and implement extension and development in the direction of innovation in combination with the requirements of the times. Resist history and national nihilism and show the wisdom of Chinese traditional culture. In the process of integration, we should establish new culture and new wisdom, enhance people's cultural self-confidence, improve cultural soft power, and realize national prosperity and strength.

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Discussion on Layout Planning and Design of Modern Construction Machinery Factory

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Abstract: In the analysis process of this paper, mainly for the development characteristics of the construction machinery industry at this stage, as well as some common construction machinery process, mechanical tools and engineering design steps are described in detail. This paper studies the overall layout and planning of modern construction machinery factory, and summarizes the reasonable design method in the layout. In terms of logistics logic diagram, value flow diagram and digital chemical plant, the comprehensive utilization rate and production efficiency of the plant are effectively improved, and the operation cost is reduced.

Keywords: Construction machinery; Process flow; Value flow diagram; Digital chemical plant

1. INTRODUCTION

With the development of information engineering technology and computer simulation technology at this stage, many enterprises in the market are innovating in engineering concept. Especially in the process of layout planning, more requirements are put forward. In the actual planning process, based on the value stream analysis, digital simulation and other advanced technical means, it is necessary to reduce the waste of production and layout rework due to errors[1-2].

2. PROCESS OF PLANT DESIGN AND PLANNING

At present, the planning process of construction machinery factory is basically logistics logic diagram, value flow diagram and digital chemical plant simulation. In this way, the logistics logic diagram can be drawn effectively for the products in the process of planning, and the value flow diagram of all levels can be drawn according to the formed logic diagram. Before the actual production, we can effectively determine the corresponding number of personnel, and then carry out the reasonable layout of digital production.

2.1 Logistics logic diagram

In the current logistics logic diagram, it is based on the overall product assembly line as the main body. In this way, in the process of production, we need to draw a fishbone composition diagram. In this structure diagram, there are three different basic elements: process flow, component name and production lead time.

2.2 Value stream map

For the value map, is a full use of some simple images. Or use some simple charts to express the information flow, logistics process and the operation of the production sequence. Therefore, in the current product production process, it contains all the activities. In the process of drawing, can be very good for the processing and production of products, clear the need for specific resource quantity and scale. To avoid the waste of

resources in the actual operation process, it is necessary to effectively optimize the overall layout.

2.3 Simulation analysis of digital chemical plant

At present, the digital factory is a comprehensive network platform which integrates digital model, method and tool. In the digital chemical plant, the main use of simulation and some virtual visualization technology, its data in the process of management, to achieve continuous management effect. In the process of operation, we can effectively plan, evaluate and continuously improve some important resources in the factory associated with the products. In some commonly used software, it can effectively help staff to develop, test and optimize the system platform. In this way, in the actual production process, we can effectively control the production plan.

3. FACTORY DESIGN LAYOUT OF CONSTRUCTION MACHINERY INDUSTRY

3.1 Overall plant layout planning

For each main engine of construction machinery, in the process of manufacturing, its process flow can be basically divided into five different modules. They are material preparation, structural parts manufacturing, shot blasting, cloth assembly / General Assembly, debugging and warehousing. In the process of specific transportation, the overall layout needs to be strictly based on the principle of the shortest logistics, corresponding treatment. At the same time, it is also necessary to effectively establish the joint plant and independent plant according to the actual management needs of logistics, confidentiality, environmental protection and safety.

At the same time, for the front-line managers, they need to be set in the area close to the production line in the design process of the office. However, in the process of spraying / shot blasting and some paint treatment, when there is a certain effect of polluting the surrounding environment, it is necessary to encourage the physical aspects with other equipment in the process of layout. In the process of blanking, welding and coating, it is necessary to plan the waste gas reasonably, and at the same time, it also needs to actively carry out effective treatment of dust. But in the actual assembly process, also need to effectively according to the actual needs of the product. In order to carry out the construction of constant temperature clean room. At the same time, for the debugging work of the whole machine, it is not necessary to connect with the assembly plant directly, so that in the actual debugging process, there will be no negative impact on the assembly work. Generally speaking, assembly module should be set up in the design of the visit channel of the workshop. Therefore, in the process of design, we need to start from the perspective of logistics demand and security. In the process of point and transfer, we can use

some track, air slide and other aspects of the design, in order to effectively in the design process of the workshop, can provide a certain rest place for the relevant staff.

3.2 Planning of production area

In the planning process of the production area, the typical process of the material preparation module is the pretreatment, cutting, beveling and bending. In terms of specific principles, in order to effectively avoid the formation of internal wall rust phenomenon, it is necessary to carry out pre-treatment of rust removal. At the same time, it is also necessary to use various types of cutting machines strictly according to the actual thickness of the steel plate for accurate blanking. But in the actual application process, also need to configure a small expected cutting machine, in order to effectively improve the utilization of materials. For the planning process of special-shaped groove parts, when there is a relatively special demand, it is necessary to effectively use the CNC milling machine to carry out targeted processing. In the process of blank transfer, reasonable planning and processing are also needed, so that the special containers can be sent to the distribution area.

In the production module of structural parts, it is necessary to effectively select the process of structural parts, which needs to be combined with the actual situation to carry out targeted treatment.

3.3 Logistics facilities planning

In the process of logistics facilities planning, it is often necessary to use crane, gantry crane, roller conveyor line, hanging conveyor chain in the air. In the actual planning process, it is also necessary to comprehensively consider the logistics equipment, so as to effectively compare and analyze the advantages and disadvantages.

3.4 Digital engineering simulation analysis

In the reasonable analysis of its planning mode, the simulation analysis based on a factory is also needed. After the completion of the digital planning, it is necessary to actively use the simulation processing of digital chemical plant, and effectively use the way of 3D modeling software to effectively model the structure, tooling, equipment and various production resources of the plant. In this way, after modeling, the rationality of the model can be effectively analyzed to fully guarantee the rationality adjustment and optimization of the planning scheme for various problems in the actual analysis process.

4. CONCLUSION

To sum up, in the analysis process of layout planning and design of modern construction machinery factory, this good design and planning method must be effectively applied. Combined with the development of construction machinery industry at this stage, it can effectively improve the reasonable design and planning effect of the project. Let the enterprise in the actual production and processing process, can no longer one-sided process processing, but can carry out fixed production.

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Research on Entrepreneurship Education Mode of Sociology Specialty in Local Colleges and Universities Under the Background of Big Data

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Abstract: With the continuous development of social economy and big data era, the national education industry strengthens the education and management of students, pays attention to improve students' professional skills and comprehensive quality, meets the requirements of social market development, and lays an important foundation for students' future development. With regard to the education development of sociology major in modern local colleges and universities, teachers need to strengthen the innovation of teaching mode and concept, so as to realize the all-round development of students. This paper mainly analyzes the entrepreneurship education mode of sociology specialty in local colleges and Universities under the background of big data, and the research results are for reference only.

Keywords: Big data; Local universities; Sociology majors; Entrepreneurship education mode

1. INTRODUCTION

Increasing the use of big data in domestic society can effectively improve the level and rhythm of social life and change people's lifestyle and habits. Therefore, the continuous development of domestic advanced science and technology has a promoting effect on the development of social economy. The application of big data in sociology majors in Colleges and universities can help to improve the teaching quality and efficiency of majors, update and enrich the textbook resources of sociology majors in time, deepen students' entrepreneurial consciousness, and cultivate their professional application ability and entrepreneurial strength [1-3].

2. MAIN CONTENTS AND CHARACTERISTICS OF ENTREPRENEURSHIP EDUCATION DEVELOPMENT OF SOCIOLOGY MAJORS IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF BIG DATA

2.1 Main concepts of big data development

Big data mainly refers to the effective integration of information and information in the society, and can be stored and managed. It has the characteristics of virtuality and simplicity, and plays a promoting role in the development of modern society. Therefore, the promotion and development of big data can effectively broaden the scope of education development, enrich the resources of social development, and realize the stable development of social and economic system.

2.2 Important value of big data development

The development of big data is an important part of the sustained and rapid development of information industry

in modern society. Therefore, increasing the use of big data in various fields of society can effectively expand the economic benefits of the industry, and help to enhance the comprehensive competitiveness of relevant enterprises. In the application process, it can provide high-quality services for consumers and effectively adapt to the dynamic changes of social market Economic development plays an important role[1].

2.3 Training contents of sociology major in Local Universities

The education development of sociology majors in Colleges and universities focuses on Strengthening Students' ability to master the basic theories of sociology, and involves the education of human resources, social planning and other fields, as well as innovative development with the changes of the times, which can effectively complete the educational objectives of relevant majors and realize the fair development of society.

2.4 Main contents of innovation education development

In order to promote the development of the concept of entrepreneurship education, colleges and universities should pay attention to improving students' entrepreneurial ability and basic quality, so as to ensure that students have the professional ability of entrepreneurial development, so as to promote the diversified development of social and economic structure. In the process of education development of sociology major in Colleges and universities, it is necessary to cultivate students' creativity, learning ability, solving ability, social adaptability and other characteristics, so as to complete the cultivation of comprehensive professional talents.

3. ANALYZE THE SIGNIFICANCE OF THE DEVELOPMENT OF ENTREPRENEURSHIP EDUCATION FOR SOCIOLOGY MAJORS IN LOCAL COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF BIG DATA

3.1 Help to promote the stable development of social economy

The application of big data in the development of sociology major education in Colleges and universities can effectively maintain the stable development of social economy, increase the proportion of domestic entrepreneurial economy, and effectively realize the innovation and reform of domestic economy through continuous innovation and development. Therefore, domestic colleges and universities need to increase personnel training and provide high-quality professional talents for the social market [2].

3.2 It can effectively improve the development quality of local colleges and universities

With the development of sociology major in domestic colleges and universities, the effective integration of teachers and big data can accurately understand the requirements and demands of social market for professionals, and provide data support for the development of college education. At the same time, the promotion of entrepreneurship education promotes the all-round development of students' entrepreneurship theory and practice, and promotes the stable development of domestic entrepreneurial economy.

3.3 It is helpful to improve students' comprehensive quality and core competitiveness

Driven by the rapid development of big data in China, the establishment of entrepreneurship education programs in Colleges and universities can not only effectively improve students' professional skills and comprehensive quality, but also effectively cultivate students' innovative consciousness and ability, and stimulate their potential. Among them, the core competitiveness is the focus of education development. Through the cultivation of students' scientific quality and professional ability, the entrepreneurship of students can be developed. The exhibition lays the foundation stone.

3.4 Improve local employment pressure and economic development status

Through the systematic analysis of the employment situation in modern society, it is found that the total number of domestic college graduates is rising, which leads to the imbalance between the number of jobs in the social market, and the employment channels are restricted, which is not conducive to the improvement of students' personal value and comprehensive quality. Therefore, colleges and universities encourage students to carry out entrepreneurship development, and through entrepreneurship education, it can promote domestic entrepreneurship. Stable development of the economy.

4.FORMULATE RELEVANT MEASURES FOR THE DEVELOPMENT OF ENTREPRENEURSHIP EDUCATION OF SOCIOLOGY MAJORS IN LOCAL COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF BIG DATA

4.1 Change the utilitarian characteristics of the development of sociology professional education

As for the entrepreneurship education of students majoring in sociology, it is necessary to carry out non utilitarian education with a view to the overall situation. It can actively carry out entrepreneurship development according to the development trend of modern economy, and focus on cultivating students' entrepreneurial awareness, entrepreneurial knowledge, skills and other aspects, so as to promote the future development of students' entrepreneurship.

4.2 Increase the hierarchical characteristics of the development of sociology professional education

Under the influence of the development of big data, social science professional education needs to increase the level of entrepreneurship education content, mainly from the spirit of students, consciousness, ability and other aspects

of comprehensive education, or teachers can build a targeted entrepreneurship education curriculum system according to the basic situation of students, which can cultivate students' entrepreneurial ability and comprehensive quality in an all-round way, and ensure students. The smooth development of future entrepreneurship [3].

4.3 Building important teachers with localization characteristics

In the development of entrepreneurship education in sociology majors of colleges and universities, teachers are an important part of the development of education. Therefore, schools can set up a professional team of teachers according to the development status of entrepreneurship education. Through the use of teachers' professional ability and social experience, it can provide important support and guidance for students' entrepreneurship development, and contribute to the smooth development of social entrepreneurship economy.

4.4 Increase the experiential characteristics of the development of sociology professional education

The development of entrepreneurship education in sociology majors in modern colleges and universities has changed the traditional teaching mode and increased the innovation of education and development. Therefore, teachers use diversified teaching methods in teaching, such as brainstorming and role playing, which helps to cultivate students' practical ability and comprehensive level, so as to realize the significance of the development of entrepreneurship education.

5.CONCLUSION

To sum up, under the promotion of the new curriculum reform concept and the rapid development of the times, the social market increases the demand for comprehensive professional talents. Therefore, local colleges and universities in China should strengthen the training and education of social professionals, pay attention to improving students' professional ability and comprehensive quality, which has a promoting role in the development of college education. In view of the educational development of sociology majors in Colleges and universities, it is necessary to increase the use of big data, deepen the innovation of education concepts, and promote and encourage students to start their own businesses by changing the utilitarian, hierarchical and experiential characteristics of the major, so as to realize the stable development of the education industry.

ACKNOWLEDGEMENTS

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Higher Vocational Architecture Curriculum Reform Implementation Plan

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Abstract: In recent years, with the rapid development of social economy in our country, the construction industry has also been greatly developed, in this case, the demand for architectural professionals has increased significantly. Under the new situation, higher vocational colleges actively open architecture courses, in order to improve their teaching level, transport many high-quality talents for the society, and promote the further development of social economy. However, it is worth noting that there are still some problems in the teaching process of architectural courses in Higher Vocational Colleges in China, which have caused some negative effects on the teaching quality and are not conducive to the further development of higher vocational colleges. In this paper, from the engineering courses, building structure courses and engineering budget courses three aspects of higher vocational college construction curriculum reform implementation plan is studied, in order to improve the teaching work of higher vocational colleges to bring some help.

Key words: Higher vocational colleges; Architectural courses; Curriculum reform

1. INTRODUCTION

At this stage, in order to realize their further development, some higher vocational colleges attach great importance to the development of architectural courses in practical work, and have also made some achievements, providing many architectural professionals for the society. However, it is worth noting that due to the influence of external environment, teachers' comprehensive quality and other factors, the teaching work of architectural courses in higher vocational colleges is carried out. It is not ideal. There is still much room to improve the teaching level, and the work still needs to be further improved. In this case, it has a strong practical significance to study the implementation scheme of Higher Vocational architectural curriculum reform.

2. HIGHER VOCATIONAL ENGINEERING CURRICULUM REFORM IMPLEMENTATION PLAN

Engineering courses involve many aspects, and have higher requirements for students' learning ability. In the past teaching process of higher vocational engineering courses, some students are difficult to effectively contact the knowledge points in different professional courses, and can not skillfully memorize and apply relevant knowledge, resulting in the low level of professional course teaching. In view of this situation, teachers in the process of engineering curriculum reform should pay attention to encourage and guide students to connect the knowledge of different courses, help students to connect

the knowledge, to deepen the memory and understanding of students' relevant knowledge, and propose to improve the level of professional curriculum teaching [1].

3. IMPLEMENTATION PLAN OF BUILDING STRUCTURE CURRICULUM REFORM

The construction structure course accounts for a large proportion in the construction courses of higher vocational colleges, which has a direct impact on the teaching quality of architectural courses. However, in the past period, teachers pay less attention to practical courses in the teaching process of building structure course. Teachers mostly explain relevant theoretical knowledge to students and require students to memorize the knowledge. In this process, students' subjective position is difficult to be better reflected, and students only passively accept the relevant knowledge infusion, which will lead to students' construction for a long time the loss of interest in the teaching of structure course will affect the progress and quality of teaching. In addition, in the past teaching process of building structure course, the teaching evaluation system is not perfect, most of which is to evaluate the teaching results and take students' achievements as the reference basis. In this case, the level of teaching evaluation of building structure course is low, which is not conducive to the overall development of students.

3.1 Independent practice teaching

Under the new situation, teachers in higher vocational colleges should fully realize the important role of practical teachers in the reform of architectural structure curriculum, improve the proportion of practical teaching, strengthen the cultivation of students' practical ability, ensure that students can flexibly apply the knowledge they have learned to practical work, so as to promote the improvement of students' comprehensive ability. And students can deepen their understanding of relevant knowledge in the process of practice, and help students better apply the selected knowledge to solve the problems encountered. In addition, the development of practical teaching can help students to analyze the problems existing in their own learning process, clarify the shortcomings in their own learning process, and provide reliable basis for students to improve their own follow-up learning methods.

3.2 Perfect teaching evaluation system

Teaching evaluation system plays an important role in the teaching process of higher vocational colleges. It can summarize the teaching work in the previous stage and point out the direction for the next stage. However, there are some loopholes in the teaching evaluation system of higher vocational colleges, which can not play its due role

in the teaching process, which is not conducive to the further improvement of the teaching level of building structure course. In view of this situation, higher vocational colleges should change the teaching concept, attach great importance to the development of teaching evaluation, improve the teaching evaluation, improve the comprehensiveness and systematicness of teaching evaluation, so as to provide reliable basis for teachers to improve the teaching work of building structure course, and promote the improvement of teaching level [2].

3. IMPLEMENTATION PLAN OF ENGINEERING BUDGET CURRICULUM REFORM

3.1 Pay attention to the dynamic content of the course

Under the new situation, China's construction industry is developing rapidly. The traditional teaching mode of engineering budget course has been difficult to meet the needs of teaching work at this stage, and the teaching work of engineering budget course is not ideal. In view of this situation, teachers should be highly dynamic in the teaching process of the project budget course, pay attention to the development of the construction industry in the teaching process, and timely adjust the content of the teaching materials, enrich the teaching content, ensure that the content of the course is closely linked with the real life, so as to improve the teaching level of the project budget course. For example, when explaining the underground engineering construction related knowledge, teachers should explain the construction technology, pricing method and other knowledge to students in detail, so as to improve the level of teaching work.

3.2 Innovate teachers' teaching methods

In the past, in the teaching process of engineering budget course, teachers mostly adopt the single teaching mode of "teachers speak, students listen", and the application of information technology is less, which leads to the poor interest of teaching work, and it is difficult to fully mobilize the learning enthusiasm of students. In this case, the teaching of engineering budget course is difficult, which is not conducive to the overall development of students. Under the new situation, the requirements of the construction industry for talents are also constantly improving. In this case, teachers in higher vocational colleges should actively change their own ideas and increase the application of case teaching method, problem teaching method and cooperative learning method in practical work, so as to activate the teaching atmosphere of engineering budget course and improve the level of teaching work. In addition, teachers should actively carry

out teaching work with the help of information technology to improve the informatization level of engineering budget course teaching.

3.3 Improve the level of textbook selection

Teaching materials have a direct impact on the teaching quality of engineering budget course. Therefore, teachers should attach great importance to the selection of teaching materials, clarify the teaching objectives and ensure the rationality of teaching materials selection. Teachers should ensure that the teaching materials meet the requirements of teaching work, and ensure that students can master the knowledge involved in the teaching materials through their own efforts, so as to improve students' sense of gain and achievement. In addition, teachers should pay attention to the analysis of theoretical knowledge and practical knowledge in teaching materials to ensure that the teaching materials can meet the needs of theoretical teaching and practical teaching.

4. CONCLUSION

To sum up, the reform of architectural courses can improve the teaching level of architectural courses to a certain extent, improve students' professional performance, and lay a solid foundation for the future development of students. Under the new situation, higher vocational colleges should make clear the trend of social development, face up to the shortcomings existing in the teaching of architectural courses, and reform the teaching work of architectural courses through independent practice teaching, improving teaching evaluation system, innovating teaching methods and improving the selection level of teaching materials, so as to improve the teaching level of architectural courses.

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On the Trend of College English Teaching Reform Based on Employment Orientation

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Abstract: In the new era, college students are facing a diversified market environment, and their employment will be more and more difficult. As a required course, English can not only improve college students' language ability, but also promote their future study, work and life. However, the current situation of English Teaching in many colleges and universities is not optimistic, so how to deal with the new education reform and improve the teaching content and methods from the employment orientation is the task that English professional educators should pay attention to.

Key words: Employment orientation; College English teaching; Reform trend

1. AN ANALYSIS OF THE CURRENT SITUATION OF COLLEGE ENGLISH TEACHING IN CHINA

1.1 Teachers

At present, most college English teachers are seriously affected by the traditional education concept. They have not changed their educational ideas and methods for many years. Basically, they teach knowledge according to the single textbook. Moreover, the current situation of the classroom is that the teachers give lectures on the platform, while the students sit in their seats. This kind of teaching mode is very boring, which will make college students lose interest in learning, and even produce weariness. Although we advocate the reform of College English classroom education under the concept of employment orientation, these teachers are not moved by it, still adhere to their own education direction, and do not organically combine life, students' employment and teaching materials, so students' learning knowledge has always been unable to achieve the effect of learning and using [1].

1.2 Curriculum

Nowadays, College English education in our country is very rigid and has no creativity. It is not that students speak what they need, but what teachers say and students have to listen to. In terms of curriculum design, the purpose of English is not explored in depth, but students are allowed to focus on knowledge points and exercises, without realizing the essence of this language discipline. In this way, college students can not be satisfied with the improvement of all aspects of English ability during the study period, coupled with the limitations of traditional education, so students' English learning has always been limited in the campus, to the social life and work of little help.

2. THE TREND OF COLLEGE ENGLISH TEACHING REFORM UNDER THE GUIDANCE OF EMPLOYMENT

2.1 Determine employment-oriented teaching objectives

According to the problems reflected in the current college

English teaching, professional teachers need to find out the main reasons for the problems. The influence of traditional teaching is very serious, because students can not achieve the effect of applying what they have learned. In order to change this phenomenon, some colleges and universities will hire some famous university professors as foreign teachers, which is a reasonable solution. However, in the employment oriented college English classroom teaching, it is necessary to make clear the students' knowledge points and the effect of learning in practical application. Students in teaching can transform knowledge into their own skills, which is the scientific connection between life and teaching. Then from the perspective of social talent cultivation, it is analyzed that when students master knowledge and melt into their own skills, the next Step is to apply it to practice, which also requires teachers to build an environment for students to practice. In this way, students will increase their interest in learning and gradually improve the quality of teaching. In addition to paying attention to practicality, teachers also need to pay attention to students' knowledge reserve, because traditional college English classroom students' learning direction is knowledge points, but their pronunciation is not standard in language ability, and even some foreigners can not understand what students say, which is also known as Chinglish. In order to solve this problem, teachers need to focus on the comprehensive quality of college students, starting from their basic application of oral English, let them practice standardized pronunciation constantly, and gradually improve their language foundation, so as to lay a good foundation for future employment and life [2].

2.2 Improve teachers' professional quality

In the employment oriented college English education reform, students themselves have some problems, but the biggest problem is still in the teachers. As the guide, organizer and decision-maker of education, if they do not play their own value, the teaching effect is generally not high. In the traditional college English classroom, teachers are the main form of passive students, so college students can not play their subjectivity in learning, which restricts their interest in learning and learning quality, and even gradually produces a psychological aversion. In the face of this problem, colleges and universities need to properly raise the threshold when recruiting English major teachers, requiring them to have teacher qualification certificate and English major college graduation certificate, and it is better to have certain teaching experience before. If these recruitment requirements are met, the timeliness of the two working abilities of teaching innovation and teaching experience can be brought into play. In the employment oriented college English classroom, the quality of teachers

is very important. They not only need to have rich teaching experience and higher teaching level, but also meet the development requirements of students in terms of teachers' moral quality. Otherwise, it will imperceptibly affect the quality of students, resulting in the effect of misleading children. So colleges and universities should regularly carry out assessment and training for English teachers, from their English teaching ability, knowledge reserve and moral education, so that teachers have to improve their ability in all aspects through learning, which can also lay a good foundation for efficient teaching and learning in College English classroom. When the teacher's comprehensive quality is guaranteed, in the actual teaching process, it will not only provide help to students in knowledge points learning and skills, but also guide students' employment according to their own understanding and work experience, so as to cultivate the comprehensive development of college students.

2.3 Establish employment oriented English education curriculum system

In order to adapt to the development of college students in the English curriculum system of colleges and universities, it is necessary to find and put forward the disadvantages of traditional education in time, and then carry out education reform guided by the employment of college students. In the new curriculum system, what college students need is practical training and professional essence. In this way, when college students master a lot of English knowledge and skills, they can be verified in practice, so that they can provide security for future employment. If students only have a single knowledge and skills, but there is no practical verification, then it will take a long time to adapt and explore when they enter the society, which is not conducive to their development. Therefore, English teachers in Colleges and universities should make innovations in the curriculum system, and construct new teaching materials suitable for students'

employment according to the contents of teaching materials, so that college students can use English effectively after they learn English. Based on this, teachers need to analyze the current trend of English language development, from the perspective of social adaptability as the basis of reform and innovation, and ensure that the knowledge content in teaching materials and teaching can help primary school students directly use them in life and work after graduation, which will help them in their employment and Development [3].

3. CONCLUSION

To sum up, college students, as the main driving force of China's social development and production, English is very important for them in the context of world integration. And colleges and universities in the process of English education should also be guided by their employment, so as to make a good connection between the learning and employment of college students, so that students can apply the knowledge they have learned, so as to lay a good foundation for the future society and realize their all-round development.

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Application of Information Technology in The Teaching of Mechanical Specialty in Higher Vocational Colleges

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Abstract: In recent years, with the continuous development of China's economy, science and technology and information technology are increasingly mature. With the deepening of education reform, the teaching of higher vocational colleges also began to pay attention to the application of information technology in it. For mechanical specialty, reasonable and efficient implementation of information technology in the teaching process can effectively improve the teaching quality of professional courses and break the transmission The limitations brought by the unified teaching method, to truly implement the teaching goal of cultivating professional skilled talents and promoting the overall improvement of students' comprehensive quality, Higher Vocational Mechanical teachers need to pay attention to the application of information technology in curriculum teaching, so as to effectively play its practical value. Based on this background, this paper explores the application of information technology in the teaching of mechanical specialty in higher vocational colleges for reference.

Key words: Information technology; Higher vocational education; Mechanical teaching; Application

1. THE APPLICATION VALUE OF INFORMATION TECHNOLOGY IN THE TEACHING OF MECHANICAL SPECIALTY IN HIGHER VOCATIONAL COLLEGES

1.1 Realize the transformation of teaching content from abstract to concrete

For the mechanical specialty in higher vocational colleges, the content it needs to learn is abstract and complicated, which brings some difficulties to the students. For the traditional teaching method, teachers often pay more attention to the oral narration of the key and difficult points of the textbook knowledge, so it is difficult to implement the guidance of people-oriented teaching concept, and always teach students to place in one As a result, their learning interest and enthusiasm are consumed to a certain extent, and it is difficult to play the value of subjective initiative, which makes the teaching quality not ideal. The application of information technology in the teaching of mechanical specialty can transform the abstract teaching content into the concrete one, so as to realize the transformation from the abstract teaching content to the concrete one through courseware, video and animation To create a more vivid and interesting learning atmosphere for students, so that they can effectively improve the sensory experience of professional content

learning, so as to effectively stimulate their learning enthusiasm and promote the improvement of teaching quality [1].

1.2 More intuitive and detailed display of mechanical parts assembly process

Mechanical professional knowledge, it is difficult to avoid learning or applying to relevant large machinery, and due to the limitations of the actual teaching environment and conditions, teachers can not realize the practical operation and explanation of large-scale machinery, which will easily lead to the increase of students' knowledge understanding difficulty, thus it is difficult to implement the quality improvement of mastering knowledge The application in the classroom can effectively improve this situation. It can split or assemble large-scale mechanical equipment in the form of video or pictures, so that students can deeply and carefully understand the structure of parts and components of large-scale mechanical equipment, as well as assembly characteristics. At the same time, teachers can also design relevant animation to show students more intuitive In the process of mechanical movement, so that students can fully understand the principles and laws of mechanical operation in this process, so as to effectively promote their understanding of this part of knowledge. Moreover, in this process, students' attention can be grasped to avoid the disadvantages brought by boring narration, so as to better guarantee students' understanding and understanding of mechanical parts.

1.3 Help students build three-dimensional concept and strengthen teaching quality

Mechanical specialty in higher vocational colleges is a professional content which has higher requirements for practical ability. In the actual teaching process, teachers also attach great importance to the cultivation of students' practical operation ability. Under normal circumstances, due to the lack or shortage of training sites and equipment related to mechanical specialty, it is easy to make students' mechanical practical operation ability At this time, with the help of information technology, simulation teaching can be realized. In this process, teachers present the status of mechanical equipment operation for students through relevant projection equipment or drawing software, or let students watch the specific operation process by using video, so as to effectively cultivate students' three-dimensional concept and at the same time, it can also promote students' understanding of the three-dimensional concept In addition, in this process, students can explore and question various teaching links. In the process of

solving problems, they can further improve their professional quality and skills, and lay a solid foundation for their future social development [2].

2. THE APPLICATION STRATEGY OF INFORMATION TECHNOLOGY IN THE TEACHING OF MECHANICAL SPECIALTY IN HIGHER VOCATIONAL COLLEGES

2.1 Promote students' interest and enthusiasm by combining with students' reality

Under the limitation of the traditional teaching methods, the teaching process carried out by the mechanical specialty in higher vocational colleges can't meet the needs of students' learning and growth. Most students can't concentrate their attention because of the boring and boring teaching content, and even can't think and analyze the relevant content they have learned, which leads to their failure to establish a systematic and perfect thinking mode and can not achieve the goal. Based on this, teachers need to pay attention to the actual learning situation of students and the mastery of learning ability, so as to clarify their learning needs, and combined with information technology teaching methods, provide targeted teaching for them, so as to transform abstract, irritable and tasteless teaching knowledge into simple, clear and clear teaching. Present and attach importance to the innovative design of teaching courseware or related resources, so as to effectively integrate the teaching knowledge into the interesting and easy teaching process, thus promoting the improvement of students' learning interest and learning enthusiasm, giving full play to the guidance of their subjective initiative, and promoting the continuous improvement of learning quality and efficiency.

2.2 Break through the key and difficult points of teaching and reasonably improve the quality and level of teaching. The teaching key and difficult points of mechanical professional knowledge have certain difficulties for students' actual learning. Therefore, teachers should pay attention to the targeted breakthrough of key and difficult points of teaching knowledge in the process of actual teaching. In addition, as mentioned above, due to the influence of teaching environment and teaching conditions, students are often difficult to implement the connection and cultivation of practical operation ability. In view of this series of problems, teachers can use information technology to realize the combination of teaching key and difficult points, so as to continuously refine and split them. Combined with some classic cases

in the development of the industry, teachers can carry out more intuitive and organized teaching for students. In addition, teachers need to use relevant software for teaching. Students present the practice simulation class, so as to improve the teaching effect better according to the operation process of relevant machining operation. In addition to learning the mechanical operation process and key operation technology with a more comprehensive perspective, students can also effectively reduce the teaching cost investment and reduce the practical operation risk rate [3].

2.3 Enrich teaching resources, expand students' learning channels and professional vision

At present, in the process of learning, students generally have some problems, such as one-sided mastery, incomprehensible understanding and poor practical operation. This is because of the lack of knowledge accumulation. Based on this, teachers can enrich teaching resources for students with the help of information technology in addition to carrying out conventional teaching. Vocational Schools can use information technology to establish professional sharing websites or platforms, so as to expand students. Through the diversified and rich teaching resources and contents, it can consolidate its own professional knowledge system and practical operation ability, so as to lay a better foundation for its future social development.

3. CONCLUSION

To sum up, the application value of information technology in the teaching of mechanical specialty in higher vocational colleges can not be ignored. Teachers need to pay attention to its integration in teaching, effectively improve the quality and level of teaching, and promote the overall development of students.

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On the Innovative Development Path of College English Education from The Perspective of New Media

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Abstract: With the continuous reform and innovation of China's education, the teaching methods of many schools have changed, and the emergence of new media has led to great changes in some college English education. Therefore, in this paper, the author analyzes the development trend of College English from the perspective of new media, and expounds the ways of innovative development of College English education from the perspective of new media.

Key words: New media; College English; Innovation and development; Path; Research

1. INTRODUCTION

English has always been very important in China's education system, because English is not only related to the future development of students, but also has an important help to students' future work, life and social contact. However, with the rapid development of the times, great changes have taken place in English teaching mode and methods. Due to the new media perspective, College English teaching is facing many defects and problems. Therefore, in view of this situation, the relevant educators and managers of colleges and universities need to deepen the education concept, and reform and innovate the teaching methods, so as to better provide the quality of English education.

2. PROBLEMS IN COLLEGE ENGLISH EDUCATION

2.1 Limitations of teaching methods

At present, China's education form for English education has certain limitations, because many colleges and universities have not carried out reform and innovation on the education mode, and are still using the traditional teaching mode, which leads to the overall teaching quality and efficiency greatly reduced, and the traditional English teaching is not suitable for students in the new era [1]. Therefore, it is necessary for relevant teachers in Colleges and universities to strengthen the improvement of English education system, and through reform and innovation, students' English learning quality and efficiency can be improved. In addition, the emergence of new media has also led to changes in English teaching mode. First of all, new media, a modern science and technology, is not easy to combine with traditional teaching methods. However, the teaching mode of the combination of the two technologies is still very unfamiliar in our country, which can not make good use of new media to innovate college English classroom. Therefore, at present, English education and the application of new media in many colleges and universities in China are in the exploratory

stage. The problems of low application, low efficiency and unreasonable application of new media also show that the combination of the two needs to be changed.

2.2 Unreasonable course arrangement

Due to the continuous change of education philosophy in our country, the teaching philosophy of schools has also changed, especially in recent years, China has paid more and more attention to quality education, which leads to the English discipline in Colleges and universities in China has become the top priority. Therefore, the relevant English teachers have new requirements and regulations on English teaching mode and objectives, because English is an application-oriented teaching discipline, and College English teaching should pay more attention to students' oral expression ability, not only to learn written knowledge, but also to strengthen students' oral expression ability. Therefore, if English teachers in Colleges and universities want students to have good oral application and practice, they need to have a solid English foundation, such as the memory, application and pronunciation of English words need to be further strengthened, which has higher requirements for English teaching mode [2]. However, the current English teaching mode in some colleges and universities in China still has some rationality in the curriculum arrangement. For example, there is no innovation in the teaching content, the unreasonable English curriculum arrangement, and the outdated teaching mode will affect the English learning of college students.

3. STRATEGIES FOR INNOVATIVE DEVELOPMENT OF COLLEGE ENGLISH EDUCATION FROM THE PERSPECTIVE OF NEW MEDIA

3.1 Utilization of information technology

The emergence of new media has led to changes in the teaching methods of many subjects in China. Therefore, how to make full use of modern technology such as new media technology and multimedia technology, we need to change the singleness of English teaching method first, because this teaching method is not only boring, but also unable to bring interest to students. Therefore, the rational use of new media, such as the current mobile Internet technology and communication technology, has led to people's daily life has been inseparable from the use of mobile phones, so it is very convenient to learn English through mobile phones. At present, the emergence of new media makes students no longer subject to the restrictions of place and time, and can do English anytime and anywhere Language learning, and this can not only improve students' interest in learning, but also enable

students to develop the habit of autonomous learning. In addition, when students encounter problems in we media, they can communicate and communicate with teachers in a timely manner, and express their own ideas boldly, which can also reflect the timeliness and distance from the media.

3.2 Reform of teaching methods

The traditional teaching mode requires teachers to explain knowledge in the classroom. Most of the time, teachers are the main body of the whole teaching, and students can only listen passively. This teaching mode is not only inefficient, but also makes students tired of learning over time. Therefore, in order to change this teaching mode, we need to change the teaching method and pay attention to the development of the times. In addition, due to the economic conditions, the teaching facilities in many areas of our country are not perfect, and the overall teaching method is relatively simple. But in recent years, China's economic level is constantly improving, resulting in more and more scientific, information-based teaching equipment to appear in everyone's field of vision, so in view of this situation, it is necessary for English educators in Colleges and universities to arrange reasonable equipment according to the English curriculum. For example, we can play English video in the process of English teaching, which can make it easier for college students to master English pronunciation, intonation, pronunciation and other contents. At the same time, through continuous practice and practice, we can also strengthen college students' understanding of English. In addition, English teachers can also increase students' interest in learning English by playing some movies from Europe and America, which will greatly improve the learning atmosphere of College English classroom.

3.3 Optimize teaching resources

In the process of College English teaching, the change of teaching mode is very important. Therefore, it is necessary for College English teachers to strengthen the cultivation of students' thinking ability and cultivate students' autonomous learning and exploration. In order to effectively improve the level of College English teaching, first of all, we need to optimize college English teaching resources. For example, in the process of preparing lessons, English teachers need to make targeted

arrangements according to their own class students' English learning situation and characteristics. In the process of English teaching, adding some network knowledge and extra-curricular knowledge can also greatly improve students' interest in learning[3] .

Moreover, this way of teaching students in accordance with their aptitude can not only greatly improve the thinking ability of college students, but also expand their knowledge, so as to make the whole English classroom more cheerful and joyful. At the same time, it is more vivid for the display and transmission of English book knowledge.

4. CONCLUSION

To sum up, due to the emergence of new media, China's education has undergone great changes. Therefore, in view of this situation, we need relevant educators to constantly reform and innovate, provide better learning methods for students, and let students learn knowledge happily. In this paper, the author analyzes the problems of teaching methods and curriculum in College English education from the perspective of new media, and expounds the application of information technology, the reform of teaching methods and the optimization of teaching resources in College English education from the perspective of new media, hoping to bring help to relevant college English teachers

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Problems and Solutions of Archives Management Information Construction in Institutions

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Abstract: Under the background of the current era, China's social economy and computer information technology are in a state of rapid development, the development of information technology makes the development of various industries have a certain change, and with the wide application of information technology, it greatly promotes the reform and development of archives management in public institutions, and effectively improves the traditional archives management. All sorts of malpractices under the rational mode. However, in today's social archives management work, there are still some unsolved problems, and seriously affect the efficiency of file management. This is an issue that institutions need to focus on when carrying out archive's management. Based on this, this paper starts from the actual situation of today's social archives management work, focuses on the analysis of the problems it faces in the information construction work, and puts forward some suggestions with reference value to solve these problems combined with the actual situation.

Key words: Institutions; Archives management; Information construction; Problems and solutions

1. PROBLEMS EXISTING IN THE INFORMATIZATION CONSTRUCTION OF ARCHIVES MANAGEMENT IN PUBLIC INSTITUTIONS

1.1 Insufficient information facilities for archives management

Under the background of the rapid development of information technology, institutions must invest a lot of money in order to make their own file management develop towards the direction of informatization, so as to timely replace the traditional file management equipment, and purchase some new equipment, so as to lay a solid equipment foundation for the informatization construction of Archives management. It can make the informatization construction work more smoothly. However, from the actual situation of archives management in current housing units, the vast majority of institutions not only have the problem of outdated equipment, but also lack of relatively perfect management system, which seriously hindered the promotion of the construction of archives management informatization. Secondly, some institutions do not pay attention to the file management work, which makes the file management work can not have certain financial support, and then it is difficult to timely update the file management equipment, which seriously affects the development of its information construction work.

1.2 Existing problems of file management information security

Public institutions are an important part of the national government system, which makes the internal archives of public institutions become very important, and more or less involving some confidential information. Therefore, institutions should establish a correct concept of information security when carrying out archives management, and then ensure the security of archival information to the greatest extent[1]. However, although some public institutions can recognize the importance of Xiong Xinhua construction work of file management, they still lack of certain security concept when carrying out some specific work, which leads to the difficulty of effective implementation of file information security management. In this case, it is very easy to have some file information leakage problems, which seriously affect the security of public institutions and even the country. Overall development.

1.3 The application of information technology in archives management is not in place

From the traditional mode of file management, its management work mainly depends on human resources. This kind of file management work mainly based on human resources is not only low in efficiency, but also prone to some mistakes in carrying out specific work, which has a serious impact on the actual quality of file management. Based on this, in today's society with the continuous development of the times, it is very necessary for institutions to carry out the civil work of archives management informatization construction, and at the same time, we should gradually adapt to the new file management mode of management team, only in this way can the information technology play its largest role in the archives management work. However, from the actual situation of information construction and development, most institutions still have difficulties in mastering the information technology related operations, which leads to some input errors often due to unskilled operation when carrying out the work of inputting archives information. These reasons also lead to the difficulties in improving the file management of public institutions.

2. EFFECTIVE SOLUTIONS TO THE PROBLEMS OF ARCHIVES MANAGEMENT INFORMATIZATION CONSTRUCTION IN PUBLIC INSTITUTIONS

2.1 Increase investment in information construction of archives management

With the continuous development of society, the relevant

personnel of public institutions must correctly realize the importance of file management and meticulous construction in the development process of public institutions, and enhance the importance of information construction of file management in daily work, and reserve sufficient funds for its development, so as to help the relevant departments of archives management to timely change files Case management equipment. The equipment that needs to be replaced is mainly divided into hardware and software, and the hardware equipment mainly includes computers, scanners and so on. In terms of software and equipment, it is necessary to ensure the quality of these equipment; in terms of software and equipment, the institutions should fully combine the actual quality of their own file management work, and then build advanced and suitable data processing and storage software, and use these advanced software technology to build a new type of data archive, effectively solve the traditional mode in the file information Information storage problems [2]. Secondly, the relevant staff should make a regular maintenance plan to ensure the perfection of the file information system to the greatest extent.

2.2 Pay more attention to the safety of information-based archives management

In today's society with the rapid development of information technology, information security has become a key issue in archives information management. Therefore, when institutions carry out the construction of archives information, they must pay attention to the security of file information, and adopt various ways to improve the security of information system in combination with the actual situation, so as to avoid affecting the information security The phenomenon occurred. Therefore, in the process of building archives information system, institutions can improve the security of information work by installing firewall in the computer.

2.3 Establish a high-level professional file management team

When institutions carry out archives information construction work, we should also fully realize the influence of the comprehensive quality of relevant personnel on the quality of information construction work, and archives management personnel are also an important part of the implementation of archives information management work in institutions. Therefore, the comprehensive quality of relevant management personnel has a very direct and serious impact on the quality of archives information construction [3]. Therefore,

institutions should continuously improve the comprehensive quality of relevant management personnel, and lay a solid talent foundation for the development of informatization construction. Based on this, relevant institutions can regularly carry out some professional training activities to carry out efficient and professional training for archives management personnel, and when carrying out training activities, the knowledge and skills related to archives management should be organically integrated, so as to effectively improve the knowledge reserve and professional ability of management personnel. Secondly, it is necessary to carry out some advanced archives management concepts and technical means training activities for managers, and then integrate information technology into the training activities, so as to improve the operation ability of archives management personnel on information technology, so as to effectively promote the pace of archives management information construction in public institutions.

3. CONCLUSION

To sum up, in today's society with the continuous progress of the times and the continuous development of information technology, if institutions can effectively integrate information technology into the file management work, it can greatly improve the work efficiency of the entire file management system, and then improve its work quality. Therefore, institutions should formulate scientific and reasonable measures according to their own actual situation when carrying out archives management informatization construction, so as to guarantee the quality of archives management informatization construction to the greatest extent, and promote it to play its due value.

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Application of Case Teaching Method in Computer English Teaching Under OBE Mode

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Abstract: With the progress of the Internet era in China, the requirements of computer industry for English level are increasing. English is the basis of learning professional technology for computer personnel. However, colleges and universities encounter some difficulties in training computer English talents and improving computer English level. This paper takes case teaching method as the breakthrough point, analyzes the teaching mode and teaching difficulties of computer English in Colleges and universities, and discusses how to apply case teaching method to computer English under OBE mode.

Key words: Computer English; OBE teaching mode; Case teaching method

1. INTRODUCTION

OBE (outcomes-based education) is a kind of education model based on learning output. This educational model was developed in the United States in the 1980s. The main reason for its rise is the concern of the American government and the public on the improvement of school education quality. In the education mode of OBE, what students learn and whether they succeed is more important than how and when to learn. Teachers must have a clear idea of the ability and level that students should achieve when they graduate, and then seek to design appropriate education structure to ensure that students achieve these expected goals. Therefore, OBE education model is called the innovation of education paradigm.

2. THE CONCEPT OF OBE EDUCATION MODE AND CASE TEACHING METHOD

2.1 Concept of OBE teaching mode

OBE's teaching mode is a kind of result oriented and output oriented education mode. Its educational idea is that after analyzing the actual effect of students, the teacher formulates the training program and education evaluation system matching with the students.

In the process of education, teachers should set up teaching objectives and make a preliminary judgment on students' learning achievements. For example, before learning computer English, teachers should analyze the English level and requirements of computer talents according to social life, and at the same time, they should set up links for students' learning process. Compared with the traditional education model, the students in the OBE education model become the center of the classroom. They know what to do and how to do it. The teacher is only a role of guidance and inspiration.

2.2 Concept of case teaching method

Case teaching method is to let teachers choose a relevant case according to their own education direction, guide students to think and discuss independently in different

forms, without specific solutions, while teachers play the role of designers and motivators in teaching, encouraging students to actively participate in the discussion. The purpose is to improve students' ability to understand and solve problems through the analysis and exploration of cases. Case teaching is the link between theory and practice. It enables students to analyze and discuss the cases, so as to solve problems and deepen their knowledge. Secondly, the case involves many aspects, so students need to strengthen the comprehensive theoretical knowledge to solve the problem, so students should use their brains to divergent thinking and take the initiative to learn. Teachers only give guidance in this kind of teaching situation, and students are the main body of learning and the center of learning activities.

Case teaching is a kind of teaching method which not only pays attention to the results of case analysis, but also pays more attention to students' analysis and exploration of case process. Therefore, in this teaching method, students should fully mobilize their enthusiasm and participate in the process of case analysis and exploration, so as to promote their perceptual knowledge of cases to rational knowledge. [4]

3. THE CHARACTERISTICS OF COMPUTER ENGLISH AND THE EXISTING TEACHING PROBLEMS

3.1 Features of computer English

Computer English is not an ordinary English subject, it covers the terms and vocabulary of software, hardware, language, network, database and other professional technologies. The scope of the use of this professional vocabulary is very small, generally only used in the computer industry. In addition, we also need to use computer words to express a lot of complex concepts and derivatives. So it is more difficult for us to speak computer English. [2]

3.2 Problems in computer English Teaching

In the teaching of computer English, written textbooks are often used as the main teaching materials, which impart theoretical knowledge uninteresting. Without practical teaching, students can not remember and master such difficult knowledge when learning this subject. Teachers blindly use the traditional teaching mode to explain the text, lead to read words, text, so that students quickly lost interest in learning, thus affecting the quality of teaching. We should take the cultivation of students' ability as the main body, interact with students and practice operation more.

Secondly, the teachers who teach for students are either teachers with high English professional level but do not have computer professional technology and knowledge.

From the perspective of English teaching, they have no problem at all. However, due to the lack of computer knowledge, many professional knowledge points can not be taught clearly to students. [1]

4. THE APPLICATION OF CASE TEACHING METHOD IN COMPUTER ENGLISH UNDER OBE MODE

4.1 Decompose learning tasks and clarify learning outcomes

Teachers should correct students' learning attitude and make them abide by classroom discipline. Good classroom discipline, timely discussion and communication, and attention to team cooperation are the basic premise of OBE teaching mode and case teaching method. Then, according to the situation of pre-school analysis in advance, appropriate teaching content is set up, which is convenient for students to grasp their different goals, foundations and processes in time, and formulate different learning programs according to different requirements, so as to provide different learning opportunities. Starting from the foundation, gradually in-depth learning. Then we should construct a problem-based course which can contain the basic knowledge of computer English. This step can be understood as the decomposition of learning outcomes.

4.2 Select appropriate cases

We must pay attention not to use the traditional foreign periodicals, these traditional books have a certain lag. Today's campus teaching material system is relatively strict, the case in the classroom has become a link to expand the interest of the classroom, select some problems that are more related to computer science and technology, and have a certain relationship with teaching as guidance cases, stimulate students' interest, and grasp the freshness of students through multi-media, and it should be practical and enlightening. In this way, students can remember the basic vocabulary, which is convenient for students to absorb and master.

4.3 Pay attention to teamwork

After selecting the cases that the students are interested in, divide the students into groups according to their different mastery levels of knowledge, and put forward problems with different difficulties, so that the students can think about the problems themselves, read the materials and complete the work through division of labor and cooperation. This kind of learning process is better than the traditional teaching assignment, because students have

their own interesting content, so they will find information to solve the problem, and actively show their own conclusions and results. Compared with the boring written knowledge, students' participation in team work to achieve their goals has many benefits for their future comprehensive development and cognition.

4.4 Setting up assessment system

The assessment system should be based on whether the students' comprehensive thinking and setting can be detected. Secondly, students should be allowed to participate in the scoring process and set up the link of peer evaluation. Because in the process of team cooperation, students in a group can clearly feel how much strength the team members have contributed to each other. Then through the examination, cooperative tasks, usual scores and peer evaluation results are summarized and averaged, so as to carry out a comprehensive and three-dimensional evaluation of students. [3]

5.CONCLUSION

In the education mode of OBE, with the help of case education, computer English education can make students get comprehensive development. By decomposing tasks, paying attention to personalized development and comprehensive assessment system, students can be comprehensively promoted, and their classroom status can be well changed, so that they can understand and realize what learning is, why to learn and how to learn.

ACKNOWLEDGEMENTS

2018 Special Project for Cultivation and Innovation of New Academic, Qian Platform Talent [2018]5722-012.

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Research on The Application of WeChat Public Platform in The Field of Higher Education

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Abstract: With the rapid development of information technology in China, great changes have taken place in all walks of life. The extensive use of information technology has changed the promotion and research direction of many industries. The use of WeChat official account has greatly changed the teaching and promotion of universities. Moreover, the current WeChat official account has become an important way for university students to pay attention to campus content. It can better understand campus content, such as video and articles, and WeChat is not only a part of people's life, work and study, but also an indispensable part of students. In this paper, the author analyzes the related functions and functions of WeChat public platform, and expounds the application strategies of WeChat public platform in the field of college education.

Keywords: WeChat public platform; Universities; Education field; Application research

1. INTRODUCTION

WeChat appeared on August 23, 2012. In order to facilitate our people's daily interaction and communication, Tencent has successfully studied for many years. At present, due to the widespread use of smart phones in China, wechat's promotion is as rapid as volcanic eruption. For college students who are more receptive to new things, the popularity of smart phones makes them the first batch of beneficiaries, and also the first batch of wechat users. However, according to the investigation and research, the effect of wechat at the initial stage has not reached the expected level. College students still use wechat mainly for entertainment, games and communication, which leads to the failure to play the advantages of wechat to a large extent. However, with the rapid development of society and the continuous progress of we media, the functions of wechat are gradually developed. Moreover, compared with other media platforms, wechat's advantages lie in its large user base, strong attraction, and the characteristics of the current era. Therefore, the emergence of wechat has greatly changed the means of teaching in Colleges and universities, which has a great impact on students' interest stimulation and learning communication [1-5].

2. MAIN FUNCTIONS OF WECHAT PUBLIC PLATFORM

Since the release of wechat, the number of wechat users in China has been increasing. As of November 2020, the number of active wechat users has exceeded 1.21 billion, and the specific market value has exceeded 1.2 billion yuan [1]. However, about 75% of wechat users use wechat mainly including social communication, work use, email reception, living expenses, property management, game

entertainment and life services. In addition, with the continuous updating and reform of wechat, more and more functions have been added to it, such as purchasing train tickets and plane tickets for daily travel, as well as social security in life payment Gold, medical insurance fund, penalty for violation of regulations and payment of provident fund all show that wechat public platform is more and more close to people's life, and it also well meets the most basic social needs of users in China, just as the slogan of wechat public platform says "no matter how small an individual, there is a platform of its own" [6-10].

3. SPECIFIC FEATURES OF WECHAT PUBLIC PLATFORM

3.1 Convenient operation

Wechat public platform is mainly developed through network communication technology, and with the development of the times, wechat has become an important part of new media members. It not only has distinct open characteristics, but also has no obstacles to the access and use of the participants. For example, wechat users can use wechat accounts only by registering with their mobile phone number or QQ number, At the same time, this convenient and simple way is deeply loved by the majority of users, and for some older parents, the operation characteristics of wechat also reflects the overall development scope of wechat [2]. In addition, when wechat users add friends to each other, they can easily add friends by scanning or adding mobile phone numbers. Therefore, from the overall performance point of view, wechat public platform is simple, convenient and fast.

3.2 Efficient communication

WeChat is an efficient social software, and the most important function is to carry out daily human interaction. Moreover, the establishment of WeChat public platform also shows the strong Internet technology in China. Besides, interaction and communication between WeChat friends circle will also help people to develop their interpersonal relationship. Besides, WeChat and WeChat official account are important elements to improve the exchange of WeChat. At the same time, there is a big difference between wechat and traditional information exchange. Wechat communicates through data communication. Even if the mobile phone is shut down, it can be used through wireless network, while the traditional information exchange is through signal. If the mobile phone stops, it can not be used. This powerful communication and communication ability is not only very high in information promotion Timeliness, but also to achieve point-to-point transmission effect.

3.3 Rich content

The establishment of wechat public platform is also a good combination with China's modern multimedia

technology. It can not only process, send and edit various information contents, but also enrich the push content according to the different needs of wechat users. The use of this big data technology can greatly increase the richness of wechat public platform [3]. In addition, wechat is no longer limited to text communication. The use of new functions such as picture communication, language communication, video communication and expression pack communication has also increased people's love and interest in the wechat public platform to a certain extent, and these functions are free and very convenient.

3.4 Accurate push

The use of wechat public platform can well realize the information transmission of information transmission objects, such as grouping by region, object, form and other factors, and there is no blindness in the information push process. It is necessary to push the relevant information through accurate positioning, which will greatly increase the interest of the target users, and obtain the attention and support of users [4]. Official account official account is also an important way to get information, interest and course information of WeChat users. For example, students can get relevant information and content by paying attention to the public number of some teacher certification certificates, not only to check the contents of relevant teaching materials whenever and wherever possible, but also to explain the students' public address to WeChat, which is the most important part of WeChat's public address. The recognition.

4. PROBLEMS IN THE APPLICATION OF WECHAT PUBLIC PLATFORM IN THE FIELD OF HIGHER EDUCATION

Through the above description, we can see how great the advantages of the current wechat public platform are, and the current application of wechat public platform in Colleges and universities has become a normal, but there are still many problems in the application process in the field of education in Colleges and universities. Therefore, the author focuses on the specific problems and disadvantages of the application of wechat public platform in the field of education in Colleges and universities analysis:

4.1 Its own function is not comprehensive

At present, voice transmission in wechat public platform can only be used in MP3 format. The duration of this voice transmission format can only be used for one minute, which will limit the effect of education to a certain extent. In addition, the authentication method of wechat public platform also needs more than 1000 people's attention, which seriously limits the promotion of wechat public platform [5]. In addition, the way of video communication in wechat public platform also allows 9 people to carry out at the same time, which also has greater restrictions on face-to-face education in Colleges and universities.

4.2 The effect of comments and sharing is not good

In the operation of WeChat public platform, first of all, as a manager, there is no way to know the number of people sending information, the content of the comments and the sharing. In time, the relevant personnel of WeChat public platform can not interact with users. This is also one of the

key factors that affect the activity of WeChat official account. Take the two hottest short videos from the media. Tiktok and Kwai, they use user's point, sub theory and sharing, so that users can talk more about their content at leisure time. This also greatly increases the exposure and activity of these two software. Compared with these, WeChat is not doing so well, and it is also the key to the further development of WeChat public platform.

4.3 The objectives of wechat public platform and university education are different

The goal of wechat public platform is to facilitate communication and entertainment for users, and there is not much involved in college education and learning [6]. However, college education is mainly based on traditional classroom education. In this regard, wechat public platform can not meet the needs of the field of higher education. The starting point and development goals of the two are different, which is one of the disadvantages that hinder the combination of the two.

5. SOLUTIONS TO THE PROBLEMS EXISTING IN THE APPLICATION OF WECHAT PUBLIC PLATFORM IN THE FIELD OF HIGHER EDUCATION

5.1 Improve the function of wechat public platform

According to the problems of the above wechat public platform in the field of higher education, we need the relevant teams of wechat public platform to improve their own functions and contents, and expand more functions according to the needs of different users. Secondly, the wechat public platform should expand the audio transmission mode in various forms, so as to make it more convenient for students and universities to carry out teaching [7]. In addition, the certification threshold of wechat public platform should be reduced to a certain extent, so that the previous 1000 people certification is reduced to about 500 people, which is more convenient for colleges and universities to carry out certification and application. Finally, the number and method of sending information to authenticated users should be increased to make users feel more convenient.

5.2 Solve the problems in the application of wechat public platform

In addition, the authority of the wechat public platform managers should be improved, such as the number of readers, the number of commentators, the content and the number of analysis. The increase of these functions is also an effective promotion of the wechat public platform. Therefore, in view of this situation, colleges and universities need to establish a perfect evaluation system, and to urge students to learn as the basis, let wechat public The platform has been better applied in the field of Higher Education [8].

5.3 Effectively combine wechat public platform with university education

How to effectively combine the wechat public platform and university education, we need to strengthen the connection and combination of the two. For example, college teachers can publish and feedback the problems in the daily teaching process, the materials needed to prepare before class, the difficulties of teaching in class, the

homework arranged after class and the problems that middle school students can't do on weekdays through the wechat public platform. The application mode also greatly increases the application of wechat public platform in the field of college education.

6. HOW TO APPLY WECHAT PUBLIC PLATFORM IN THE FIELD OF HIGHER EDUCATION

6.1 Application in university teaching activities

Teaching activities in Colleges and universities are the basic link in the process of education. In the current education environment, teachers not only need to provide students with rich education content, but also need to guarantee the overall teaching quality. Therefore, how to apply wechat public platform to the field of higher education has become one of the important factors in current education [9]. Therefore, the characteristics of wechat public platform should be brought into full play, such as convenient and fast, rich content, accurate push and efficient communication, etc., combined with university teaching activities. For example, in the process of preparation before class, students can pass on the required material information and content information by paying attention to the wechat public platform. The combination of graphics and text can push some interesting stories and related stories in teaching knowledge, which can not only make students understand the teaching content before learning, but also fully mobilize the enthusiasm and interest of students through this way. At the same time, through the preview of wechat public platform, we can find problems and carry out follow-up learning with these problems, which has an important impact on students' mastery of teaching focus and teaching effect in the follow-up teaching process. In addition, teachers can also consolidate and review the knowledge content through the establishment of wechat group, and this way also reflects the convenient and fast characteristics of wechat public platform, which not only does not require students to communicate on site, but also can carry out discussion anytime and anywhere, and relevant teachers can answer questions at any time, which greatly increases the teaching activities. Extend the space.

6.2 Application in student management

In the daily management process of colleges and universities, education is not the most difficult content to manage, and the management of students can be difficult, because in the daily management process, the relevant managers not only need to understand the students' thoughts, but also go into the hearts of students. The promotion of wechat public platform to a certain extent can solve this problem, not only for students to carry out effective Management can also enable relevant managers to collect more management opinions and contents from students, parents and social groups with the help of wechat public platform, so as to arouse students' self-awareness. In addition, the relevant student management personnel can also push warm tips, news and campus interesting events from time to time to display humanized campus wechat public platform, so as to make this relaxed and pleasant management idea legend to students, so that college students can grow up healthily in a happy

atmosphere.

6.3 Building university brand in wechat public platform

In the current rapid development of the information age, colleges and universities want to carry out long-term development, they must expand their own influence, so it is particularly important to build their own brand, among which the influence of brand effect is an important content [10]. The influence of the current wechat public platform can be said to be very appropriate to create a university brand. It can not only integrate its own advantages, characteristics and cultural atmosphere into the wechat public platform, but also give students, parents and audiences more opportunities to show the campus. In addition, the publicity cost of the wechat public platform is very low, and the effect is also very good. It can be said that the most appropriate school. Moreover, with the constant updating of wechat public platform, the integration of functions such as group announcement, group hands and video number has brought more ways and contents to the brand publicity of colleges and universities. Therefore, the use of wechat public platform to create and promote the university brand has shown excellent results.

7. CONCLUSION

To sum up, if modern universities want to develop rapidly, they must keep pace with the times and keep pace with the times, such as the application of new technologies, new tools and new methods. Among them, the use of wechat public platform shows the advantages of combining with modern media technology, which not only effectively improves the level of their own education and teaching, but also benefits students in this new teaching mode. In this paper, the author analyzes the main functions and features of wechat public platform, such as simple operation, convenient communication and rich content, and expounds the contents of the integration process of wechat public platform and university education field, such as inconsistent goals, functional unable to meet the teaching, and finally discusses the relevant solutions and application methods, hoping to give relevant colleges and universities Educators bring help.

ACKNOWLEDGEMENTS

Research project of philosophy and Social Sciences in Universities of Jiangsu Province (Project No.: 2019sjb947).

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How to Improve the Willingness to Continue Using Knowledge Paid Users: Based on The Research of The Chinese Market

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Abstract: This article takes the users of the knowledge payment platform as the research object, discusses the key factors that affect their willingness to continue to use, and provides a theoretical reference for the knowledge payment platform to understand the needs of users, attract users to continue to use, and enhance their competitiveness. On the basis of expectation confirmation theory, establish a research framework for users' willingness to continue using the knowledge payment platform, and issue questionnaires for investigation and research. The survey results show that the degree of confirmation of expectations, perceived usefulness, satisfaction, social influence and self-efficacy of the users of the knowledge payment platform will all affect the users' willingness to continue to use. Finally, this article gives relevant countermeasures and suggestions to promote the healthy development of the knowledge payment industry.

Keywords: Payment for knowledge; Continuous use; Chinese market; Satisfaction

1. THE BACKGROUND OF PAYING FOR KNOWLEDGE

The development of payment for content in recent years has promoted the protection of intellectual property rights. China has successively introduced policies and regulations to strengthen copyright supervision[1]. Mobile payment is fully integrated into the lives of ordinary Chinese people, creating conditions for online payment. The proportion of China's cultural industry in GDP has continued to increase and has become an indispensable and important part of the national economy[2]. Driven by these comprehensive backgrounds, China's payment for knowledge industry began to rise in an all-round way in 2016, and a number of vibrant payment platforms for knowledge have emerged. Because the products of the knowledge payment platform have the characteristics of light weight, low threshold, and companionship, it has improved the efficiency of people's knowledge learning to a certain extent. Thanks to these advantages, payment for knowledge has won the favor of the majority of Chinese consumers once it appeared. According to relevant reports, the scale of China's knowledge payment market reached 27.8 billion in 2019, and it will continue to expand in the future. It is expected to reach 67.5 billion by 2021. The exploration of the knowledge payment industry has achieved initial results, and the business model has broad development prospects and huge market potential. Knowledge services have not

yet fully emerged in countries other than China. If we can learn from China's successful experience, we can promote knowledge services to the world. This is of great significance to the transformation and development of Internet companies and the formation of new economic growth points[3].

2. DEFINITION OF PAYMENT FOR KNOWLEDGE

Payment for knowledge means that content creators systematically make common knowledge and practical skills into standard form of payment for knowledge products, and use online knowledge payment platforms to pass them to users, so that users can pay a certain fee through websites or mobile applications, using audio and video Or a new type of industry in the form of question and answer to acquire knowledge and skills[4].

The development of payment for knowledge has taken a short time, and the business model has not yet been fully finalized. The payment models adopted by the current payment for knowledge platforms are relatively diversified, mainly based on membership subscription, single payment, and rewards. See Table 1 for details.

Table 1

Payment type	definition
membership subscription	Users pay to purchase platform members and get member exclusive rights and value-added experience that are different from ordinary users during the subscription period, and can use all paid knowledge products and services for free during the validity period
single payment	Similar to the traditional shopping process, users pay for a specific product or service to obtain the right to use it
rewards	After users use knowledge products for free, they voluntarily pay a certain fee to knowledge creators for the purposes of encouragement, support, appreciation, etc.

3. CONTINUOUS USE THEORY

The expectation confirmation theory is derived from the expectation non-confirmation theory proposed by Oliver (1980)[5]. After subsequent improvements and improvements by many scholars, Spreng (1996) changed the "expected non-confirmation level" in the expectation confirmation theory to "expected confirmation level", verified and explained it through empirical methods, and formally put forward expectations in academia Confirm the theory[6]. The expectation confirmation theory believes that after consumers use a product or service, they will measure the difference between their psychological expectations and actual experience before and after use, thereby affecting consumers' intention to continue using the product or service in the future. From the perspective

of consumers, the expectation confirmation theory can be roughly divided into three stages. First of all, consumers obtain product information through advertising, recommendations from relatives and friends, and form psychological expectations for products or services based on personal experience. Then, consumers will develop new perceptions of their utility based on their experience and feelings after purchasing the product or service. Finally, consumers decide whether to continue using the

product or service based on the satisfaction level formed by the difference between pre-purchase expectations and post-purchase experience. Satisfaction is the result of consumer's subjective perception after using the product for the first time. Consumers with higher satisfaction will choose to continue to pay for purchases, while consumers with lower satisfaction will not continue to purchase. The theoretical model is shown in Figure 1.

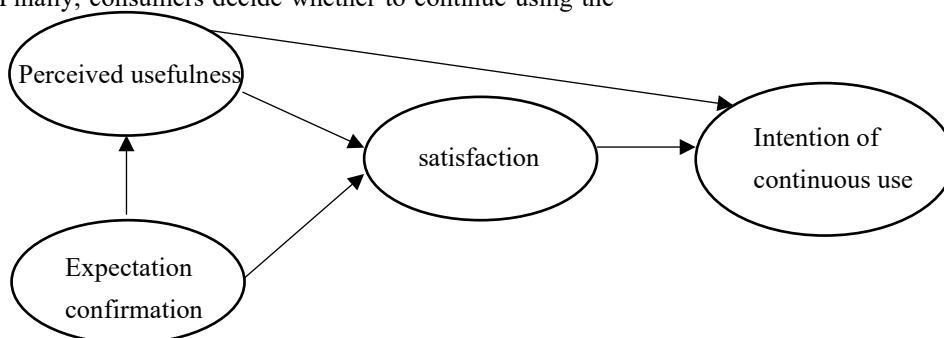


Figure 1 theory model

Parthasarathy (1998) believes that in terms of customer acquisition cost, acquiring a new user is 5 times that of retaining an existing user[7]. Therefore, the key to the success of any company's product or service lies in the continuous use of users. It is expected that the confirmation theory can predict and explain consumers' pre-purchase attitudes and post-use behaviors well, so this paper uses this theoretical framework to investigate and study users' continued use behavior.

4. SURVEY RESEARCH

The research is carried out in the form of a questionnaire survey, with a total of 24 items. The questionnaire is Table 2 Descriptive statistics of population

divided into five parts: expected confirmation, perceived usefulness, satisfaction, self-efficacy, and social influence, in order to examine the use of knowledge payment platform users. Questionnaires were distributed through the Internet, and a total of 461 questionnaires were returned. The basic information of the respondent is shown in Table 2. It can be seen from the demographic characteristics of the interviewees that the main users of payment for knowledge are middle-aged and young people aged 20-39, with a balanced gender ratio, and most of them have a bachelor degree or above.

Variable	Project	Frequency	Percentage(%)
Gender	Male	222	53.4
	Female	194	46.6
Age	≤19 years	22	5.3
	20-29 years	101	24.3
	30-39 years	159	38.2
	40-49 years	94	22.6
	≥50 years	40	9.6
Degree	Some college or vocational school	97	23.3
	College graduate	260	62.5
	Post graduate or advanced degree	59	14.2

According to the survey results of the questionnaire, we can draw the following conclusions.

The paid-for-knowledge platform delivers advertisements through multiple channels to promote its knowledge products and services to attract users. When users have needs, they will have certain expectations on the platform before starting to use the knowledge payment platform. This expectation will be gradually confirmed in the subsequent use experience process. The smaller the difference between the user's pre-use expectations and after-use experience, the more the platform can get The satisfaction rating of its users, and whether users make further purchases is closely related to the degree of expected confirmation.

The products and services provided by the knowledge

payment platform are simple and practical, which can help users improve efficiency and reduce learning costs. Its interface is concise and easy to operate. It delivers obscure knowledge to users in an easy-to-understand way, so that users have a good experience. Therefore, user satisfaction can be improved and users' continued use can be promoted. After users use the knowledge payment platform for the first time, they have formed a preliminary understanding of the knowledge content and learning methods of the platform, and can effectively evaluate whether they can obtain more learning results in the following learning. A strong sense of self-efficacy of users often means that they have higher learning ability, have stronger self-confidence in learning new knowledge, have stronger execution ability, and will invest more time and energy in learning

knowledge. Therefore, it is more likely to obtain more learning results, to learn knowledge more motivated, and to choose to continue to use the knowledge payment platform.

In daily study and work, because individuals are always in various environments, their behavior decisions will inevitably be affected by the surrounding environment. Users' cognition of payment-for-knowledge platforms is usually formed in the surrounding environment. If the

platform advertisements are very convincing and can resonate with users, the platform has a good online and offline reputation, and the platform has been recommended by important people such as relatives, friends, opinion leaders, etc. Users are more likely to continue to use the knowledge payment platform. According to the research conclusions, this research will continue to use the model to amend as follows.

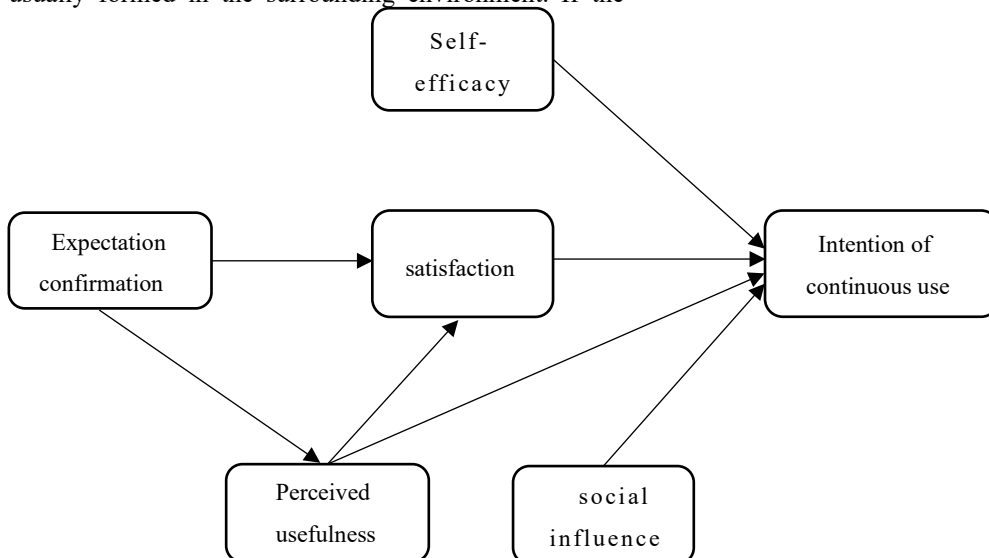


Figure 2 the model of knowledge payment users' continuous use

5. COUNTERMEASURES AND SUGGESTIONS

Based on the research results, this article provides the following suggestions for the operation and management of the knowledge payment platform:

5.1 Balance user expectations before use and optimize user experience

Narrowing the gap between the user's psychological expectations before use and the actual experience after use can effectively maintain the user's continued use. The publicity and introduction of the knowledge payment platform and the feedback and evaluation of its products are the basis for users to form a basic cognition, and it is also helpful for users to judge the degree of realization of their psychological expectations after using the platform. Therefore, the publicity and promotion of knowledge products should be realistic. While satisfying the marketing effect, avoid exaggerated publicity to attract users to use, and prevent excessively raising users' psychological expectations.

Improve the standardized evaluation mechanism, encourage and guide users to actively participate in product and service evaluation feedback, and promote users to form reasonable expectations. Improve quality control from topics such as topic selection, product planning, content production, operation, etc., formulate a standard pricing system, meet the differentiated needs of users, and improve the design of human-computer interaction to optimize user experience and enhance user stickiness.

5.2 Optimize the product content structure and attach importance to solving user needs

Knowledge payment platforms should gradually achieve

content diversification and vertical field sinking, investigate user needs, directly address user pain points, and strive to provide solutions that can truly meet users' workplace skills, hobbies, and personal development. Close to user learning, work and life scenarios, launch more easy-to-learn and easy-to-use applicable and practical knowledge products to help users complete more learning results, bring them a greater sense of value and gain, thereby increasing user loyalty and achieving more users are retained.

5.3 Change the way users learn and stimulate their enthusiasm for learning

Most of the current paid knowledge products optimize the user's learning process, allowing users to use fragmented time to achieve accompanying learning. Although this approach lowers the knowledge learning threshold to a certain extent and caters to the needs of users in certain scenarios, it has problems such as fragmented knowledge systems and low user learning efficiency. Therefore, the platform should improve the learning assistance system, launch in-depth services such as planning, supervision and reminder, and assignment distribution to help users complete the construction of the knowledge system, and promote the transformation of learning from companion learning to active learning. Improve the incentive mechanism, enhance user self-confidence, and encourage users to complete more learning results. Pay attention to quality control management, provide personalized recommendation services, reduce the time cost of user information screening, make complicated and profound knowledge difficult and easy, and further reduce the learning threshold, thereby enhancing users' self-efficacy.

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On the Compensation System of Land Expropriation in France

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Abstract: The compensation system implemented in France after land expropriation adheres to the principle of fairness, and has its own characteristics for the scope, structure and mode of compensation, which highlights the flexibility of the compensation system for land expropriation. This paper first expounds the compensation system after land expropriation in some western countries, and then analyzes the compensation system after land acquisition in France, and puts forward personal opinions.
Key words: France; Land expropriation; Compensation system

1. INTRODUCTION

Land expropriation is a very important law in all countries of the world. Although there are differences among countries, they are relatively developed and innovated towards fair compensation. However, from the perspective of compensation fairness, there is no unified overview to explain it. It still needs to be studied and analyzed in the specific system. Moreover, the scope, mode and funds of fair compensation in France after land acquisition are also involved.

2. IN VIEW OF THE COMPENSATION SYSTEM OF LAND EXPROPRIATION AMONG WESTERN COUNTRIES

In Japan's constitution, compensation is within the proper scope, that is, the loss of property, unemployment and other losses are included. In addition, Japan has set up a market to calculate the price of land expropriation. Therefore, the issue of compensation after land acquisition in Japan is more comprehensive. The reasonable compensation in the United States is reflected in the property law, which is to measure the existing land property of the people according to the market price, and calculate the price of the land that can be profitable in the future. When the land is expropriated, the price will be calculated according to the current market standard. Therefore, there will be not only the current price, but also the unforeseen future price, so as to compensate the people's loss in production and operation. Germany's relevant compensation is also mentioned in the federal law, after the land is expropriated, The projects that need compensation include land, planting, ground attachments, etc. because the division of land, engineering obstacles and farming can not be compensated, and labor surplus is very easy to occur after land acquisition, all these issues are considered. Brazil's fair compensation is stated in its national constitution, The land occupied in public interest needs to be compensated by the state according to the principle of fairness. The compensation items in Brazil's Land Acquisition Law include the original purchase cost

and the output of land. From this, we can see the differences in the compensation mechanism of land expropriation between countries [1]

3. COMPENSATION SYSTEM OF LAND EXPROPRIATION IN FRANCE

3.1 Fair compensation in the provisions of the Constitution
The French Declaration of human rights has set up fair compensation for a long time. It mentions that property is sacred and inviolable to the people. Private land property cannot be infringed unless the public interest is recognized by individuals and fair compensation is negotiated. After this system was proposed, the principle of fair expropriation and compensation was created. There are two kinds of compensation, including fair compensation for the loss in land expropriation and the compensation in advance before expropriation. It can be said that this compensation system also provides a very powerful reference for the establishment of land expropriation laws in various countries. The French Constitution stipulates that no matter or anyone can force others to grant the land rights, but if it is supply, it is necessary to provide compensation for the loss of land. In fact, this is an extension of the declaration of human rights. From here we can see that France's compensation for public land acquisition is very fair. However, the key point is the principle established by the public for land expropriation. The basic requirement of fair compensation in land expropriation is that the people who own land can get compensation for the loss of land property, but not more than they can get more compensation. They did not become richer when they were expropriated for public use, but they did not become poorer.

3.2 Determine reasonable compensation range

On the basis of land acquisition and fair compensation, it is necessary to establish the reasonable scope of compensation. According to the French land acquisition law, the amount of compensation should be in the process of expropriation for people's material damage. That is to say, after they get compensation, the loss is more direct, but the material compensation is indirect. Therefore, there are some non-material losses that have not been compensated. For direct losses, they are generated in the process of land acquisition, including relocation costs, compensation fees for employees' dismissal and resettlement fees. These are all direct losses. For material and spiritual losses, this is a kind of attached loss caused by the expropriated personnel, for example, People's emotional loss caused by land acquisition cannot be compensated, which has been clearly pointed out in the French constitution, and the possible loss in the future will not be included in the scope of loss compensation [2].

3.3 Establish scientific property structure design standards

The calculation of the structure of land property is an important basis for fair expropriation compensation, because it will take a long time in the process of land acquisition, and the expropriated will improve some of their own compensation mechanisms, so the calculation of property will change. Then a fixed date should be fixed as the calculation standard of compensation. According to the French constitution, land expropriation is centered on the standard of calculating property structure. The main reason is that after the deprivation of land rights, all other activities are subsidiary rights, and from the beginning to the end of expropriation judgment, the land ownership right of the expropriated person has been lost. Therefore, the future losses will not be calculated. If the compensation increases due to the improvement of the property after the expropriation, the compensation for land expropriation should be calculated before the improvement, and other losses will not be recorded. In the investigation of property transformation, the specific amount of compensation has been worked out between the property to be compensated and the compensation declaration.

3.4 Setting reasonable dates for calculating property prices

Since the price of property will change all the time, it is very important to determine the date of calculation. The constitution of France stipulates that the court will take the date of ruling as the date of calculating the price of land compensation on the issue of compensation for land acquisition. Moreover, in order to prevent the expropriated from improving the property structure after knowing the land acquisition, the supplementary standard will be set one year in advance, Until the date of judgment. And in the constitution, what is the nature of the property? After the judgment, even if the land has been sold before and the

land value changes, these changes will not take into account the scope of compensation.

3.5 Specify alternative compensation determination methods

After the compensation for land expropriation is determined, France will judge the two ways through consultation or the court, but also respect the opinions of the expropriated. Moreover, if the compensation for land expropriation fails in France, it is also decided by the judge, And the court will also determine the amount of compensation according to the way of public levy [3].

4.CONCLUSION

To sum up, there are many advantages and disadvantages in the compensation mechanism for land expropriation in France. The advantage is that it is more fair and just. The disadvantage is that after the government determines the expropriation, it will not involve the spiritual loss of the expropriated, and there is no targeted solution to the land improvement problems after the acquisition, The court can determine the specific compensation matters according to the principle of fairness, so there are advantages and disadvantages, which need further improvement.

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The Application of Traditional Culture Translation in College English Teaching

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Abstract: One belt, one road, the strategy of "China's culture goes out" is emerging in the new situation. Under the traditional concept, the phenomenon of "Chinese Cultural Aphasia" has emerged because the English output of Chinese traditional culture has not been paid enough attention to. At this time, in the process of College English teaching, we need to uphold the main ideas of the scientific outlook on development, actively cultivate students' ability to spread Chinese culture in English, and pay attention to the cultivation of language knowledge system. Therefore, this paper first puts forward the main contents that need to be explored. Then, it integrates the status quo, effectively implants traditional culture into students' hearts, and explores the effective construction path of traditional culture translation in the process of College English teaching.

Key words: Traditional culture translation; College English; Teaching

1. RAISING THE QUESTION

"If you want to destroy a country, you must first destroy its history.". It is also timely to say that if you want to eliminate a nation, you need to first eliminate the history of a country. China has a long history, and traditional culture is the treasure of our country's inheritance. In the process of College English teaching, the use of traditional culture translation can not only guide students to better understand the history and traditional culture of our country, but also, to a great extent, enrich the teaching content and enhance the English translation level of students. Language teaching and cultural communication complement each other. If a nation does not have strong cultural guidance, it is bound to be confused and lose its direction. Culture is not immutable, but the continuous change and development in the process of cultural exchange and collision. With the changes of the times, English has become the most frequently used language in the world, and plays a major role in promoting learning. However, in the process of practice, due to the lack of awareness of cultural communication, most of the trained English talents are in a state of insufficient intercultural communication ability. The absence of excellent traditional Chinese culture not only violates the teaching goal of College English, but also violates the historical mission of inheritance and Chinese culture [2]. Therefore, how to apply traditional culture translation in College English teaching? How to absorb new enlightenment from the old culture to achieve the main purpose of preventing the past from being thick with the present and valuing the present over the past? It has become the main content to be explored under the current situation.

2. THE APPLICATION OF TRADITIONAL CULTURE TRANSLATION IN COLLEGE ENGLISH TEACHING

2.1 The construction of behavior system, pay attention to the two-way communication of English language

First of all, it is necessary to construct the Chinese culture curriculum and textbook system in English textbooks. On the basis of culture, we should enhance students' critical thinking, balance the relationship between British and American culture and Chinese traditional culture, express the similarities and differences between China and the west, and increase the understanding of traditional culture [3]. On the level system of cultural works, this paper analyzes the development law of thinking and realizes the main value of interactivity. Secondly, it is necessary to optimize the content of English test. In the essence of national culture, we should keep reasonable testability and constructiveness, and promote the accumulation of English language. After that, it is necessary to create an extracurricular learning environment for traditional culture. In the school, we should have the construction of Chinese traditional culture knowledge competition regularly, stimulate the students' sensory and psychological effects, actively find ways to express the local traditional culture in English.

2.2 Guide teachers to innovate the integration of Chinese traditional culture

From the real life teaching process, College English teachers need to change the traditional teaching concept, realize the cultural inheritance, find the cultural commonness, find the cultural differences, and flexibly use the teaching methods to provide a good foundation for the construction of traditional culture. For example: red in English belongs to the connotation of danger, but in our culture, it belongs to the main meaning of luck and happiness. At this time, we need to analyze the differences and explore the constraints in the coke oven of mother tongue culture. Pay attention to the relationship between Chinese and Western culture, overcome obstacles and deepen students' understanding of Chinese traditional culture. Not only college English teachers need to convey their own cultural literacy, but also introduce more information magazines, radio stations and open class websites in English. For example: history of Chinese civilization (Bilingual Version), Chinese culture, Confucius said Sun Tzu (Chinese and English version) and other books came to learn [4]. Foreign countries need to improve the construction of localization on the basis of Pearl Buck's the good earth and Lin Yutang's moment in Peking [5]. Let students feel their own national pride under the baptism of traditional culture.

2.3 Gradually increase the proportion of Chinese excellent

culture in the classroom

From the current situation, college students' English textbooks mainly show the main ideas of the United States and the United States in the process of cultural concentration construction. A single transmission of British and American culture will solidify and restrict students' thinking, which is not conducive to the formation of English culture, weaken their ability to distinguish right from wrong, and contradict with modern teaching methods. Chinese traditional culture is extensive and profound. In the process of College English classroom teaching, due to the limitation of time, little attention is paid to the study of cultural language. At this time, we need to adhere to the main idea of the scientific outlook on development, in the real life scene, sense the corresponding attraction, close to people's real society, construct exquisite Chinese culture courseware, and attract students' attention in interaction. For example, in the process of learning a day's wait, teachers can analyze Hemingway and the characteristics of the times behind him in combination with the development of reality, and then deeply analyze the psychological characteristics and causes of boys. In the reflection of cultural differences, we should focus on the western view of death. In the process of group exploration, we should group reasonably, increase the understanding of Chinese and Western culture, and maintain the in-depth decomposition and understanding of national culture.

2.4 Adding Chinese elements in English second classroom activities

In the process of implementing the construction of College English classroom, it is necessary not only to pay attention to the input of Chinese culture, but also to build and develop the Chinese culture output on-line and off-line. In addition, all kinds of English competitions are in wonderful competitions, reasonable planning, and effective enrichment and development. In addition, we can integrate Chinese elements, absorb Chinese culture and spread Chinese cultural connotation in the process of the construction of the second classroom. In real cases, we should break through the barriers of our own culture, form

critical thinking on the basis of inclusiveness and enhance our international vision.

3.CONCLUSION

With the progress of society, in the process of College English teaching, it is necessary for college teachers to adhere to the main thoughts of the scientific outlook on development, combine the traditional excellent culture with the teaching content, enhance the corresponding international consciousness, and perceive the importance of cultural exchange from the perspective of the world. While learning western culture, we also need to deepen the understanding of Chinese traditional culture and build cross-cultural communication skills. Listening to other people's information, clearly expressing their own information, enhancing the thinking of English teaching, promoting the students' learning potential, so as to lay a good foundation for the future life-long development.

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Analysis of The Innovation Mode of Computer Education in Universities Under the Background of Internet Plus

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Abstract: In our higher education, computer education is becoming an important part of the education. As the quality education process continues to advance, the computer education in Colleges and universities is facing new challenges and opportunities. Especially the background of the "Internet plus" background brought about by the changes of the times is a great impact on the computer teaching in universities. Therefore, this paper explores the innovation mode of computer education in Universities from the perspective of "Internet plus" background in the new era, analyzes its effective teaching measures, so as to improve the comprehensive training and professional skills of college students, and promote the formation and strategic reserve of national talents, and help to bring the advantages of Internet plus into full play to achieve the goal of computer education innovation.

Keywords: Internet plus; Universities; Computer education

1. INTRODUCTION

Internet plus refers to the new development of network development brought about by the integration of computer technology and Internet technology under the background of the current information age. Strive for further improvement of computer education and computer technology in Colleges and universities. In the face of the background of "Internet plus", it is obvious that computer education in universities cannot stay in the present stage. The development of innovation is the key to ensure the effectiveness of teaching and education, and to promote the education of national higher education.

2. THE SHORTCOMINGS OF COMPUTER EDUCATION IN UNIVERSITIES UNDER THE BACKGROUND OF "INTERNET PLUS"

Computer education in Colleges and universities has a long history of development. It is precisely for this reason that the current computer teaching is deeply influenced by traditional concepts, which makes it not fully aware of "Internet +" and hinders the innovation and development of education and teaching. Students are the main body of education and teaching, especially for college education, how to fully show the main body value of students and highlight the subjective initiative of students is very important. However, computer education is usually in a passive state, lacking enthusiasm for the application and practice of computer skills, and teachers occupy a dominant position, which affects the actual ability of students. Meanwhile, the school and teachers have not grasped the opportunity of computer education in the

context of "Internet plus", which leads to the lag of the choice of teaching content and the development of educational form.

Besides, in the face of the advent of the Internet plus era, the characteristics of the student group have changed greatly, leading to some misunderstanding in understanding the students. The students' vision still stays in the traditional teaching perspective, which directly causes the contradiction between computer education and the background of "Internet plus". In this case, the teacher's imperfect analysis of the students' situation, as well as the inadequate integration of educational background, many factors lead to the lack of teaching. At the same time, the evaluation of computer education in Colleges and universities is mostly based on the results, which is not in line with the national quality education concept and ideological guidance.

3. EFFECTIVE STRATEGIES FOR THE INNOVATION OF COMPUTER EDUCATION MODE IN UNIVERSITIES UNDER THE BACKGROUND OF "INTERNET PLUS"

3.1 Change the concept of teacher education and promote the improvement of basic teaching

Economic growth and the change rapidly in science and technology have created excellent conditions for education and teaching. With this, the educational environment has changed and the teaching background has changed. The Internet plus social background is no longer a simple development of the times. It is an important opportunity for teaching reform in higher education. Especially for computer education in Colleges and universities, the teaching of computers is closely related to the Internet. In the face of the changes in the new educational environment, the primary task is to change teachers' educational ideas. Only by fully grasping the emphasis of education and teaching under the background of "Internet plus" can we ensure the effectiveness of teaching in computer education and realize the development of computer education and Internet in universities. The organic combination of. The change of teacher education philosophy is conducive to improving the content of basic education, promoting the integration of practical teaching and "Internet plus", thereby enhancing students' professional skills and practical application ability, and facilitating the computer learning of students, and promoting the positive effect of learning and the Internet [2].

3.2 Optimize teaching form according to Internet plus mode.

Computer education in universities is basically taught in

the computer room. The main teaching mode is the theoretical explanation and demonstration of the teaching, and then the students imitate and learn and apply on the basis. But in the face of the "Internet plus" background, computer education should follow the transformation of the teaching environment and optimize the educational form. For example, for students majoring in computer science, they should focus on computer application and technological innovation, and at the same time, they should consider the organic integration with the Internet; for students majoring in civil engineering and environmental design, computer learning is an auxiliary means, and software teaching such as CAD and 3D is the key point. In this case, students need to have strong software skills. In addition, for art students, the design of animation design, advertising design and other majors are more inclined to special skills application or social trend display. Under such circumstances, the direction of modular teaching is clearly defined, and the emphasis and social changes of computer education should be reconsidered from the background of "Internet plus Internet plus". In order to ensure the full training of computer practice ability of students of different majors. Optimizing teaching form under the "Internet plus" mode can help university education improve teaching deficiencies, realize the sharing and transmission of teaching resources in the new era, and achieve common education in different fields and achieve educational unity.

3.3 Take Internet plus as the core to innovate educational mechanism.

The establishment and improvement of school education mechanism is an important measure to promote the quality of teaching, enhance the strength of running schools and enhance the core competitiveness. Based on the analysis of computer education in the context of Internet plus, we should not only pay attention to the integration of theoretical teaching and practice, but also ensure the unification of [3] with teaching mechanism. First, Internet plus teaching system is improved and improved, which reflects the integration with the "Internet +" background, thus ensuring the effectiveness of computer education in universities. Secondly, computer teaching is based on computer, so we can conduct "Mogao" according to the students' learning situation, and work from online to offline

to exercise the practice water of students and people. Secondly, taking the "Internet plus" background as the center, we should develop school enterprise cooperation, build a network sharing platform with computer technology and Internet technology, and realize the "Internet plus" application, thus enhancing the efficient practice of computer teaching. Finally, the innovation of educational mechanism should be based on the school, from the perspectives of school development and personnel training, and so on, in terms of teaching contents and means. The teaching form and other aspects are fully optimized in order to achieve the penetration between computer education and the Internet plus background.

4. CONCLUSION

To sum up, the innovation and development of computer education mode in the context of "Internet plus" need to recognize the current educational situation and plan the next development direction by defining its own development deficiencies. The basic content of the development of university students and the content of computer education combine with internet plus to ensure that computer teaching caters to the new requirements of teaching and ensures the development of the times. Integration. Computer education in Colleges and Universities under the background of "Internet plus" promotes the improvement of students' computer ability, and promotes personnel training to be closer to the requirements of social development and the needs of enterprises, and fully ensures the effective training of high-quality talents in higher education.

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Research on The Coping Strategies of Enterprise Financial Management Under the Condition of Market Economy

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Abstract: With the rapid development of modern market economy and the continuous expansion of enterprise production and operation scale, the role of financial management in improving the market competitiveness of enterprises has become increasingly prominent. At present, many enterprises, especially the majority of small and medium-sized enterprises, still have outstanding problems in the process of financial management, such as the lag of financial system construction, the low professional level of financial management personnel, and the existence of loopholes in financial risk management, which restrict enterprises to further integrate into the market and become bigger and stronger. This paper analyzes and puts forward the corresponding countermeasures to ensure that the enterprises will be stable in the increasingly competitive market competition.

Keywords: Market economy; Enterprise financial management; Response; Strategy

1. INTRODUCTION

Financial management is one of the core contents of enterprise management, which occupies a very important position in modern enterprise management. At present, all kinds of enterprises, especially the majority of private small and medium-sized enterprises, still have many problems to be solved in the financial management, which is a great challenge for the survival and long-term development of enterprises. Therefore, it is necessary to analyze the outstanding problems existing in the financial management of enterprises under the condition of market economy, so as to provide useful reference for enterprises to strengthen financial management[1-3].

2. THE OUTSTANDING PROBLEMS EXISTING IN ENTERPRISE FINANCIAL MANAGEMENT UNDER THE CONDITION OF MARKET ECONOMY

2.1 Weak awareness of financial management

With the in-depth development of the market economy, many enterprises in the process of financial management problems gradually exposed, one of the most important is that the concept and awareness of financial management has gradually lagged behind, it is difficult to adapt to the rapid development of market economy [2]. In fact, many small and medium-sized enterprises can not withstand the "severe winter" of market development and finally die. The problem lies in finance. Most enterprises only stay at the cost control and level of financial management, and fail to fully realize that financial management is essentially a problem of enterprise growth management. For example,

in the financial crisis of 1997 and 2008, many enterprises failed to realize that financial management is essentially a problem of enterprise growth management. Small and medium-sized enterprises have closed down one after another, and those enterprises that can overcome the crisis and finally turn the crisis into safety all have sound financial management system, high-quality financial management team and abundant cash flow. It can be said that the weak awareness of financial management and outdated concept are one of the most prominent problems in the financial management of many small and medium-sized enterprises.

2.2 Insufficient financial risk assessment

Financial risk assessment is one of the core and key contents in the process of enterprise financial management, especially in the rapidly changing market economy environment. Only by fully understanding and identifying the financial professional risk, the influencing factors of financial professional risk and the legal risk faced by the enterprise financial management personnel, can they really do a good job in the enterprise financial management under the market economy environment by establishing a keen awareness of occupational risk prevention and the ability to resolve financial risk. However, in reality, many enterprises still lack a systematic and perfect financial risk assessment mechanism in the process of financial management. There are loopholes in the financial risk assessment and management, and the financial management staff lack the awareness of systematic risk assessment, which leads to the low efficiency of financial management.

2.3 The professional construction of financial management staff is relatively backward

Financial management staff, as full-time personnel engaged in financial management in enterprises, should master the relevant knowledge and skills in modern financial management, have the relevant professional ability and professional ethics in enterprise financial management, as well as the corresponding professional certificates. This is the enterprise financial management staff can be based on their own industry and in the market economy environment. It is an important foundation to do a good job in enterprise financial management. But in reality, the quality of financial management staff in many enterprises is not high, the professional construction is relatively backward, the liquidity of enterprise financial management personnel is large, and the career promotion channel is narrow, which seriously affects the efficiency

and quality improvement of enterprise financial management.

3. RESEARCH ON THE COPING STRATEGIES OF ENTERPRISE FINANCIAL MANAGEMENT UNDER THE CONDITION OF MARKET ECONOMY

Under the condition of market economy, enterprises should continuously improve the efficiency of enterprise financial management, focusing on the following aspects of work:

3.1 Establish a positive concept of modern enterprise financial management

Concept is the guide of action. To do a good job in enterprise financial management, first of all, the staff of enterprise financial management should actively establish the concept of modern financial management, fully realize the strategic significance of enterprise financial management in the long-term development of enterprises, realize that enterprise financial management is essentially a kind of growth management, and correctly understand the strategic significance of cash in finance. In the management work, we should actively implement the concept of people-oriented financial management, establish an effective financial operation mechanism combining responsibility and rights, and actively innovate financial management objectives, actively promote the diversified development of financial management objectives, and transform financial management indicators from the maximization of capital appreciation to the multiple integration of economic and social achievements.

3.2 Establish a risk assessment mechanism suitable for the development of market economy

With the further development of market economy, modern capital market has developed rapidly. In the current new economic situation, enterprise financial management has gradually developed into the core of enterprise management, and in this process also brought a series of financial management risks. In essence, financial risk is a kind of microcosmic economic form, and it is also an external performance of enterprise management risk. At present, with the continuous and in-depth development of market economy, various risks faced by enterprises in production and operation are more uncertain and sudden, especially under the influence of this year's epidemic situation. Therefore, enterprises must continuously formulate and improve financial risk assessment, prevention and avoidance strategies, and establish long-term financial risk early warning mechanism. Data technology, accurate analysis, measurement and identification of financial risks, on the other hand, the introduction of third-party evaluation mechanism, by the

professional third-party evaluation organization of the enterprise's financial operation on a regular basis to systematically analyze, timely find financial problems and solve them.

3.3 Strengthen the construction of enterprise financial management team

Under the market economy environment, it is very important to have a financial management team with excellent quality and high professional level to strengthen the financial management of enterprises. On the one hand, the majority of enterprises should strengthen the recruitment and selection of excellent financial management staff, constantly enrich the strength of enterprise financial management team through "Introduction", optimize the quality structure of enterprise financial management personnel, on the other hand, they should strengthen the training of existing financial management staff, constantly improve their professional quality and strengthen their risk awareness, especially in the current digital economy. In the economic era, we should strive to promote the all-round reform and improvement of enterprise financial management concepts, models and methods, strive to make the financial department become the "digital nervous system" of enterprises, complete the upgrading from value protection to value creation, and boost enterprises to go further in the market economy environment.

4. CONCLUSION

In a word, in the current market economy environment and digital economy era, enterprise financial management has become the key to participate in the market economy. All major enterprises, especially small and medium-sized enterprises, should start from the outstanding problems existing in their own financial management, actively seek solutions, constantly improve the efficiency of enterprise financial management in the new period, and boost the enterprises to achieve sound development.

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On the Sustainable Development of Construction Economy Under the Concept of Green Economy

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Abstract: With the continuous growth of national economy, many industry practitioners pay more and more attention to the environmental protection consciousness in the production process, so the concept of green economy concept has been produced. Green economy refers to the development concept with high quality and recyclability. The purpose of building economy concept is to require less construction expenditure, high building materials and short construction time. China's construction industry ranks in the forefront of the world, so we should pay special attention to the concept of environmental protection, take on the responsibility of energy conservation and energy consumption reduction. At present, there are still some deficiencies in the implementation of green economy sustainable development strategy in the construction industry. These problems need to be paid attention to by the construction industry. This paper analyzes and discusses the sustainable development of construction economy under the concept of green economy, so as to provide reference for relevant personnel.

Key words: Green economy concept; Construction economy; Sustainable development

1. INTRODUCTION

Behind the sustained economic growth of our country, we are facing the problem of energy consumption. For example, the rapid development of the construction industry leads to excessive construction waste or construction waste materials. How to reduce energy consumption and pay attention to the concept of environmental protection at the same time of rapid economic growth is a major problem in various industries. The concept of green economy is of great significance for the sustainable development of the construction industry. The concept of green economy can effectively solve the problems of construction expenditure and engineering time. Therefore, the construction industry must break the original development mode, integrate the green economic concept, and promote the high-quality sustainable development of the construction industry.

2. IMPLEMENTATION STATUS OF GREEN ECONOMY CONCEPT IN CHINA'S CONSTRUCTION INDUSTRY

2.1 The concept and system of green economy in construction industry is not perfect

At the beginning of the reform and opening up, because of the national conditions and other reasons, the country must achieve rapid economic growth, so the problem of energy consumption has occurred in the process of development.

With the continuous improvement of the national economic system, more and more attention has been paid to the strategic deployment of sustainable development. Therefore, the concept of green economy has been put forward. However, due to the influence of traditional economic development concept, the recognition and attention of green economy concept in the industry is not high, resulting in the lack of relevant systems of green economic concept, especially in the construction industry. The construction industry is one of the top industries in China and even in the world. There will be a lot of energy consumption problems in the development process, so it is very necessary to introduce the concept of green economy in the construction industry.

2.2 The concept and technology of green economy are not perfect

The concept of green economy has the characteristics of high quality and recyclability. However, due to the lack of reasonable and sound relevant systems in the implementation process of green economic concept, the development of green building economy is restricted. If the concept of green economy is introduced into the construction industry, it is necessary to introduce green building technology into the construction to promote the economic development of green building in the country [1-3].

2.3 Lack of a sound green economy concept evaluation system

With the state's increasing attention to the concept of environmental protection, the construction industry has also implemented the concept of green economy development mode. However, in the process of development, it is found that there is a lack of sound green economy concept evaluation system in China, which can not make scientific evaluation on the current advance cost of construction economy and the subsequent development, because the current evaluation system can no longer meet the basic needs of the current green building technology and green building material evaluation, so the green economic concept evaluation system needs to We should innovate constantly according to the current green technology or green materials.

3. EFFECTIVE MEASURES TO REALIZE SUSTAINABLE DEVELOPMENT OF CONSTRUCTION ECONOMY UNDER THE BACKGROUND OF GREEN ECONOMY CONCEPT

3.1 Establish and improve the green economy concept system of construction industry

The concept of green economy in the construction industry

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is in the early stage of development, and the concept of green economy needs to be continuously optimized in the future. Therefore, the most important thing at present is to establish a sound green economy concept system for the construction industry, so that it can meet the continuous development of the current construction industry.

3.2 Deeply study the concept of green economy and formulate scientific green building technology

The relevant designers in the construction industry should change the traditional design methods and thoroughly implement the concept of green building. For example, installing solar energy or electric energy system in the building, making effective use of solar energy resources, or using wind energy to design the ventilation system in the building, and considering the factors such as the area where the building is located, temperature and humidity, weather conditions and other factors, the building should be scientifically and reasonably designed and arranged. In the whole design process and construction process, attention should be paid to low cost, low energy consumption and green Environmental protection and other issues, and continue to study the application of new green building technology, the concept of green building into the development of the construction industry.

The purpose of research on green energy-saving building technology is to reduce the construction cost and save the purchase cost of consumers. At the beginning of the design, we should fully consider the comprehensive factors and take the green energy-saving concept as the guidance. In addition, it can be widely used in the northwest area, for example, the green building style in the northwest area can be widely used.

In addition, in the material selection of external wall insulation, polyethylene material is commonly used at present, which is pasted in the middle layer of the wall with glue. Generally, PVC or aluminum alloy doors and windows are selected as the frame of doors and windows, and the mode of double glass is adopted to achieve the effect of heat insulation and wind shelter. Indoor festival will also make full use of solar energy, wind energy and other technical equipment, greatly reducing the cost of water and electricity.

Through continuous optimization and improvement of green building energy-saving technology, it is very necessary to meet the sustainable development of the construction industry. Only in line with the concept and technology of green energy-saving building in China, can it be widely used in the national construction industry.

3.3 Improve the evaluation system of green building economic concept and cultivate professional and technical personnel

If the sustainable development strategy of green economy is implemented in the construction industry, it is necessary to have a perfect evaluation system of green building economic concept. The concept of green building economy should be in line with the development trend of the construction industry and meet the evaluation needs of

green energy-saving technology, so the evaluation system of green building economy needs to be continuously optimized and improved. In the process of improving the evaluation system, the following points should be fully considered:

3.3.1 Establish a green economy concept evaluation system in line with the current development of the construction industry, and complete the initial evaluation system by learning from and learning from successful international cases;

3.3.2 Improve the evaluation system according to the national conditions, make the evaluation system conform to the current national development trend, and ensure the reasonable evaluation in energy conservation and consumption reduction;

3.3.3 Implement legislation on the evaluation system of green building economic concept after improvement, implement the evaluation system of green building economic concept under the supervision of law, and strictly standardize the implementation work in the construction industry;

3.3.4 A group of professional green building technical talents should be trained in the construction industry, and regular training and learning of the latest green building technology should be carried out to promote the normal implementation of the evaluation system of green building economic concept [3].

4. CONCLUSION

To sum up, the sustainable development strategy in the construction industry can not be achieved without the support of green building economic concept. The concept of green economy is the guiding principle that all industries need to pay attention to and implement in the future. As an industry with serious energy consumption, the construction industry must integrate the concept of green economy to carry out deep reform in the construction industry. Through the implementation of green energy-saving building technology, the loss of resources will be reduced to the minimum range, and the stability of the ecological environment can be maintained. At the same time, the damage to the environment can be reduced or avoided, so as to promote the sustainable development of China's green energy-saving building industry.

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Research on College Students' Innovation and Entrepreneurship Education in The Era of Internet Plus

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Abstract: With the continuous development of China's economy and science and technology, in the new era, China's Internet is rapidly popularized and widely used in various fields, which has brought certain impact to China's university education, but it is also a great opportunity. Therefore, in the Internet plus era, university entrepreneurship education has also ushered in a new breakthrough. How to make rational use of the Internet to promote the entrepreneurial ability of college students has become the task that professional educators should pay attention to. The Internet plus Internet plus Internet plus era has discussed the significance of entrepreneurship education for college students, the suggestions for entrepreneurship education in the Internet + era and the role of entrepreneurship education in the Internet + era. It also puts forward personal opinions on the research of College Students' innovation and entrepreneurship education in the era of "Internet plus".

Key words: Internet plus college students; Innovation and Entrepreneurship Education

1. INTRODUCTION

Nowadays, the use of the Internet in education is very common, and in this era, education must have the spirit of keeping pace with the times in order to meet the actual needs of College Students' learning and future development. Therefore, it is necessary to adjust the structure of education scientifically, so that they can have the ability to start a business after graduation. Only in this way can we achieve the real comprehensive training effect of talents.

2. THE SIGNIFICANCE OF ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS IN THE INTERNET PLUS ERA

2.1 It can provide a new direction for college students' entrepreneurship

From the actual situation of China's current market development, under the influence of the Internet, most enterprises are developing and reforming in the field of e-commerce, which can provide a broader development space for themselves. Nowadays, college students are also undergoing great changes in their life and learning in the network environment. For the major of entrepreneurship, students should seek more entrepreneurial directions from the background of Internet plus, so as to meet the trend of market development and to achieve the best in management and cost control, so as to provide students with entrepreneurship education. More scientific direction.

2.2 Make rational use of big data technology

Nowadays, enterprises all over the world are not competing for the previous human, material and financial resources. Under the information technology, various intelligent technologies are applied to management, operation and finance. Therefore, enterprises are competing technologies and talents in their own ability and competitiveness, because in the big data environment, the application of cloud computing, Internet of things and other technologies is ten Therefore, in the innovation and entrepreneurship education in Colleges and universities, we should also have a sense of the overall situation and be able to master various computer technology operation capabilities, so as to provide more powerful support for their entrepreneurship. Moreover, at the beginning of entrepreneurship, if students master the big data technology, they can reasonably analyze the market and consumer groups and other information, so as to establish a database, which plays a very important role in operation, sales and management [1].

2.3 Obtain diversified business mode

In the process of enterprise operation, the mode of operation is very important, which includes management, commodity cost, sales and profit. If it is not planned scientifically, it is very likely to increase the cost in all aspects, so that the enterprise can not get effective benefits. When college students just enter the society to start a business, their income is very tight, and they should also invest a certain amount of money in their own entrepreneurship. If they can complete the entrepreneurship in the most economical way, it is the most ideal. Therefore, with the popularity of mobile communication technology, almost everyone has a mobile phone, and people's life style has changed greatly. Not only can they shop and browse information, but also many businesses use this channel to launch various business models and services. Therefore, college students should also have this distant light, get customer information from the Internet plus, expand sales channels, manage scientifically, and understand product prices, etc., so as to achieve cost saving effect.

3. SUGGESTIONS FOR ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS IN THE INTERNET PLUS ERA

3.1 Integrate the concept of Internet into the teaching concept

On the whole, the development of the Internet field in China started relatively late. Although we have been committed to the development of the Internet industry, most of the users are still young and middle-aged, and

those who are a little older can not accept it. This is still because of the traditional education. Therefore, the innovation and entrepreneurship education in Colleges and universities should actively expand the popularization of Internet concept, so that college students can accept it in their minds, and then make rational use of it in their future study and work, which has a very positive role in college students' life and entrepreneurship.

3.2 Organic combination of online and offline Teaching

The Internet provides a favorable platform for college students' entrepreneurship, so the education of colleges and universities actively integrates online education, but offline education is also crucial and can not be ignored, because practice is the important way to verify the truth. Therefore, in the teaching of innovation and entrepreneurship in Colleges and universities, online education should be used to provide inspiration and ways for students' entrepreneurship, and then offline teaching should be used to give students the opportunity to practice, so that they can not only digest the key knowledge, but also promote the effective improvement of their abilities in all aspects [2].

3.3 Carry out entrepreneurship education through network simulation

In the traditional innovation and entrepreneurship education in Colleges and universities, the most common phenomenon is the lack of time and funds, so that college students in the learning process will be subject to many restrictions, and only relying on textbooks can not meet their learning and development needs. Therefore, under the popularization of Internet plus education, teachers can find out materials, examples and information for students from the Internet, and they can also establish corresponding entrepreneurial simulation teaching, so that they can help them integrate theory and practice together, thus promoting their all-round development.

4. THE ROLE OF ENTREPRENEURSHIP EDUCATION IN COLLEGE STUDENTS UNDER THE INTERNET PLUS ERA.

First, Internet plus the innovation and entrepreneurship education of college students can promote the development of colleges and universities, because in the new era, the stable development of colleges and universities and the

quality of students' learning are directly related to their employment situation, so the expansion of innovation and entrepreneurship education has a great effect on their own development. Secondly, most college students will return to their hometown to start their own businesses after obtaining the ability of innovation and entrepreneurship, which can promote the local economic development and improve the service effect. Finally, colleges and universities will carry out more ability improvement in the training process of innovation and entrepreneurship education, such as innovation, thinking, management and practice, which will greatly promote the work and life of college students in the future [3].

5.CONCLUSION

To sum up, in the Internet plus era, the implementation of innovation and entrepreneurship education for university students is very effective. It can not only improve the curriculum system of universities themselves, but also enhance their abilities in all aspects, thus showing great educational value. And college students in an all-round way to improve and obtain the ability of innovation and entrepreneurship, they will devote themselves to the development of society, which is conducive to their own development, and promote the promotion of China's social economy, and for the development of China's Internet era in the new era.

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On the Path of Socialist Core Values Under the Background of Internet Plus

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Abstract: With the improvement of economic level, China's information technology has been more rapid development, the Internet has been more widely used, its openness, sharing is more obvious, effectively improving the convenience of people's life. This article briefly analyzes the influence of the Internet plus background on the socialist core values, explores the path of the socialist core values in the Internet plus background, and hopes to provide reference for the dissemination of the socialist core values and to make the socialist core values popular among the people.

Key words: Internet plus; Socialist core values; Communication path; Exploration

1. INTRODUCTION

It is pointed out that the socialist core values of the 18th National Congress of the Communist Party of China will be recognized by the masses, and the socialist core values will be promoted to the extent that they are recognized and promoted by the masses. The emergence and development of the network provides greater convenience for people's life. Scientific and reasonable use of network resources and dissemination of socialist core values can make the socialist core values and people's values have a close relationship, and promote the comprehensive dissemination of socialist core values.

2. INTERNET PLUS THE IMPACT ON THE DISSEMINATION OF SOCIALIST CORE VALUES

Although the Internet started late in China, it has developed rapidly and has a great impact on the economic development of all walks of life in China. Under the background of Internet plus, the relationship between various industries is relatively tight, and some new economic forms have emerged[1].

However, in the context of Internet plus, people's understanding and implementation of socialist core values are fragmentary, and are easily influenced by other things. Perceptual thinking is more obvious. In this case, we need to start from the reality of the public, reasonably integrate and summarize the information resources in the network, such as post, post, etc., to build a network environment suitable for the dissemination of socialist core values.

In the Internet plus background, there are more different types of transmission channels. In the process of information dissemination, the scope of the information is wider, and the information transmission can be accomplished in a relatively short time. Moreover, in the network communication, the Internet as a carrier will not be affected by many factors such as time, age, gender, occupation and so on. Therefore, we can use the Internet to carry out invisible education and spread the socialist core

values, so as to make the dissemination of socialist core values more colorful and attract people's interest. Moreover, Internet communication can change from the traditional passive acceptance of the masses to active search, which can deepen the understanding ability of the masses for the socialist core values, and enable the masses to carry forward the socialist core values in action, which can provide extremely favorable conditions as support for the dissemination of socialist core values [2].

3. INTERNET PLUS BACKGROUND, THE PATH OF SOCIALIST VALUES COMMUNICATION

First, in the process of communication, ensure that it can meet the personalized needs of the masses. From a commercial point of view, Taobao, Amazon and other sales models are more successful, we can learn from the relevant experience and apply it to the dissemination of socialist core values. We should recognize the importance of big data, collect and analyze the data, and understand the ideological state of the masses according to the browsing behavior of the Internet masses. We should use different ways of spreading socialist core values for different masses to ensure that the dissemination of socialist core values is effective. It is necessary to fully consider the age, education level, living place and work of the socialist core values dissemination group, so as to achieve personalized communication.

Second, to ensure the popularity of the communication activities carried out. This paper analyzes the characteristics of communication activities, and based on this, promotes the development of mass communication activities. At the same time, we should fully respect the choice of the masses, communicate with the masses, and reasonably apply the network technology, so that the socialist core values are recognized by the masses.

Third, the use of easy to understand language to carry out the dissemination of socialist core values. In the process of spreading socialist core values, we should fully apply modern network technology, such as netizens' fast scanning, shallow reading and other measures, with the help of clear and easy to understand language for the dissemination of socialist core values. We should prevent the rigid, rigid, boring and boring way of communication for the application of language, so that the Internet people are willing to participate in the dissemination of socialist core values psychologically, and consciously use the socialist core values to restrict themselves [3].

Fourth, we should improve the artistic level of communication. We should start from the mainstream aesthetic of the society and the personalized aesthetic of the masses, formulate and live close to the means of communication with a high degree of artistry, and change

the original derailed and independent communication mode with the times. We should combine the core values of socialist culture with popular appreciation.

Fifthly, use diversified ways to spread. In the process of spreading the socialist core values, we should improve the mode of communication, with the help of interpersonal communication, organizational communication, mass communication and other types of communication, so that communication can really play a role.

Sixth, timely feedback on the communication situation. First of all, a special organization can be designated to report and analyze the communication situation. It is necessary to consider the relationship between the communication subject and the object to achieve two-way communication. This requires the main body of communication to fully understand the current hot spots and the key content of the masses' attention, fully respect the dissemination law of socialist core values, take into account the actual situation, and timely adjust the dissemination mode of socialist core values. Second, in the process of mass communication, we should make full use of multimedia and record relevant video and audio, which can make the masses have a deeper understanding of the socialist core values under the influence of video and audio [4]. Third, collect and summarize different types of communication resources, build a special platform to meet the needs of communication and exchange between the masses and the communication subject, which can make the two sides get along more harmoniously. In the process of interaction, we can spread the socialist core values, enhance the ability to spread the socialist core values, and enhance the socialist core values. The influence range of heart values provides ideological guidance for the

development and construction of our society, and provides guarantee for social harmony and stability.

4. CONCLUSION

According to the above analysis, the socialist core values have a very critical impact on the development of society. Under the background of Internet plus, the dissemination of socialist core values has been affected. Under such circumstances, we should give full play to the advantages of cyber source, reasonably spread the socialist core values, and make socialist core values highly recognized by our people, and build the society under the guidance of the socialist core values, so as to provide long-term development for our country. The exhibition provides favorable conditions as support.

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Discussion on The Function of Craftsman Spirit Integrating into Traditional Culture Education

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Abstract: Our country has a long history, which provides more feasible spiritual ideas for the inheritance of contemporary civilization. Taking craftsman spirit as an example, with the help of this spirit inheritance, we can play a position function in the traditional culture and education industry, help college students practice socialism and improve their self-cultivation. This paper analyzes the connotation and characteristics of craftsman spirit, and explores the significance of craftsman spirit position education combined with the current situation of traditional culture education in Colleges and universities. At the same time, it also discusses the difficulties of the existing education, and puts forward solutions. Finally, it comes to the relevant talent cultivation path that integrates the craftsman spirit effectively in the education position, and improves the craftsman quality of contemporary college students.

Keywords: College education; Traditional culture; Craftsman spirit; Education position

1. INTRODUCTION

At present, the cultivation of students in Colleges and universities in our country mainly focuses on professional ethics and professional concepts, but ignores practical operation. Therefore, in the stage of strengthening students' ideological identity, we should also combine specific practical courses to help students better understand the subject knowledge and practice professional standards. In China's traditional culture education system, teachers need to instill a complete discipline concept into students, so that students can have a higher level of learning identity. At this stage of development, with the help of "craftsman spirit", colleges and universities can gradually develop a perfect traditional culture education mode and develop students' comprehensive ability. In vocational education, teachers should take the initiative to carry forward the traditional culture, and integrate the concept of craftsmanship into the practical cultivation work, to help students improve their professional ability, but also to play the position function of traditional culture courses in Colleges and universities. To promote the students to deeply understand the craftsman spirit and its core concept, establish a contemporary craftsman model, and practice the comprehensive education goal of Ideological and cultural practice[1-2].

2. THE SPIRITUAL CONNOTATION OF ARTISANS

2.1 Professional pursuit

Modern craftsmen in China have been sought after by many young people. This is because the craftsmen uphold the spirit of craftsman. In addition to a high sense of historical and cultural precipitation, they are also closely

combined with modern civilization when they are handmade. The products thus created can integrate modern thinking into traditional skills and display new craft works. It is because of the craftsman's professional pursuit, constantly explore new design ideas, and with the help of the original technical experience, the product is more refined production, and strive to get rid of the old and bring forth the new, so that our country can have the spirit of craftsman in the new era. The craftsman keeps a high desire to explore the outside world, and can make the surrounding environment more livable. When encountering new problems, the craftsman can also continuously optimize and improve methods, so as to achieve the professional goal.

2.2 Professionalism

In the spirit of craftsmanship, there is also a very professional concept of dedication. Modern craftsmen, through engaging in various production industries, have brought the rigorous and serious work attitude into the development of the industry. Therefore, they have also spread the professional spirit to the greatest extent, so as to promote various industries in China to achieve higher product quality goals. The professional spirit of craftsmen is also reflected in the awe of faith and the pursuit of ideals. Therefore, the craftsman spirit has a high sense of professionalism, which can promote the craftsmen to focus on their own work, explore the unknown world, create high industrial value for the work, and constantly improve the technology used in the development.

2.3 Professional ability

Another advantage of craftsman spirit is strong professional ability, which is also an important basis for the survival and development of craftsman spirit. Craftsmen apply their excellent professional ability to all kinds of work, which can help them to adapt to and be competent for the work by constantly adjusting their working state, so as to give play to the established efficiency of work and ensure that all work can be completed with quality and quantity. The professional ability under the craftsman spirit is also reflected in the adjustment of various work quality. For example, the craftsman can put forward more perfect solutions in the innovation problems, and try their best to make more optimization adjustments to solve the problems, so as to plan the future development direction. In addition, the concept of lifelong learning is also the basic guarantee for the craftsman's more important professional ability, which can promote the craftsman to have a more lasting comprehensive ability, which is easy to compete for more favorable resources in the market.

3. CRAFTSMAN'S SPIRITUAL CHARACTERISTICS

3.1 Political and religious integration

From the perspective of history, the spirit of craftsman in ancient China served the ruling class, and its class color was relatively strong, and it was also a manifestation of centralization. Although the idea of "valuing the way and neglecting the utensils" in traditional Chinese culture is not conducive to the development of craftsman spirit, the ancient craftsmen have created a variety of wonderful articles and created the glory of traditional Chinese culture. From the perspective of craftsman's spiritual goal, Chinese civilization has lasted for thousands of years, which has created great spiritual and cultural values while unifying social and individual values. From the perspective of craftsman's spiritual function, its unique value system is rooted in the hearts of Chinese people, influencing people's thinking and behavior, moistening things silently.

3.2 Throughout history

At present, the craftsman's spirit in our country mainly presents the historical penetration, and the craftsman's behavior and consciousness all show the traditional cultural concept. Therefore, in the continuous practical application, the craftsman can make the perfect craftsman spirit with the times innovation, thus making the strong historical characteristics of the craftsman spirit connotation more profound, which is worth exploring by contemporary people. Chinese modern scholars constantly interpret the craftsman spirit, which can promote the modern production industry personnel to uphold historical skills, and constantly create new and good products for our country. Craftsman spirit has different historical expression in different times, and the concept of the times is also different. For example, in modern education, craftsman spirit can help students build a perfect sense of inquiry and promote their progress.

3.3 Heritage training

During its development, all kinds of culture will be affected by various factors, but the connotation of craftsman spirit is still relatively complete. Therefore, in modern society, craftsman spirit can still standardize the practical behavior of craftsmen, so as to integrate society, culture, education and politics, and reproduce the exquisite craftsmanship of our country. Under the long-term development, China's craftsman spirit has well inherited the traditional culture of various nationalities and regions, and carried out a unified display in modern times, so as to let the craftsmen feel the concept of historical inheritance, and cultivate the craftsman's awareness of professional exploration and hard work in their work. Modern craftsman spirit influences more Chinese people with the help of educational factors, guides students to learn professional knowledge, and applies the knowledge in good practice, so as to help students develop the working concept of craftsman and complete the construction of spiritual ideal goal.

4. THE SIGNIFICANCE OF CRAFTSMAN SPIRIT INTO TRADITIONAL CULTURE EDUCATION

4.1 Traditional culture breeds valuable artisan spiritual resources

With the development of the times and the change of thought, a new civilization is produced. At this stage, the

civilization with root and soul is needed to maintain it. In today's vigorous promotion of craftsmanship spirit, colleges and universities must not ignore the traditional cultural power when studying and interpreting the craftsman spirit. "Choose one thing for life", the spirit of craftsmanship contains the humanistic spirit of excellence, persistence, dedication, dedication, courage to challenge, surpass oneself and bring forth the new, which itself is a very precious spiritual wealth and an important gene of Chinese excellent traditional culture. Therefore, colleges and universities must pay attention to excavate the valuable resources in traditional culture and regard them as effective supplies to carry forward and cultivate the spirit of craftsmen.

4.2 Craftsmanship promotes the production of new applications in traditional culture

China issued the Opinions on the Implementation of the Chinese Excellent Traditional Culture Heritage and Development Project, which states: "Around the fundamental task of the Lideshu people, follow the laws of students' cognition and education and teaching, and integrate the Chinese excellent traditional culture into all aspects of ideological and moral education, cultural knowledge education, art and physical education, and social practice education in all fields of enlightenment, basic education, vocational education, higher education and continuing education in accordance with the principles of integration, division and orderly promotion.

Therefore, colleges and universities need to fully adjust the on-campus education model, the traditional culture to the educational position analysis, and in which the integration of artisan spirit, in order to help students in the technical theory ability is strong, but also to strengthen the practical ability, and constantly cultivate more comprehensive all-round talent for the country, showing the new face of China's artisan spirit.

5. THE LOW EFFICIENCY OF CRAFTSMEN SPIRIT IN COLLEGES AND UNIVERSITIES

5.1 The training pattern is not appropriate

The traditional culture education mode is well operated in Colleges and universities. However, due to the inappropriate training mode at this stage, colleges and universities can not smoothly practice the craftsman spirit into the teaching work, and the craftsman spirit can not play a sufficient impact on students. Therefore, the cultivation process of applied skilled talents in Colleges and universities has encountered a bottleneck. When training professional talents, colleges and universities need to integrate the corresponding practical teaching objectives into the education mode, so as to make students better accept the cultivation of traditional cultural education knowledge. But at this stage of training, students can not make a good evaluation of their major, which leads to the reduction of learning ability, and can not fully implement the craftsman spirit into the traditional culture teaching, students do not have a strong concept of craftsmanship.

5.2 The method of learning is unreasonable

There is no fault in the teaching mode of traditional culture. Therefore, the education position built on it should provide students with more abundant learning motivation.

However, at this stage, students do not get the assistant teaching support of craftsman spirit in the education field, which leads to the students can learn the traditional cultural ideas, but their practical ability is weak, and students can not develop high-level moral character. In order to cultivate students' craftsmanship spirit, colleges and universities should create perfect learning methods for students, so as to help students improve their future work concept and promote the industrial development of our country. Some students don't focus on the practical teaching of craftsmanship spirit, so they can't master more skilled technical skills before graduation, which leads to a lower influence on the cultivation of craftsman spirit.

5.3 There is a bias in the concept of cultivation

At the present stage of talent cultivation in Colleges and universities, the traditional culture teaching content is usually strengthened in the process of education, which can improve the ideological and moral level of students. However, the practical operation of students only by the concept of cultural education is obviously deficient. Therefore, teachers should timely fill in the relevant teaching content of craftsmanship spirit in the existing cultivation concept, and continue to help students find the correct education objectives, so as to improve the teaching efficiency. As the imparter of traditional knowledge, teachers should maintain a high integration of education concept, and take knowledge teaching and practice teaching as the main content of teaching, so as to help students better accept traditional culture and craftsmanship spirit.

6. Reflections on the implementation of craftsmanship spirit in education position

6.1 Innovative teaching model

In order to help the craftsman spirit to play its educational position function better, college teachers need to make innovative adjustments in talent training path. In the process of infiltrating traditional culture, appropriate courses of craftsmanship spirit should be set up so that students can learn more systematically and improve the work content of the subject. At this stage, we should avoid formalization of various education and teaching contents, and let students deepen the understanding of the curriculum with the help of practical activities. For example, in the infiltration of traditional culture teaching, teachers need to analyze the craftsman spirit, judge the existing characteristics of the times, in order to better integrate into the practical teaching curriculum, and promote students to develop a higher level of craftsmanship spirit.

6.2 Innovation fosters ideas

In the traditional higher education, teachers should design the students' education system with full concept, so that students can obtain more perfect practical knowledge and practical technology. In order to help students better understand and control the learning process, there is a need to help teachers to better understand the learning process. At this time, teachers can integrate the relevant educational concepts of traditional culture into the educational position, help students acquire the ability of historical perception, and better understand the connotation of modern craftsman

spirit. For example, the school can create a ubiquitous cultural atmosphere in the school to help students have the desire to explore the traditional culture and craftsmanship spirit independently, which can also help the school to establish a pure style of study and elegant school spirit, and continuously influence the students of various majors to continuously explore the traditional culture world.

6.3 Promote spiritual understanding

In order to ensure that the students can become a craftsman in the new era and help China's industrial technology quality further, we should ensure that students understand and practice the spirit of craftsmanship in practical learning. Teachers can let students explore Chinese traditional culture deeply when learning relevant professional courses, stimulate students' recognition of cultural system, encourage students to study things they don't understand spontaneously, so as to strengthen the connotation of craftsman spirit. In addition, teachers can deeply interpret the characteristics and new era performance of craftsman spirit, so as to help students understand the practical application value of craftsman spirit more quickly, so as to infiltrate and develop craftsman spirit.

7. THE PATH OF CULTIVATING CRAFTSMAN SPIRIT TALENTS IN EDUCATIONAL POSITION

7.1 Opened artisan spiritual workshops

Colleges and universities need to integrate school resources to create workshops for students of various majors to practice craftsmanship spirit, so as to ensure that students can implement relevant teaching contents and play a functional role in their educational positions. Colleges and universities should also set up a team of campus leaders and excellent teachers, combined with relevant craftsmen and experts of cooperative enterprises, to carry out targeted workshop course content analysis for students, so as to help students learn more perfect craftsman spirit teaching content. When the overall planning is completed, the teacher should coordinate the operation of the workshop to ensure that all students can participate in the practical operation. The master craftsman can build the learning scene of craftsman spirit for students, and integrate traditional cultural knowledge into it, so as to ensure that students can complete the workshop learning with the greatest interest.

7.2 Construction of school-enterprise teachers

Teachers need to make a comprehensive analysis of students' professional quality in the course content, so as to ensure that students can participate in the cultivation and application of relevant innovation ability when learning traditional cultural content. At this time, colleges and universities should set up relevant innovation education team in the school to help students learn the fusion of traditional and modern knowledge, and lay a good foundation for craftsman spirit practice. In addition, teachers should actively urge the school enterprise cooperation units to cultivate the exact content of craftsmanship spirit out of school, and enterprises control the most advanced R & D technology in the market. Therefore, in the enterprise learning, students can improve their innovative ideas, ensure that students can receive the relevant personalized cultivation system, and achieve

higher results in various practical project training, so as to help students establish self-confidence in practicing craftsmanship spirit.

7.3 Integrate a variety of classroom teaching

Taking the classroom as the main position, the dormitory area and factory area as the second and the third classroom, the three areas cooperate to cultivate students' innovative ability, strengthen the teaching of professional knowledge, and pay attention to the cultivation of non professional ability such as students' professional quality. We should promote the project-oriented education model reform, deepen the classroom centered teaching reform, promote the popularization of action oriented teaching in the second and third classrooms, promote the integration of the first, second and third classrooms, and create a teaching environment with professional atmosphere.

7.4 Create a competition training model

Teachers need to set up training and selection system in the early stage of the competition, so that students can gain full input into the simulation work competition, and further stimulate their motivation to practice craftsmanship spirit. For example, setting up professional skills competition, school enterprise cooperation to carry out innovative product manufacturing competition, etc., can carry out long-term teaching management for students. Students can take craftsman spirit as an important part of the concept of honor by participating in the competition. This will spontaneously carry out pre competition training to improve the craftsman's technical level, and also enable students to understand what the concept of craftsman is lacking in the current market economy, and promote students to better complete the relevant integrated learning

tasks in the school.

8. CONCLUSION

To sum up, in order to optimize the comprehensive ability of students, colleges and universities need to integrate craftsmanship spirit into the learning system in the position of traditional culture education and teaching, cultivate students' Ideological and moral concepts, and at the same time, fit in with the growth mode of students, and build a learning classroom of craftsman spirit for students. By innovating teaching mode, cultivating ideas and promoting craftsmanship spirit, teachers can be fully understood by students, and can fully improve the emotional experience process of students in learning subject skills under the traditional cultural education concept. With the help of setting up craftsman workshops, building teaching staff, integrating classroom teaching and creating competition mode, teachers can integrate craftsmanship spirit into the education position. To ensure that traditional cultural knowledge is better learned by students, and with the help of craftsman spirit guidance, show students reasonable behavior in the application of skills, and effectively improve students' professionalism and practical quality.

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Analysis on the Causes of College Students' Network Public Opinion Crisis and the Countermeasures

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Abstract: With the advent of information society, the influence of network on College Students' moral personality cultivation and daily behavior is more and more profound. Contemporary college students' subjective consciousness and individual consciousness are prominent, and they are one of the main users of network media. They prefer to express their opinions and demands through various network media. Once they are used improperly, they are likely to print and print network public opinion crisis, which will have a wide range of adverse effects among college students. Therefore, college counselors and class teachers should follow the Internet communication rules On the basis of the law, we should firmly grasp the initiative of network public opinion guidance, constantly improve the early warning and handling mechanism of network public opinion crisis, and actively create a healthy and upward network public opinion environment.

Keywords: Network public opinion crisis; Causes; Resolution strategy

1. INTRODUCTION

Young and middle-aged college students gather in Colleges and universities. They have active thoughts, strong individual consciousness and subjective consciousness [1]. In recent years, with the rapid development of Internet information technology and the strong interactive participation of the network, college students are often keen to express their opinions and participate in discussions on some hot topics such as campus events and social events by using various media and channels on the network. However, due to the lack of personal cognition and the rapid transmission mode of the network, it is easy to If it is not handled timely and properly, it will cause strong ideological confusion in the student group and bring hidden dangers to the normal teaching work of the school. Therefore, counselors and other groups should actively base on daily life, strengthen the positive guidance of College Students' network behavior, and improve the early warning and treatment of network public opinion crisis Mechanism to ensure the campus network public opinion environment healthy and stable.

2. ANALYSIS OF THE CAUSES OF COLLEGE STUDENTS' NETWORK PUBLIC OPINION CRISIS

The causes of the Internet public opinion crisis of contemporary college students have distinct complexity characteristics, and the main causes are as follows:

2.1 Poor expression of public interest demands

There are a large number of college students in Colleges and universities, and all the relevant rules and regulations

issued by the university are related to the vital interests of students. Once the students fail to respond to and solve their own interests, especially the public interest demands involving the majority of college students, a large number of College Students will choose to express their dissatisfaction through the Internet. For example, in May 2014, the credit system charge of Wuhan University caused a storm Students' network public opinion crisis incident. The cause of the incident is that the school began to try out the credit system charge from 2011. According to the credit fee, it is divided into two parts: professional registration fee and credit tuition fee. The professional registration tuition fee is settled according to different professional standards, and the course credit tuition fee is settled by 100 yuan / credit. As a result, the students have paid the tuition fee according to the regulations at the beginning of school, and then are suddenly told that they are short of school Fees, the sudden collection of money by the school, the students began to express their dissatisfaction on the Internet after many failed to express their appeals. Many students discussed the tuition arrears in QQ group. Wuhan University was pushed to the forefront of the storm for a time. Although Wuhan University timely reflected on the "collective student arrears event" and fully considered the actual needs of students, it adjusted the settlement matters in time It still brings some reputation loss to Wuhan University.

2.2 Many non interest related students tend to resonate with an event

In fact, many college students' network public opinion crisis is often caused by the network "onlooking effect" of non interest related students on an event, which leads to emotional resonance. Although college students come from different regions and different families, living together in the campus space and the similar life style are easy to make them have a psychological resonance with a certain event. Especially, many contemporary college students are far away from home and accompany their classmates day and night. Therefore, they often have a certain "weak psychology", have more sympathy for the "weak" and "no" In addition to the strong interactive characteristics of the network, many incidents are very easy to "stir up a thousand waves" among college students and print out the network public opinion crisis. For example, after the Yao Jiaxin case, under the background that Yao Jiaxin's family is superior and the dead Zhang Miao is obviously in a weak position, many college students in Xi'an publish their opinions on microblogs and other media Even a small number of college students

suspected of judicial corruption, worried that the interests of Zhang Miao's family members in a weak position could not be guaranteed by law, which became one of the focuses of network public opinion management and control in Colleges and universities in Xi'an at that time.

3. RESEARCH ON THE SOLUTION STRATEGY OF COLLEGE STUDENTS' NETWORK PUBLIC OPINION CRISIS

3.1 Strengthen education and guidance and carry out network public opinion analysis

Under the network environment, the resolution of College Students' network public opinion crisis can be described as long-term and arduous [2]. Counselors and other educators should actively base on daily life, strengthen the education and guidance of College Students' scientific and rational use of the Internet. The key point is to grasp the initiative of College Students' network public opinion guidance, guide the correct direction of public opinion of college students, and create a positive network public opinion atmosphere. Through interviews, observation and other methods, we should actively carry out the network public opinion analysis, grasp the overall dynamic of College Students' network public opinion, seriously analyze, focus on the campus network, campus post bar and other aspects of public opinion guidance, occupy the public opinion position with scientific, healthy and upward thinking and guide college students to actively identify and prevent bad ideas and wrong speech, and quickly answer and solve the problem of learning. Students generally reflect the problem, timely clarify doubts, solve the problem among students.

3.2 Cultivate crisis awareness and establish early warning and disposal mechanism

To carry out the crisis management of College Students' network public opinion, counselors should timely establish the concept of prevention first, consciously establish their own crisis awareness, fully aware of the importance of network public opinion crisis early warning work, keep agility and vigilance at all times, and carry out various meticulous and effective work in advance to prevent the network public opinion crisis and eliminate the crisis in the bud. However, sometimes this may be just an ideal state, so counselors must also strengthen and improve the network public opinion crisis early warning mechanism, in view of the network public opinion crisis events that may appear at any time, through the relevant data collection, individual interviews, regular communication and other means to monitor the network use during the life of the students, and

timely after the crisis of individual or group of students. On the other hand, it is necessary to improve the daily working mechanism and crisis event handling plan. It is necessary to fully consider all kinds of possible network public opinion crisis events, fully consider all kinds of situations that may occur after the occurrence of network public opinion crisis and the chain reaction caused by it, prepare a number of mature and complete emergency response plans in advance, and also in terms of ideology and personnel. We should make full preparations at the upper, material and technical levels, and conduct timely drills in daily work, and constantly summarize and improve the emergency response plan system.

4. CONCLUSION

In a word, with the rapid development of Internet technology, counselors and other groups play an important role in effectively preventing and resolving all kinds of College Students' network public opinion crisis. The effective resolution of College Students' network public opinion crisis has become an important part of the daily education and management work of counselors and other groups. Therefore, counselors should consciously establish the awareness of network public opinion crisis in the process of daily education work, constantly improve the network public opinion crisis handling mechanism, and earnestly take the network public opinion crisis of college students as a long-term and key work, and make unremitting efforts to achieve results.

ACKNOWLEDGEMENTS

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On the Ways of Inheriting Traditional Culture in Art Education in Colleges and Universities

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Abstract: In the economic oriented modern society, the survival soil of traditional culture is less and less, coupled with the accelerating process of global integration, economic and cultural exchanges are more closely, China has also been impacted by foreign culture, which makes the influence of traditional culture in society further decline. Civilization is the product of the continuous accumulation of culture. When traditional culture goes extinct, it is difficult to guarantee that Chinese civilization can still stand in the forest of nations in the world. Therefore, the protection and inheritance of traditional culture is imperative, and the most effective way is to integrate it into the art education in Colleges and universities. Colleges and universities are places for higher education. Traditional culture entering colleges and universities can not only directly affect the future social elite groups, but also form an obvious guidance in the society, making more primary and secondary students into the embrace of traditional culture.

Keywords: Colleges and universities; Art education; Traditional culture

1. INTRODUCTION

At the present stage of China's development, a series of achievements have been made in the construction of material civilization. People's living standards have been significantly improved. However, the rapid economic growth has also made some negative effects in the society. The "money worship" and "hedonism" have gradually penetrated into the ideological field of our country, and the influence of traditional culture in the society is also declining. As the saying goes, "we should know honor and disgrace when we have enough food and clothing; we should also shift the focus of our work from economic construction to cultural construction, so as to enhance the" great power confidence "and" cultural confidence "of our people, so that traditional culture can shine and spread widely in the society.

2. CONSTRUCT THE TRADITIONAL CULTURE CLASSROOM COMBINING THEORY WITH PRACTICE

2.1 Systematize the traditional culture system and strengthen the theoretical study of traditional culture

In the long history of our country, many excellent traditional cultures have been born, but there are also more traditional cultures annihilated in the tide of years. On the one hand, because of the ancient people's portal thought, the traditional cultural exchange is not close; on the other hand, because our country does not pay attention to the construction of traditional culture theory system, it is often just a "one-to-one" teaching mode, which students often

only know The external manifestations of traditional culture, but not clear about the internal mechanism of traditional culture, can not achieve large-scale dissemination. The connotation of higher education is to sort out the knowledge in a systematic way, which is more convenient for students to study. Therefore, the first hurdle for traditional culture to enter art education in Colleges and universities is the construction of theoretical system [1].

2.2 Attach importance to the practice teaching of traditional culture and enhance students' understanding of traditional culture

Traditional culture is rooted in folk life, and its essence is more focused on practice. If colleges and universities want to do a good job in the teaching of traditional culture in art education, and effectively enhance students' traditional cultural literacy, they must organize students to go to the birthplace of traditional culture, to feel the local customs and customs, to understand the historical development of traditional culture, and to learn traditional culture from old artists, so as to enhance students' cognition of traditional culture. For the study of traditional culture, it is not advisable to only rely on building a car behind closed doors.

3. INVITE FOLK ARTISTS TO PARTICIPATE IN THE PROCESS OF ART EDUCATION AND TEACHING

Although the main body of education is students, but teachers are the actual guide of teaching activities, the level of their professional quality, will directly affect the strength of teaching effect, thus determining the level of knowledge students master. For the teaching of traditional culture, art education teachers in Colleges and universities in China have a certain understanding, but they are still not proficient. Only by inviting old folk artists who have been steeped in the field of traditional culture to join in, can they give students better guidance and let them feel the most authentic traditional culture. At the same time, old folk artists have a better understanding of the historical changes of traditional culture, and can show the long evolution process of traditional culture in front of students, so that students can feel the great charm of traditional culture. Moreover, it can also provide an economic income for folk artists, so as to provide economic security for them. In the contemporary economic society, the reason why a large part of folk artists leave the traditional cultural field is not lack of love, but economic force. The lack of effective means of realization in the field of traditional culture is not enough to support the needs of livelihood, which directly leads to the transformation of folk artists In this way, the field of traditional culture will come to an end[2].

4. CRITICAL INHERITANCE AND DEVELOPMENT OF TRADITIONAL CULTURE

Things are in constant movement and development. We

should look at the protection and inheritance of traditional culture from a dialectical perspective. It is true that traditional culture is the precious crystallization of our civilization, but it is not impeccable and unchangeable. The decline of traditional culture's influence in modern society has clearly demonstrated the backward nature of traditional culture and its incompatibility with the contemporary part. Only by teaching on the basis of the transformation of traditional culture can traditional culture be realized. The harmonious development of modern society, so that traditional culture in today's era radiate a new vitality. Our country has always been in the habit of "worshipping the ancient", believing that the ancients were great, and the ancient technology must be stronger than the contemporary. Strictly speaking, this is a very wrong idea. Standing on the shoulders of the predecessors, future generations can see a broader sky and have a deeper accumulation of knowledge and technology, as long as they do not encounter the great setbacks of the times, leading to technological retrogression. In general, it will be beyond ancient times, especially in terms of technology. Therefore, in the teaching of traditional culture, art education in Colleges and universities must critically inherit and develop traditional culture, teach students to recognize the value of traditional culture, but also need to be aware of the shortcomings of traditional culture, do not sanctify traditional culture too much, and have the courage to open up new fields for traditional culture [3].

Only in this way can we promote the progress of traditional culture, keep up with the development trend of the times, and keep vigorous vitality in the social changes. For the inheritance of traditional culture, the significance of the inheritor is far greater than that of the protector, because the protector has sanctified the traditional culture and can not make appropriate changes to the traditional culture. The traditional culture protected is close to a symbol of the times. Only in the hands of the inheritors can traditional culture make a new breakthrough [4].

5. CONCLUSION

Generally speaking, in the context of information age, with the improvement of the speed of information transmission, cultural barriers will be gradually broken through, the culture of all regions of the world will face the situation of competition on the same platform, the strong culture will face better development, and the weak culture will inevitably face the situation of recession. In this situation, the low influence of Chinese traditional culture in the society should cause the broad masses of people to think deeply. In the era of cultural exchange, how should China respond in the cultural field to ensure the continuation of traditional culture in our country. Absorbing excellent traditional culture in art education in Colleges and universities can not only further enrich the teaching content, bring students better learning experience, but also effectively expand the social influence of traditional culture, which is a "win-win" between the education field and the traditional culture.

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The Dilemma and Path of Rural Practical Talents from The Perspective of Rural Revitalization Strategy

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Abstract: Rural practical talents are the main force to promote the effective implementation of Rural Revitalization Strategy. During the 13th Five Year Plan period, China has vigorously developed farmers' education and training, continuously improved the overall quality of farmers, and enhanced the development ability of modern agriculture. The number of rural talents has increased significantly, which provides a strong talent guarantee for the implementation of Rural Revitalization Strategy in the "14th five-year plan". But at the same time, there are still many practical problems to be solved in the process of rural practical talents training. We should further broaden the channels of rural practical talents training, improve the quality of rural practical talents training, and strive to provide strong talent support for the better implementation of Rural Revitalization Strategy.

Key words: Rural Revitalization Strategy; Rural practical talents; Dilemma; Path

1. INTRODUCTION

Talent training is the key to the implementation of Rural Revitalization Strategy. Rural practical talents are the new force and commando to promote the Rural Revitalization. It is of great significance to strengthen and enhance the training of rural practical talents for the effective implementation of Rural Revitalization Strategy [1]. At present, in the process of rural practical talents training, there is still an obvious phenomenon of "lack of top talents", and the talent training system needs to be further improved. Therefore, we must continue to work hard to strengthen the training of rural practical talents to ensure the better implementation of Rural Revitalization Strategy.

2. The Dilemma Analysis of rural practical talents from the perspective of Rural Revitalization Strategy

2.1 Shortage of rural practical talents

Talent is an important driving force to promote the implementation of Rural Revitalization Strategy. Rural practical talents are high-quality rural workers who have certain knowledge and skills and can play an exemplary and leading role in the process of Rural Revitalization and rural development. Since the 13th five year plan, the party and the state have repeatedly stressed that talent training and human capital development should be put in the first place, and talent support should be continuously strengthened in the implementation of Rural Revitalization Strategy. Although during the 13th Five Year Plan period, China has vigorously strengthened the cultivation of rural practical talents. The total number of rural practical talents in China is about 22.45 million, and the total number of

high-quality farmers is more than 17 million. Since the 13th five year plan, China has cultivated 5 million high-quality farmers and trained 110 000 rural practical talents directly. Among them, higher vocational education related to agriculture is directly oriented to the rural areas for the first time. The number of farmers increased to 35000 [2]. However, compared with the implementation of Rural Revitalization Strategy in China, the number of rural practical talents is still relatively short, which is difficult to meet the actual needs of the implementation of Rural Revitalization Strategy.

2.2 The infrastructure construction of rural practical talents training is relatively backward

Infrastructure construction is an important foundation for cultivating rural practical talents. Internet plus occupation has been developing rapidly in recent years. As a new kind of dynamic energy, Internet plus has been developing vigorously in all walks of life. The training of rural practical talents and the training of new vocational farmers cannot do without the support function of the Internet and other infrastructure. At present, the construction of digital countryside in China, especially in the vast remote areas, is still lagging behind. The "digital gap" between urban and rural areas still exists in a certain range. There are relatively few rural practical talents technology entrepreneurship centers integrating entrepreneurship incubation, technological innovation and skill training, resulting in relatively narrow channels for rural practical talents training and insufficient stamina.

3. THE PATH OF RURAL PRACTICAL TALENTS TRAINING FROM THE PERSPECTIVE OF RURAL REVITALIZATION STRATEGY

Cultivating practical talents in rural areas is not only the internal requirement of the implementation of Rural Revitalization Strategy, but also the necessary measures to boost the high-quality development of agriculture and rural areas

3.1 Develop vocational education and speed up the cultivation of rural practical talents

Vocational education is the main channel to cultivate rural practical talents under the background of Rural Revitalization Strategy[3]. On the basis of vigorously developing vocational education, all localities should actively rely on the technical strength of vocational colleges, vigorously carry out continuing education and related technical training for local farmers and workers, strive to cultivate more rural practical talents with high technology and high quality, effectively meet the implementation needs of Local Rural Revitalization

Strategy, and further promote the expansion of higher vocational education for agricultural and rural areas Farmers, in rural practical talents and high-quality farmers enrollment, enrollment, professional setting and education and other innovative measures, improve the working mechanism, actively carry out precision training around local leading industries and characteristic industries. At the same time, we should actively promote the active cooperation between Vocational Colleges and local industries and enterprises, and actively pilot the relevant professional facilities for rural practical talents training Focus on carrying out relevant refined vocational skills training and innovation training for junior high school graduates and new urban and rural labor force groups, actively promote the combination of vocational education and local traditional skills such as intangible cultural heritage inheritance, actively cultivate practical talents who can lead the development of local industries, and constantly improve their employability and career transformation ability.

3.2 Actively broaden channels and implement precise and refined training

To strengthen the training of rural practical talents, we should actively face the implementation of the Rural Revitalization Strategy, constantly broaden the training channels, implement more targeted and accurate training, and effectively improve the quality of rural practical talents training. It is necessary to actively explore the online and offline training channels for rural practical talents training, vigorously carry out online training platform based on network, and strengthen the construction of excellent courses for rural practical talents training based on mobile phone app; for offline rural practical talents training, it is necessary to carry out targeted training on planting and breeding for different farmers according to the actual level and development situation of local agricultural and rural development, Continue to adhere to the accurate training policy, gradually form a three-dimensional rural practical talent training system to meet the training needs of different levels and groups, and improve the pertinence and effectiveness of rural practical talent training.

3.3 based on the actual development, strengthen the construction of training infrastructure

In the new era, the cultivation of rural practical talents cannot be separated from the supporting role of Internet and other infrastructure. Therefore, in the process of constantly strengthening the training of rural practical talents, we must effectively promote the construction of digital countryside, continue to promote the 4G coverage

rate in rural areas, especially in remote areas, accelerate the rural Internet coverage, gradually narrow the "urban-rural digital gap", and initially build a "digital village" To batch new farmers' innovation and entrepreneurship training centers with technical training and entrepreneurship incubation as one, we should vigorously strengthen the infrastructure construction pace in rural broadband, mobile Internet and digital TV network, actively promote the close integration of Internet technology and rural practical talents training, and then lay a firm and solid network foundation for rural practical talents training under the background of Rural Revitalization Strategy.

4.CONCLUSION

In a word, rural practical talents play an important role in the implementation of Rural Revitalization Strategy. All localities should actively explore the mechanism of talent training, evaluation, incentive and support in rural practical talents training under the background of Rural Revitalization Strategy, vigorously carry out new vocational farmer training program, quality development and improvement plan of rural practical talent leaders, and constantly broaden farmers' education Channel, speed up the training of more farmers to meet the needs of industry, agricultural and rural development in the new period, and the implementation of Rural Revitalization Strategy, strive to inject strong impetus into the implementation of Rural Revitalization Strategy, and improve the level of rural industrial development and demonstration leading ability in the new period.

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Discussion on The Application of Modern Construction Engineering Survey Technology

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Abstract: The construction field is a pillar industry in China, and is the main body to promote the continuous improvement of infrastructure construction. Under the background of the new era, many pre-evolution technologies have been deeply applied in the construction field, which greatly promotes the rapid development of the construction field. Before the construction project is put into construction, the professional exploration department or organization should conduct a comprehensive, comprehensive and systematic survey on the construction area, so as to obtain relevant data and facilitate the implementation of subsequent construction work. At present, there are many kinds of construction engineering survey technology, especially after the application of computer technology, which improves its modernization and information level, especially after the application of GPS and GIS technology. In this contrast experiment, the author focuses on the application of modern construction engineering measurement technology.

Key words: Construction Engineering; Measurement technology; Application

1. OVERVIEW OF MODERN CONSTRUCTION ENGINEERING SURVEY TECHNOLOGY

With the development of society, China's science and technology are advancing by leaps and bounds, and urbanization is speeding up, which leads to the rise of many construction industries, and the modern construction engineering measurement technology also appears. Engineering survey is a very complex technology, it is difficult to operate, and the requirements for the surrounding environment are particularly high. In order to avoid the influence of external factors, we must choose the appropriate environment to carry out. In order to ensure the quality and safety of construction, it is necessary to carry out each link in strict accordance with the standards to achieve accurate measurement. With the continuous progress of science, the traditional engineering measurement technology has been gradually eliminated, which will be replaced by high-tech, digital and high-precision technology, and has been used in engineering construction, for different construction, construction site and construction conditions to choose appropriate engineering measurement technology, which can not only ensure the quality of engineering construction, but also improve the work efficiency Rate, delivery on time.

2. ANALYZE THE APPLICATION OF MODERN CONSTRUCTION ENGINEERING SURVEY TECHNOLOGY

2.1 Layout and survey of construction control points

In the process of engineering construction, it is necessary

to reasonably arrange control points, and fully consider each link according to the factors such as engineering, building and surrounding terrain, so as to ensure that the method of mirror point measurement or obvious time can reasonably enter the observation range.

2.2 Setting out of axis and control lines

In the construction site, in order to better control the measurement, then we must adhere to the principle of the first block after control from the whole to the local, and further control the site situation [1]. Not only that, the relevant staff must be combined with the characteristics of the engineering structure and the needs of site construction, and take it as a control point, and lay the designated point and a closed line in the construction site, so that the wire can control the head of the network. After it is established, it can be used to control the length of relative error line and the parameters of azimuth closure check, which must be carried out according to the requirements, so as to meet the design requirements.

2.3 Vertical elevation control

In the construction site, in order to control the vertical elevation, the staff must choose the appropriate level control method according to the design requirements of the building and horizontal survey. In the 0.000 engineering structure, in order to deepen the foundation pit, it is very important to choose the correct engineering survey method. Therefore, the horizontal elevation measurement foundation pit is to speed up the transmission mode, say, the height of the foundation, after a series of repeated inspection, closing and adjusting the elevation datum installation, the protection state is completed, and three or more piles are controlled. Not only that, in the building structure higher than 0.000, in order to better avoid the situation of elevation overflow and top elevation control point measurement, it is necessary to strictly check the structural height of superstructure in accordance with the regulations, and reasonably arrange its position and the precision of elevation control points to ensure the accuracy is about 3mm.

3. APPLICATION ANALYSIS OF MODERN DIGITAL MEASUREMENT TECHNOLOGY

3.1 Application of digital imaging measurement technology

With the development of society, China's science and technology are advancing by leaps and bounds, and digital imaging technology also appears. It has been widely valued in the past few years and is in the stage of continuous innovation and development. All kinds of images presented can reflect the objective reality. Therefore, the application of imaging measurement technology to the measurement of modern construction

engineering can be used as a digital imaging measurement technology with high precision; in addition, 3D Integration and digital technology can be used, because it can simulate the terrain and construction area by virtual imaging technology, providing reference information for staff and assisting staff Carry out all-round detection on the construction site and the information of the measured area, and then extract the useful information from the middle [2]. In addition, the topography of some construction sites is more complex, which increases the difficulty of surveying work, but it can provide the staff with the measurement information of the actual location, and can guide the later work to ensure the smooth progress of the construction. After the completion of the construction work, under the background of digital imaging technology, it can more accurately detect the deformation of buildings, and evaluate the possibility of building tilt, displacement and deformation, so as to ensure the safety of buildings and provide protection for human physical and mental safety.

3.2 Application of GIS Surveying Technology

The so-called GIS, also known as geographic information system, is a comprehensive discipline. It mainly combines Geography with cartography. It has been widely used in various fields. It is a computer system for inputting, storing, querying, analyzing and displaying geographic data. In the construction site, the correct and effective use of GIS technology can bring a lot of convenience to the construction, which can not only reduce the workload of the construction site measurement work, but also ensure the integrity of the project measurement, so as to greatly improve the work efficiency. In addition, GIS technology is very convenient to operate, with high accuracy and preservation. It is mainly used in the field of water conservancy and Hydropower Engineering and urban planning and construction to ensure the smooth development of the project. In addition, the survey technology combined with a complete GIS database, in practice, it can also be used in construction projects, accurate positioning.

3.3 Application of GPS Survey Technology

GPS is also known as satellite positioning system, so the equipment of GPS measurement technology mainly includes receiver, terminal equipment and data processing software. The working principle of GPS measurement technology is to capture satellite altitude angle, propose information processing and finally obtain three-dimensional coordinate measurement. With the development of society, GPS measurement technology is

being promoted continuously, and its related technology is also in the stage of updating and improving. At present, it has been used in various fields. The commonly used methods include static positioning and fast static positioning. Static positioning refers to the position of receiver antenna GPS which always remains unchanged in the observation process, and the data processing is in the process of receiving antenna In the state, the position will change with the change of time, which often exists in a quantitative and constant. The requirement of the application object is to measure and locate with high accuracy. In the construction of construction projects, if there is no requirement for high measurement accuracy, and the static method is observed for a long time, then the rapid static positioning measurement technology can meet the demand [3].

4. CONCLUSION

As a key industry in China, the development of measurement work in construction is very important. It can be said that the development of measurement work plays a decisive role in the follow-up construction engineering construction. For example, more efficient and high-quality survey can effectively reduce costs and improve project quality. At present, many new technologies, such as GIS and GPS, have been applied in the construction engineering exploration, which has made great progress in the efficiency and quality of surveying work. At the same time, in the future work, the requirements for the quality of construction projects are becoming higher and higher. The construction surveying enterprises should attach importance to establishing new concepts to provide important help for the construction of future construction projects.

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Research and Practice of Ideological and Political Education in Higher Vocational Colleges under the Internet plus Perspective

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Abstract: With the advent of the Internet plus era, China's education has entered a new normal, especially for the development of Ideological and political courses in higher vocational colleges. Through the construction of work system and the Internet plus quality of teachers and students, it will help to promote the reform of Ideological and political teaching in higher vocational colleges, and effectively improve the ideological and political attainment of college students. This article will explore the research and practice of Ideological and political education in Higher Vocational Colleges under the Internet plus perspective, hoping to provide valuable reference for related research.

Keywords: Internet plus horizon; Higher vocational colleges; Ideological and political courses; Research and practice

1. INTRODUCTION

Ideological and political course in higher vocational colleges is an important part of colleges and universities in China. In order to complete the fundamental task of "moral education", it is necessary to strengthen the improvement of Ideological and political work in Colleges and universities, so as to ensure the effectiveness of Ideological and political course in Higher Vocational Colleges. At this stage, Internet plus has become an important symbol of the current era. Only by standing in the Internet plus horizon can we break the shackles of traditional ideological and political education concepts, and effectively enhance the quality of Ideological and political education in higher vocational colleges. For the ideological and political teachers in higher vocational colleges, we should strengthen the research and thinking of the Internet plus horizon, innovate and optimize the traditional teaching methods in time, and constantly improve the cyber source system, so as to meet the learning needs of students in higher vocational colleges.

2. THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 Students' Ideological and political level needs to be improved

At present, most of the students in higher vocational colleges are lack of Ideological and political knowledge, and their cultural level is not high. Many students lack the enthusiasm of learning political theory knowledge, which affects the formation of students' world outlook and outlook on life. According to the research and survey, some students do not have a clear political belief, the

purpose of university is not clear enough, and tend to utilitarian, which has a great impact on the teaching of Ideological and political courses in higher vocational colleges, which is not conducive to improving the effect and quality of Ideological and Political Teaching, and can not promote the development of students' political literacy.

2.2 The construction of Ideological and political theory course needs to be strengthened

The ideological and political theory course in Colleges and universities is not only an important channel to cultivate college students' Ideological and political education, but also an important guarantee to adhere to the socialist direction of running a school. Therefore, strengthening the construction of Ideological and political theory course helps to improve the overall quality of Ideological and political education in higher vocational colleges, and then implement the core work of Ideological and political education in Colleges and universities. However, at this stage, many higher vocational students lack the correct understanding of Ideological and political theory course. They think that the ideological and political theory has no practicability and strong pertinence. Therefore, their enthusiasm for participating in Ideological and political theory course is not high, which weakens the effect of Ideological and political education in Vocational Colleges to a certain extent[1].

2.3 The form of Ideological and political course is relatively simple

According to the research, the single form of Ideological and political teaching in most higher vocational colleges in our country makes the classroom teaching atmosphere too boring and can not effectively stimulate students' learning enthusiasm. Many students hope to carry out ideological and political learning in a diversified teaching mode. Therefore, we should strengthen the innovation of Ideological and political teaching form in higher vocational colleges, so as to effectively improve the effectiveness of Ideological and political teaching And targeted.

3. PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES UNDER THE INTERNET PLUS PERSPECTIVE

With the development of Internet plus, the innovation of Ideological and political education in higher vocational colleges can break the traditional form of ideological education and educational methods Internet plus horizon, and help improve the overall quality of Ideological and political education in higher vocational colleges, and then achieve diversified forms of Ideological and political

education.

3.1 Build Internet plus ideological and political education system

The ideological and political education work in higher vocational colleges has certain complexity, which is a systematic project. Through the ideological and political work concept, we can combine teaching and management education, and then form a strong joint force. Therefore, we should persist in the innovation of educational philosophy under the Internet plus horizon, create a good teaching atmosphere with various teaching methods, and stimulate students' learning enthusiasm, so as to promote the development of Ideological and political education in higher vocational colleges. Leaders of higher vocational colleges should build Internet plus ideological and political education system, enhance the Internet plus consciousness of all teachers and students, so that they can adapt to the development of the times and eliminate students' conflict of ideas in Ideological and political education and teaching, thus promoting the reform and development of [2] in Ideological and political education in higher vocational colleges[2].

3.2 Training the Internet plus quality of teachers and students in Higher Vocational Colleges

In order to ensure the quality of Ideological and political education in higher vocational colleges, we should first pay attention to the cultivation of the Internet plus quality of teachers and students in higher vocational colleges, and create a modern teaching environment with a strong atmosphere of information technology and culture, so as to enhance their participation enthusiasm and actively cooperate with the reform and optimization of Ideological and political courses in vocational colleges. Therefore, higher vocational colleges can formulate a set of digital campus construction plan, construct the whole campus culture through Internet technology, and lay the foundation of skills and knowledge of information technology as a required course for students, and at the same time, use information literacy as an important index for selecting excellent teachers, so as to create a good Internet plus ideological and political teaching atmosphere.

In addition, we should strengthen the publicity of Internet plus information, with the aim of enhancing the consciousness of "Internet plus" among all teachers and students. Schools should regularly carry out information technology training for teachers and staff, and constantly enhance their information technology capabilities, so that they can have a correct understanding of the frontier theories such as virtual reality, cloud computing and Internet of things, and thus serve as a teaching course for ideological and political education in higher vocational colleges. Contribute your own strength [3].

3.3 Build Internet plus Higher Vocational Ideological and political education resource pool

In order to strengthen the teaching effect of Ideological and political course in higher vocational colleges, it is necessary to integrate education resources in time, improve the utilization rate of teaching resources, so that students can choose teaching resources according to their own

actual situation, provide convenient channels for all teachers and students, and form information-based ideological and political education in higher vocational colleges. Higher vocational colleges should strengthen the construction of the library's electronic resource database, gradually improve the docking construction of China's education resource platform and college library, and also can build electronic reading room through the palm campus platform, so as to broaden the access of all teachers and students to educational resources. In this way, through the rich educational resources in the teaching resource library, College Ideological and political teachers can flexibly organize teaching content, change the current situation of single teaching content in the past, which is conducive to the implementation of auxiliary teaching, and then effectively complete the ideological and political teaching objectives. In addition, higher vocational students can learn through the "Online + offline" teaching method, use network education resources and classroom teaching resources to expand their learning space, which is conducive to mobilize their own subjective initiative and provide effective guarantee for the development of Ideological and political education in higher vocational colleges.

4. CONCLUSION

At present, the development of the Internet is faster and faster, and the amount of information is also growing, which has brought certain impact to the ideological and political education work in higher vocational colleges. If students lack the correct understanding of Ideological and political education curriculum, they will be affected by some negative views, and then hinder their future good development. Therefore, leaders and teachers of higher vocational colleges should strengthen the research on the Internet plus horizon, give full play to the guiding role and pay close attention to the latest development of Ideological and political education, so as to improve the ability and level of Ideological and political education. For ideological and political teachers, we must use advanced teaching methods, timely improve the traditional teaching mode, adopt diversified teaching forms, so as to effectively stimulate the learning enthusiasm of higher vocational students.

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On the Key Links of Integrating Red Culture into Ideological and Political Education in Colleges and Universities

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Abstract: As an important part of China's advanced culture, red culture plays an irreplaceable role in the cultivation of students' ideology, the cultivation of new year's image and the establishment of socialist core values in the new period. This paper discusses the key links of integrating red culture into Ideological and political education in Colleges and universities.

Key words: Red culture; Ideological and political education in Colleges and universities; Key links

1. THE SIGNIFICANCE OF INTEGRATING RED CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

In order to effectively realize the great aspiration of the new era and meet the teaching needs of college education, colleges and universities must identify the positive role and educational value of red culture in its ideological and political education in the process of development, and effectively implement the red culture education.

First of all, the integration of red culture into Ideological and political education in Colleges and universities can guide students to establish correct and sound three outlooks, and integrate the revolutionary spirit, wisdom, sincerity and other advanced beliefs and ideals of the revolutionary ancestors into the red culture, which plays an important value guiding role [1]; secondly, with the unpredictable social and economic market, red culture education is integrated into the ideological and political education of colleges and universities. In education, it can effectively edify and infect campus culture, and has a good effect on the casting of students' excellent morality. Thirdly, the integration of red culture and ideological and political education in Colleges and universities can also play its positive guiding role. Students can experience and perceive the profound and real feelings in revolutionary culture and effectively sublimate the students' feelings through the love of soldiers and civilians and comrades in arms. Finally, because red culture belongs to the ranks of advanced culture, it has bred many excellent spiritual connotations and cultural connotations in the long history of development. Through learning red culture, students can promote their own development of new thinking, and effectively improve the overall and healthy development of students' body and mind.

2. EXPLORING THE KEY LINKS OF INTEGRATING RED CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Fully tap the resources of red culture and effectively

improve the students' sense of identity of red culture

As the advanced culture with the Chinese Marx doctrine as its core, the red culture effectively combines China's fine traditional virtues with China's traditional excellent culture, and penetrates the great inheritance of the national spirit of socialism with Chinese characteristics, marking the great creation of the spirit of the times, and the effective practice and the right of the socialist core values and honor and disgrace. The common ideal of socialism with Chinese characteristics. Therefore, in the teaching practice of colleges and universities, strengthening students' historical memory of red culture and enhancing college students' sense of identity and personal experience of red culture are the key points to realize the effective integration of red culture resources and ideological and political education of college students, which can effectively help students to understand and perceive the law of social development and China's national conditions, so that college students can To enhance the recognition of red culture in an all-round and more systematic way [2]. First of all, teachers should innovate the systematic education of Chinese revolutionary history and strengthen the theoretical education of red culture in the ideological and political course education in Colleges and universities, so that college students can accept the red culture psychologically, emotionally and theoretically. Secondly, teachers should pay attention to the propaganda of red culture literary works and strengthen students' awareness of the theme of red culture. According to the cognitive ability and learning characteristics of students, we should plan and design the teaching content of revolutionary education, effectively formulate the curriculum design of teaching content in line with the learning and cognitive law of college students, effectively enhance the cultural value identity and emotional identity of students, and guide students to establish correct and comprehensive values, outlook on life and world outlook.

2.2 Actively change the traditional teaching concept and constantly innovate and enrich the teaching forms of red culture education

As an internal part of the socialist core value system in the new period, red culture is a valuable resource for ideological and political education in Colleges and universities. On the basis of its full development and utilization, teachers also need to effectively promote the integration of red culture and ideological and political education with the help of advanced teaching concepts and teaching forms at this stage.

First of all, teachers should actively change the traditional teaching concept, lead students to learn cultural knowledge

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and connotation with the new situation and new posture of teaching style, actively play the functional role of red culture in college education, and promote the integration process of red culture in the theoretical courses of Ideological and political education in Colleges and universities. In the specific teaching practice, teachers can set up relevant knowledge about Chinese revolutionary history, with the help of the advanced deeds of some red characters and the historical development of red culture, etc., to help explain the theory and knowledge of red culture[3]; in addition, teachers can also select some films, documentaries or songs with red theme to play for students. In the process of appreciation, strengthening the understanding and mastery of Ideological and political teaching knowledge in Colleges and universities not only realizes the effective extension and expansion of Ideological and political course teaching content, but also achieves good teaching effect.

Secondly, teachers should pay attention to the practical teaching of teaching content. By holding special lectures on red culture, students can listen to the heroic achievements of important historical revolutionary moments and important historical tasks, so as to effectively improve the teaching effect of Ideological and political education. For example, colleges and universities can carry out node type education in important traditional festivals, revolutionary anniversaries and major events of party history and national history, and select red culture topics with distinct themes and rich connotations, effectively stimulate students' interest in learning and enhance their curiosity and curiosity in learning participation; in addition, teachers can also organize students to carry out a series of practice and exploration of red culture topics. The activity enables students to effectively combine the theoretical knowledge of curriculum teaching with the cultural resources of Hongshi through personal practice, so as to consolidate and deepen students' understanding and mastery of teaching knowledge. For example, practical education activities such as "ppt contest in memory of revolutionary martyrs", "do not forget history, realize Chinese dream contest", "red classics reading activity" and other practical education activities, not only achieved the effect of constructing red culture practice teaching, but also created a good spiritual home and campus culture for students, and also enriched campus culture theme activities to a certain extent, and enhanced ideological and political education in Colleges and universities. The effectiveness of education and teaching.

2.3 With the help of information technology and Internet, effectively build a modern red culture education network platform

In the teaching of Ideological and political education in Colleges and universities, teachers should make full use of

information technology, Jiao Xiaoen Hu search section and Internet technology to effectively transfer the network resources of red culture to students' ideology. At this stage, in order to effectively improve the utilization rate of red network resources, colleges and universities should build new learning channels for students based on the Internet and information technology, construct red websites, set up campus website columns with the theme of red culture, and effectively improve and optimize the network platform of red culture education for College Students' Ideological and political education. On the one hand, we should make use of the communication advantages of the Internet to effectively infiltrate the red ideas, red spirit and red genes into the teaching class; on the other hand, we should strengthen the interaction and exchange with students. Through the construction of the red online party school learning and exchange platform, we will release the party lesson learning materials, the latest information, policies, and situations online, so as to increase the students' learning ways, so as to let the contemporary university Students receive more diversified red culture knowledge and information to enhance their learning enthusiasm.

3. CONCLUSION

To sum up, under the guidance of socialism with Chinese characteristics in the new era, the red culture is endowed with a new meaning, and it affects contemporary people with its unique cultural form and charm. With the party and the state attach great importance to the education of red culture, colleges and universities, as the main position of ideological education, need to comply with the development trend and requirements of the times, actively implement the idea of "making good use of red resources, carrying forward the red tradition and inheriting the red grass-roots level well", and take the main content of Ideological and political theory courses in Colleges and universities as the socialist ideology. The main ways and methods of success.

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Research on The Construction and Development of Modern Physical Education Teaching System

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Abstract: Physical education is an important part of education at all levels in China. It plays an irreplaceable role in strengthening students' physique and cultivating their physical and mental health. With the continuous promotion of school physical education reform in the new era, school physical education should adhere to the focus on students, to cultivate students' lifelong sports consciousness and ability as the purpose, accelerate the reform and innovation of physical education teaching system, and effectively improve the quality of school physical education under the new situation.

Key words: Modern physical education teaching system; Construction; Development

1. INTRODUCTION

School physical education is an important way to improve students' comprehensive quality and temper their will quality. In the new era, school physical education should be based on the needs of the times, constantly update the concept of education, continue to deepen the pace of education and teaching reform, speed up the construction of modern physical education teaching system to adapt to the improvement of students' comprehensive quality in the new period, and continuously improve the level of school physical education in the new period.

2. DEEPLY GRASP THE SIGNIFICANCE OF THE CONSTRUCTION OF MODERN PHYSICAL EDUCATION TEACHING SYSTEM

2.1 The construction of modern physical education teaching system is the practical requirement of student-centered

With the continuous exertion of the role of physical education in the daily education and teaching work and personnel training process, it is imperative to strengthen the high-quality physical education teaching system facing the new era[1]. The reform of modern education and teaching emphasizes the need to "discover students" again, emphasize the subjectivity of students in the process of education and teaching, and effectively improve the comprehensive quality of students. The construction of high-quality modern physical education teaching system is to adhere to the core position of students in the process of physical education teaching, so that physical education can really play an ontological role in the process of strengthening students' physique, tempering their will and cultivating students' awareness and ability of lifelong physical exercise, so as to continuously meet the growing needs of students' diversified and personalized physical exercise.

2.2 The construction of modern physical education teaching system is the core content of promoting school

physical education reform

School physical education teaching system involves teachers, students, teaching content and teaching environment. It is also the core element of modern school physical education reform. To a certain extent, one of the important goals of promoting the reform of school physical education is to build a high-quality modern physical education teaching system, constantly promote the construction of teachers, teaching content innovation, organic interaction and integration of teaching internal and external environment, so as to further improve the quality of modern sports teaching and promote the continuous improvement of students' comprehensive quality.

3. PATH ANALYSIS OF CONSTRUCTING HIGH QUALITY MODERN PHYSICAL EDUCATION TEACHING SYSTEM

In the new era, the construction of high-quality modern physical education teaching system should actively follow the internal laws of physical education teaching at all levels, respect students' subjectivity in the process of education and teaching, and do the following work well.

3.1 Strengthen the effective connection of physical education curriculum in schools at all levels

At present, there are still some defects in the effective integration and connection between physical education courses at all levels in China, which affects the quality of physical education teaching in schools as a whole. Therefore, in order to build a high-quality modern physical education teaching system, we should first pay attention to the effective connection between major primary and secondary physical education teaching, and focus on the construction of teaching objectives, teaching contents, teaching methods and other aspects. The teaching system of physical education in schools is orderly and gradually decreasing. For the pre-school physical education, we should focus on cultivating students' interest in sports and promoting the development of students' physical function; in the stage of compulsory education, school physical education should help students master at least one or two sports skills, and gradually guide students to establish a correct and scientific sports concept; in senior high school, physical education should further implement hierarchical teaching to guide the development of some students Sports expertise, to develop a scientific habit of physical exercise; vocational education physical education to further promote the integration of physical education and professional teaching, to help students develop professional ability; college physical education should focus on innovation and entrepreneurship education, strive to cultivate students' lifelong sports consciousness and habits as the focus, and cultivate higher spiritual pursuit and noble High quality

talents with personality.

3.2 Strive to build a high level of school physical education teachers

The construction of teaching staff is of great significance in the process of building a high-quality modern physical education teaching system. The quality and structure of teachers directly affect the quality and level of school physical education. Therefore, schools at all levels should focus on the construction of teaching staff in a prominent position in the construction of modern physical education teaching system. It is necessary to strengthen and allocate enough physical education teachers, mainly employ physical education teachers or part-time coaches from outstanding retired athletes and other groups, continue to strengthen the implementation of the "national training plan", increase the delivery of physical education teachers to rural primary and secondary schools, increase support for high-level sports colleges and secondary schools to establish a cooperative training base for physical education teachers, and promote the coordination of local governments, universities and primary and secondary schools. In order to build a high level of school physical education teachers, we should establish a mechanism of educating people.

3.3 Gradually promote the reform of school physical education system

The teaching evaluation system is the "baton" of teaching reform. It is necessary to give full play to the role of teaching evaluation system reform in the construction of high-quality modern physical education teaching system, and steadily promote the reform of school physical education teaching evaluation system. It is necessary to gradually establish and improve the evaluation and assessment mechanism of students' daily teaching, students' physical fitness monitoring and special sports evaluation, and incorporate the national requirements of students' physical health standards into the requirements of students' graduation examination. Schools at all levels should gradually improve the construction of students' physique monitoring files, and regularly give feedback to their parents. Steady progress will be made to bring school physical education subjects into the category of high academic level assessment of junior high school, actively promote the relevant colleges and universities to add sports projects in the process of enrollment. It is necessary to incorporate the comprehensive quality of students' sports into the enrollment and enrollment, and treat it as one of the important references.

3.4 Integrating social resources to help the construction of physical education teaching system

To build a high-quality modern sports teaching system, we should pay more attention to the overall integration of various social resources, gradually promote the orderly opening of school sports facilities to the public, and open public sports venues to students free of charge or at low cost, and constantly improve the utilization rate of various sports facilities. Schools at all levels can cooperate with social organizations to set up relevant physical education courses. Schools should make comprehensive use of all kinds of public sports facilities, focus on solving the "3:30" problem after class in primary and secondary schools, and effectively build a high-quality modern sports teaching pattern in the new era.

4. CONCLUSION

In a word, school physical education is an important way and carrier to effectively implement the party's education policy and improve the comprehensive quality of contemporary students. It is of great significance to cultivate students' good sports awareness and habits and cultivate good moral quality. In order to build a high-quality modern physical education teaching system in the new era, we should actively base on the needs of the times, focus on the outstanding shortcomings of teachers, teaching equipment, venues and other aspects in the process of physical education teaching in various schools. We should strengthen the effective connection of physical education courses at all levels, strive to build a high-level school sports teaching staff, and gradually promote the reform of school physical education teaching evaluation system. Integrating social resources to help the construction of physical education teaching system and other aspects, accelerate the modern physical education teaching system, and constantly improve the quality of school physical education in the new period.

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Interactive strategies and College English Classroom Teaching

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Abstract: With the deepening of education reform, great changes have taken place in English Teaching in Colleges and universities in China, but the phenomenon of bad classroom atmosphere has always been a major problem in College English teaching. In view of this situation, as educators, they should change their teaching ideas and methods in a timely manner. Starting from the characteristics of interaction, they should take cultivating students' learning enthusiasm and creating a pleasant and efficient classroom environment as their main tasks, so as to promote college students' English learning and comprehensive development. This paper first expounds the brief introduction of interactive teaching strategies and the analysis of the characteristics of interactive teaching, and then discusses the ways to carry out interactive strategies in College English classroom, and puts forward personal opinions.

Keywords: Interactive strategy; College English; Classroom Teaching

1. INTRODUCTION

At present, the deepening of global integration makes the communication and cooperation between countries increasingly close, and college students are about to enter the society to participate in work, so English as an international language is very important for them. From the actual situation of College English classroom teaching in the past, it will be found that the enthusiasm of college students in English classroom is not high in many schools, such as distracted, sleeping and playing with mobile phones. So for these problems, as professional teachers, they should take interaction as the center, and fundamentally solve the poor English teaching atmosphere.

2. BRIEF INTRODUCTION OF INTERACTIVE TEACHING STRATEGIES

Interactive teaching is a very common classroom mode in various education stages. It is mainly based on the concept of classroom teaching, which takes interpersonal communication and organizational form as the starting point, the center is students, and the auxiliary is the teacher. It develops the learning state of interaction between teachers and students. The interaction can improve the relationship between teachers and students, and connect teaching materials and life, so as to realize a learning community between teachers and students. The most basic goal of interactive teaching is interaction. Because students and teachers are restricted by various aspects, it is difficult for them to understand each other at ordinary times. Therefore, reasonable guidance of teachers in the classroom makes both sides actively participate in teaching and highlight the dominant position of students,

so as to create a relaxed and pleasant teaching environment [1].

3. ANALYSIS OF THE CHARACTERISTICS OF INTERACTIVE TEACHING

If we want to realize interactive teaching, we should start from the characteristics and laws of teaching. We can divide it into five parts: the first is the multi-dimensional goal of interaction, and the goal and process of classroom teaching play an important role in interaction. Because students need to master knowledge points and learning skills, teachers need to pay attention to students' interest in learning. In order to embody the essence of interactive teaching, the teaching of knowledge and moral education should be embodied. The second is the diversity of interactive objects. In the traditional classroom teaching, it is generally the interaction between teachers and students, but the new interactive teaching direction of College English classroom is diverse, because in addition to the interaction between teachers and students, the interaction between students and students is added, which can reflect the characteristics of students' subjectivity, equality and freedom, so as to break through. The third is the dynamic process of interaction. The time and knowledge points in the classroom are naturally dead if they follow the traditional education direction. However, the interactive teaching in College English classroom under the new normal advocates dynamic interaction, that is, teachers will learn knowledge points and all parties through different education strategies. In addition, the interaction between teachers and students can reflect the dynamic principle. The fourth is the equality of the interactive objects. Students are the main body of teaching. They have their own independent understanding in all aspects at this age stage. Then teachers should respect every student. Therefore, setting up an education system in the direction of equality, mutual assistance, harmony and democracy is an important condition to break the silent classroom. The fifth is the effectiveness of the interactive process. In order to achieve the most ideal interactive classroom in College English, it is necessary to have a clear purpose and a scientific system. The essence of the interactive classroom is to take the curriculum system as the center and let students' learning reflect diversity. On the basis of this, English teachers should make proper teaching strategies to ensure the effectiveness of interactive teaching.

4. WAYS TO DEVELOP INTERACTIVE STRATEGIES IN COLLEGE ENGLISH CLASSROOM

4.1 Build cooperative classroom and enhance interactive atmosphere

In the College English interactive classroom, the most direct way is to let students into cooperative learning, that

is to say, teachers no longer require students to obey and imitate themselves, but to establish an interactive learning mode with other students according to the teaching content. Teachers, as guides, organizers and decision makers, should promote students' learning with amiable image. We should cooperate and respect every college student, so that we can carry out moral education reasonably on the basis of teaching. In addition, the emotional education of college students is equally important in English classroom, which requires teachers to set up scientific teaching methods according to their own teaching experience, and then let students express their emotions in the interaction, and teachers analyze their psychological conditions and make psychological counseling accordingly [2].

4.2 Establish interactive teaching mode to let students participate in the activities

Interactive teaching needs to be divided into several levels, that is, teachers and students, students and students, and students and media, so teachers need to match them reasonably and generate interactive environment with various activities. From the principle of teacher-student interaction, teachers, as guides, usually ask questions for students to answer, or let students express their opinions and summarize themselves according to the content of the textbook, thus creating an interactive environment between teachers and students. The interaction between students and students is that the teacher returns the classroom to the students. According to the contents in the syllabus, the teacher organizes the students into different groups, and then asks them to ask questions according to a learning direction and solve them independently in the discussion. In this way, students' language and communication abilities can also be cultivated. From the analysis of the interaction between students and the media, in fact, there are many similarities with the above two ways of interaction, that is, teachers combine various new teaching aids to let students complete the learning tasks according to the tasks they want to learn with the help of equipment. And teachers can form games, competition

and other plans to increase the interest of interactive teaching.

4.3 Optimize questioning strategies and strengthen students' interactive learning motivation

Questioning is a common teaching activity in the interactive classroom. It can improve students' learning enthusiasm and enrich teaching content. It also plays a very important role in improving students' ability in all aspects. English teachers in Colleges and universities can also divide the strategy into four stages: the first is the planning stage, the second is the question stage, the third is the control stage, and the fourth is the evaluation stage. In this way, under the teacher's scientific questioning, students will enter the interactive environment with other students or teachers, so as to truly change the silence in the traditional classroom [3].

5. CONCLUSION

To sum up, the bad classroom atmosphere in College English classroom is not conducive to students' learning and development, so English teachers should cater to the interactive education concept in the new curriculum education reform, update the teaching content, methods and process from different angles, so as to create a happy and high-quality college English classroom.

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Red Culture into The Ideological and Political Education of College Students

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Abstract: Red culture is not only the inheritance of excellent revolutionary culture, but also a good material for ideological and political education of college students. The integration of red culture into the ideological and political education of college students enriches the materials of Ideological and political education, improves the content of classroom teaching, and ensures the correctness of guidance and the effectiveness of teaching effect. At the same time, it also helps young students to shape their patriotic feelings and cultivate them into both red and expert social builders and successors.

Key words: Red culture; Ideological and political education; College Students

1. INTRODUCTION

In the ideological and political education in Colleges and universities, making good use of red culture, especially the red culture with regional characteristics, is an important carrier of enriching the connotation of Ideological and political education, and plays an irreplaceable role in guiding the ideology and value of college students. Red culture contains the red gene of the Communist Party of China. If the red culture is integrated into the ideological and political education of college students, it will not only innovate the form of Ideological and political education in Colleges and universities, but also can well implement the fundamental task of moral education.

2. THE VALUE CONNOTATION OF RED CULTURE

Red cultural resources are the material and spiritual wealth accumulated in the process of exploration under the guidance of Marxism and under the leadership of the Communist Party of China. The study of red culture is also an understanding of the spread and development of Marxism in China.

2.1 Red culture is a vivid teaching material of socialist core values.

To adhere to the direction of running a school under the guiding ideology of Marxism, we must first make clear the process of the spread of Marxism in China. It is the objective requirement of the social development of modern China and the historical choice of the Chinese people after going through ups and downs. We should realize ideologically that only socialism under the leadership of the Communist Party of China can save China. Red culture is the best embodiment of this choice and a vivid teaching material. The socialist core value system that we advocate today is not only the inheritance and development of revolutionary culture, but also the extensive promotion of Chinese excellent culture. In schools, the socialist core value system is ultimately reflected in the conduct and habits of college students, and is implemented in the shaping of the values of each college

student.

2.2 Red culture is a good inheritance of excellent revolutionary culture.

Red culture is a struggle history of the Communist Party of China in the long-term revolutionary practice. It is the life body of the concept, value and spirit inheritance of the Communist Party of China. It is also the witness of the ideological line, policy and style of the Communist Party of China in the long-term revolution. It also embodies the excellent moral character of the Chinese nation and represents the direction of the advanced culture of the Chinese nation. It condenses positive energy, which is worth inheriting and promoting by every citizen.

2.3 Red culture is a valuable resource for ideological and political education.

The course of Ideological and political education for college students is an ideal and belief education for students to understand the basic principles of Marxism, which plays a guiding role in the correct understanding of Marxism in China's social development. Red cultural resources are important materials to guide students to establish correct values, outlook on life and world outlook, strengthen their theoretical and cultural self-confidence, understand the spirit of the Chinese nation, constantly improve their personal quality and enhance their patriotic feelings. Red culture is the precious spiritual wealth accumulated in the long-term revolutionary practice of our party. Through the revolutionary material objects, we can carry out a vivid education for college students, understand the firm faith of the revolutionary predecessors in national self-help and strive to realize the rejuvenation of the Chinese nation at the moment of national crisis, help them establish the ideal of lifelong struggle for socialist modernization, and firmly follow socialism with Chinese characteristics Confidence in the road. Red culture is an important resource for ideological and political education in Colleges and universities. Its authenticity and experience provide the best material for ideological and political education innovation.

3. THE NECESSITY OF INTEGRATING RED CULTURE INTO COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Ensure the correct direction of Ideological and political education.

Ideological and political education in Colleges and universities is related to what kind of people to cultivate, how to cultivate people and for whom to cultivate people. Colleges and universities are a strong position to cultivate builders and successors of socialist cause. To train students into reliable successors who are both red and expert, have both political integrity and ability, and are in all-round development, need college students to have firm

ideals and beliefs, adhere to the line and policy of the Communist Party of China, and strengthen the ideological and political education China should take the road of socialism with Chinese characteristics. General secretary Xi Jinping stressed: "ideals and beliefs are communists' spiritual" calcium ". Without ideals and beliefs or unbelief in ideals and beliefs, they will be" calcium deficient "in spirit, and they will get" rickets ", which may lead to political deterioration, economic greed, moral degeneration and corruption in life[1]. Red culture contains the fighting spirit and excellent culture of the Chinese nation, which can help college students establish firm ideals and beliefs, resist the erosion of bad ideas, and help them establish a correct outlook on life, values and world outlook.

3.2 Improve the content of Ideological and political education.

The traditional ideological and political courses are theoretical and boring to students, which leads to students' low interest in the course and even resistance. It has become a high incidence area for students to substitute for classes and skip classes. Ideological and political course has a long class and a lot of content, but the learning effect is not ideal, which leads to the waste of teaching resources to a certain extent, which is related to the lack of the combination of theory and practice in the content setting. If the red culture is added to the teaching system, it will be a good supplement to the ideological and Political Curriculum partial theory divorced from the reality of social life, virtually enhance students' interest and participation in curriculum learning, help students better understand the basic theory of Marxism and the reality of Marxism in China, and promote them to agree with the line and policy of the party and the state.

3.3 Enhance the effectiveness of Ideological and political education.

At present, the mainstream of College Students' ideals and beliefs is positive and healthy, but in the period of rapid social development, with the deepening of the opening up of the country, the social structure is also changing, especially the development of the network, the society is full of some non Marxist thoughts, instilling values that are not in line with China's reality, and some college students whose ideals and beliefs are not firm are tolerant in their thoughts It is easy to be impacted, which leads to his confusion. However, the traditional education mode is difficult to meet the current education situation, so we need to rely on more resources to integrate into education resources. Through the carrier of culture, the rich revolutionary spirit and advanced revolutionary thought can keep pace with the times in an intuitive and close to life way, which can be easily accepted by young students and enhance the effectiveness of Ideological and political education.

4. THE WAY OF INTEGRATING RED CULTURE INTO COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION

4.1 Do a good job in new media communication and fully tap red resources.

The local cultural departments should integrate the

existing cultural resources according to the development situation of modern technology, especially the red culture with regional characteristics. At the same time of integration, the open culture will be informationized, and the preservation methods of modern science and technology will be used to enrich the culture, and the interaction will be enhanced through the carrier of new media, so as to achieve the effect of influencing more people's behavior habits and moral quality. "The development of the new media era, in the context of the rapid development of information technology and the Internet, it is inevitable that ideological values are changing and diversified. Coupled with the continuous ideological infiltration of the network field by western countries, all kinds of wrong or false social information will suddenly affect teachers and students through new media[2]."As the successors of the socialist cause, college students are easy to accept new things, new ideas and new trends, but some new media are occupied by some bad information, which easily mislead some students to produce bad ideas and produce negative emotions to the society. When carrying out ideological and political education in Colleges and universities, we should make full use of the resources of college education, integrate the cultural attributes of culture into the education of colleges and universities, and let students understand social activities in an empirical way through history. At the same time, with the help of new media, we should spread interactive information, combine with social hot events and historical events that make college students confused. We should guide college students through history and culture, let them understand the fine tradition and style of the Communist Party of China, firmly establish the ideal and belief of striving for socialism with Chinese characteristics, and inherit the excellent revolutionary culture.

4.2 Pay attention to the construction of campus red culture and innovate the mode of Ideological and political education.

In order to cultivate talents with both political integrity and ability in the new era, colleges and universities should not only be professional but also be red. This requires educators to guide students to closely combine their life pursuit with the future and destiny of the motherland. The selfless dedication spirit and the fine style of hard work embodied in the red culture have become high-quality materials. Educators should carry forward the spiritual culture in the red culture, and make the ideological and political class "red". We can invite old cadres to make a report in the school, carry out the speech activities with red theme, and integrate this theme into the three meetings and one class of student party members and the League class of League members. Modern education needs the red culture into the ideological and political classroom, making use of the historical nature of the original culture, so that the teaching content is more three-dimensional, into the brain, into the heart, into the eye, so that the educated in a short period of time to get rich content, the use of a variety of media, so that the party history and party situation become interesting, to be reasonable.

4.3 We should carry out the practical education of red culture and give full play to the educational function of red culture.

Most of today's college students are after 00. They live in a time when material life is extremely rich, and the revolutionary history of their ancestors is gradually fading away. It is imperative to use the existing red culture to cultivate college students' spirit of hard struggle and self-improvement. The archives use the existing red cultural resources to build patriotism education base, which is also a more form of education. At a specific time, we can use the existing place to hold commemorative exhibition, display pictures, words, objects, etc., so as to make the culture live, make ideological and political education more in-depth and invisible, and make college students identify with the red culture Culture and spirit. In addition, with the social practice activities as the carrier, combined with the ideological and political education of college students, we should carry out cultural propaganda and investigation and Research on the theme of revolution, pay attention to the ancestors' footprints, and provide services to the local people, so as to enhance college

students' sense of social responsibility and consciousness of serving the people.

In a word, it is an important task of Ideological and political work in Colleges and universities to make use of red culture to carry out ideological and political education for college students, help them establish lofty ideals and inherit excellent Chinese revolutionary culture. This task requires the joint efforts of all walks of life and university educators to practice the whole staff, the whole process and all-round education.

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Application of Layered Technology in Computer Software Development

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Abstract: With the development and popularization of Internet information technology, computer has become the inevitable product of people's life and social development. But in-depth analysis can be found that computer technology in the use of time also need to constantly update, especially the software, so as to ensure its efficiency and stability. Therefore, in the development of computer software, people often use the layered technology is very effective, so how to make reasonable use of it has become the main task of computer software technology developers. This paper discusses the layered technology from the overview, characteristics, advantages and application of layered technology, and puts forward personal opinions on the application of layered technology in computer software development.

Key words: Layered Technology; Computer; Software development

1. INTRODUCTION

The relevance of computer in people's life and work is more and more strong, and modern science and technology is always updated, so the computer as the center of technology in the new era, its software requirements are very high. At present, for the development of computer software, due to the influence of internal and external environmental factors and the relatively complex composition, it is necessary to have professional technical support to complete the innovation and ensure its rational use, so as to meet the diversified needs of customers. The layered technology can provide technical support in the development and innovation of computer software, so as to ensure the effectiveness of the overall development of the computer.

2. OVERVIEW OF LAYERED TECHNOLOGY

Nowadays, computer information technology has been involved in various fields of our country in the continuous development process, and the hardware and software facilities are constantly updated. With the continuous improvement of computer technology requirements of people and various industries, the demand for software technology is also continuous improvement. Then the layered technology in the development of computer software also has a great role, and from the practice also highlights the considerable results. In the process of computer program development, layered technology is the main auxiliary skill. At present, it is mainly based on five-layer technology. In addition to innovation and research, the speed and quality of computer software development has been significantly improved. In the past, computer technology can only deal with a certain business, and if you want to complete the common acceptance of multiple tasks, it must be effectively realized with the help of

layered technology. So layered technology is to divide the technology into different levels and pay attention to the solution. That is to say, in this technology, the development of computer software is not necessarily related, but there will be a hierarchical system. From these aspects, it can be seen that computer software development and utilization of layered technology can highlight a strong flexibility and adaptability, and some of its components can also achieve flexible processing [1].

3. CHARACTERISTICS OF LAYERED TECHNOLOGY

Computer layered technology from the overall point of view contains two characteristics, the first is survival, because the layered technology is relatively stable, and in the process of computer software development can also deal with many problems, so its functions are very rich. In addition, layered technology can distinguish the functions of the computer, so as to effectively solve the computer software and processor in the various adaptation problems, so as to improve the quality of computer software is also very good. The second is stability. Layering technology is very stable, and it can meet the stability requirements of customers in all aspects of computer software, so the layered technology can highlight this feature. Because only the software is stable, it can support the operation of various functional characteristics when it is applied to the computer, so as to greatly improve the quality of computer operation and make customers more satisfied [2].

4. ADVANTAGES OF LAYERED TECHNOLOGY

According to the relevant research, the traditional computer software in the development process, the internal compactness is often difficult to meet the actual needs of customers, but under the reasonable use of layered technology, the internal computer software can improve the degree of connection, so as to meet the quality of software. As a whole, there are two advantages in the use of computer layered Technology: the first is to improve the flexibility and scalability of software, because the layered technology has a strong flexibility. When developing software, because the internal structure of the computer is extremely complex, technicians must fully understand the internal structure of the computer, and then make scientific research Adjustment, so as to ensure the efficiency and quality of development work. Then the application of layered technology in this one can classify the functions of the computer, so that when the application of software development is completed, the software modification at the same level will not affect the others. This is impossible to achieve in the traditional software development, so it will greatly increase the burden of work. The second is the high safety factor, which can ensure the safety of software development process and shorten the

time of computer software development. What's more, the development of computer software functions does not need to be reorganized. On the contrary, it can improve the development efficiency as a whole, so as to provide customers with new technologies [3].

5. APPLICATION OF LAYERED TECHNOLOGY

5.1 Application of double layer technology

In the traditional computer software technology development process, the use of single-layer technology, but in the continuous development and innovation, people have been unable to meet the single-layer software computer development. For this problem, we need to make reasonable innovation and improvement. If we continue to use the previous technology, we will have to invest more cost. However, after the use of the two-tier technology, software development can be faster, and the problem between the client and the server is scientifically handled. In addition, with the continuous progress of software technology, the double-layer technology has been able to improve the previous client, so as to facilitate the user's system operation [4].

5.2 Three layer technology application

With the increasingly fierce market competition, two-tier technology has been unable to meet the needs of users, and the relevant technical personnel will further research and development of software development technology, and through the three-tier technology to achieve server processing, mainly to solve the computer data storage function, in order to improve the efficiency of user access to the network. In addition, the three-tier technology can collect and process all kinds of information, and let users search and collect information according to their own needs, and then complete the information processing work. In this way, the burden of computer work can be reduced, so as to ensure its operation efficiency [5].

5.3 Application of four layer technology

Although the four layer technology is not perfect, it has been able to realize the transmission and exchange in the data storage, and process the auxiliary information in the computer information exchange, so as to record the data in it as the basis of computer technology.

5.4 Application of five layer technology

For the different environment of computer operation, the structure of its program is different, especially some special operation and data environment. According to the four layer technology, the developers of software

technology divide the original data into two layers, one is the resource layer, the other is the integration layer. The main purpose is to ensure the stable operation of the computer, and then according to the five layer technology of the computer Full of its various aspects of the description and detail [6].

6. CONCLUSION

To sum up, in the continuous development of computer technology in China, the information technology is becoming more and more stable and precise, and the application of the program in people's daily life is also increasingly extensive, but to provide people with better service, we need to start from the development of software, in order to innovate the quality of software, so as to make the computer more efficient.

ACKNOWLEDGEMENTS

This work was supported by the scientific and technological projects in Henan Province of China for the subject of "Research on Energy Consumption Modeling and measurement method in virtual environment"(NO.182102310034).

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On the Effective Integration of Craftsman Spirit Training and Higher Vocational Ideological and Political Education

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Abstract: According to the actual situation of the cultivation of craftsman spirit of higher vocational students, the form of Ideological and political education is an effective way. In the current social background, the integration of craftsman spirit cultivation and ideological and political education can lay a solid foundation for promoting the all-round development of students. Based on this, combined with the actual situation of the current higher vocational education work, this paper deeply explores the ways of effective integration of craftsman spirit cultivation and ideological and political education, hoping to help relevant workers to carry out education work.

Key words: Craftsman spirit; Higher vocational colleges; Ideological and political education; Effective integration

1. INTRODUCTION

With the continuous development of society, craftsman spirit has been paid more and more attention by various social groups, and gradually become one of the important forces in the current social development, which also has a certain impact on the ideological education in higher vocational colleges. In higher vocational education, the effective integration of craftsman spirit cultivation and ideological and political education can better help students to establish a more correct ideological and political cognitive concept, and effectively enhance the craftsman spirit of students themselves, so as to enhance the timeliness of Ideological and political education in higher vocational colleges while improving students' comprehensive quality, and lay a foundation for the long-term development of Ideological and political education in higher vocational colleges Set the foundation. Secondly, due to the actual needs of modern social development for craftsman spirit, the cultivation of craftsman spirit is highly valued by higher vocational educators, and promotes the efficiency of the integration of Ideological and political education and craftsman spirit cultivation in Higher Vocational Colleges to a certain extent.

2. THE INTEGRATION PRINCIPLE OF CRAFTSMAN SPIRIT TRAINING AND HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

2.1 Carry forward traditional culture

At the present stage, the development of higher vocational education is not influenced by the national strategy of employment. In the current social background, with the continuous development of social economy, people are too impetuous in their daily life, and ignore the importance of quality to a certain extent. Therefore, if enterprises want

to get better development opportunities in the constantly developing market economy, they must attach importance to the spirit of craftsman [1]. Therefore, in the process of Ideological and political education in higher vocational colleges, it is particularly important to cultivate students' craftsmanship spirit. Therefore, when carrying out ideological and political education in higher vocational colleges, we should fully carry forward the spirit of craftsman, so as to enhance students' attention to the spirit of craftsman, so that the cultivation of talents in Colleges and universities can better meet the actual needs of enterprises for talents.

2.2 People oriented

In the process of cultivating craftsman spirit, if higher vocational colleges want to improve the quality of cultivating students' craftsman spirit, they need to clarify the dominant position of students when carrying out ideological and political education, so as to improve the ability and service level of colleges and universities to students, so as to better improve students' ideological level and comprehensive moral quality. This is the key to cultivate craftsman spirit for higher vocational students the foundation of the work. Therefore, when carrying out ideological and political education in higher vocational colleges, we should implement the people-oriented education concept and guide students to establish correct "Three Outlooks".

3. THE NECESSITY OF EFFECTIVE INTEGRATION OF CRAFTSMAN SPIRIT TRAINING AND IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 It can realize the construction goal of developing China into a manufacturing power

From the actual situation of China's social development, China has a strong labor force advantage, and in the process of continuous development, it gradually moves towards the ranks of manufacturing power. However, China's manufacturing industry in the process of development, there are still greater technical disadvantages, which seriously affect the efficiency of the development of the manufacturing industry. Therefore, in order to better promote the upgrading and transformation of the manufacturing industry, we must attach importance to the cultivation of talents, and then strengthen the cultivation and construction of technical talents [2]. Therefore, higher vocational colleges should not only pay attention to the teaching of professional skills, but also correctly recognize the important influence of craftsman spirit in the process of students' development. Therefore,

when carrying out ideological and political education in higher vocational colleges, strengthening the cultivation of craftsman spirit can not be ignored, which is an important force to protect China's social development.

3.2 Effectively meet the needs of students' career development

In the current society, higher vocational colleges as one of the main institutions of social education, the main purpose of its education is to provide higher quality and higher quality comprehensive talents for the society. Therefore, in order to effectively protect students to achieve their career development goals, higher vocational colleges must start from the actual situation of students, build a scientific and reasonable ideological and political teaching program, and strengthen the cultivation of students' craftsmanship spirit, so as to correctly guide students to establish positive, hard-working and excellent ideas, so as to better show in entering the society Our own comprehensive ability, in order to contribute to the development of the country.

4. EFFECTIVE INTEGRATION MEASURES OF CRAFTSMAN SPIRIT CULTIVATION AND HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

4.1 Function expansion of Ideological and Political Education

In the process of the cultivation of craftsman spirit and ideological and political education in higher vocational colleges, in order to effectively improve the level of talent cultivation, we must attach importance to the cultivation of craftsman spirit, and then according to the actual situation of students, innovate their own education ideas and teaching methods, so as to better expand the function of Ideological and political education. The main purpose of Ideological and political education in higher vocational colleges is to guide students to establish more correct three outlooks, and in the actual teaching activities, we should strictly focus on the political energy culture and other content to explain, but from the actual situation of Ideological and political education in higher vocational colleges, we cannot highlight the craftsman spirit, which seriously affects the work of higher vocational colleges The spirit of craftsman cultivates the efficiency of work. Therefore, higher vocational colleges should continue to expand the function of Ideological and political education, and better integrate the cultivation of craftsman spirit with ideological and political education, so as to continuously improve students' comprehensive ability and quality. In carrying out ideological and political education, we should highlight the value of craftsman spirit, and then guide students to clarify their own learning goals, and finally establish a good sense of craftsman spirit.

4.2 Creating a cultural environment for craftsmanship

With a healthy and harmonious education environment, we can better promote the development of culture, good culture, and give full play to the traditional craftsman spirit of the Chinese nation [3]. Therefore, when carrying out the cultivation of craftsman spirit, teachers can integrate historical allusions such as Luban into the classroom, so as to effectively shorten the distance between students and craftsman spirit, so as to make craftsman spirit better penetrate into socialist values. In addition, higher vocational colleges should combine the actual situation of students to carry out a variety of forms of craftsman spirit theme activities, and establish a certain reward mechanism, so as to better encourage students, and then create a good learning atmosphere of craftsman spirit, and highlight the social charm of craftsman spirit, so that the cultivation of craftsman spirit can be better integrated with ideological and political education, so as to promote the development of craftsman spirit To improve the quality of craftsman spirit cultivation.

5. CONCLUSION

To sum up, in the process of Ideological and political education in higher vocational colleges, the cultivation of craftsmanship spirit should be better penetrated into the ideological and political education, which can not only effectively improve the comprehensive ability of higher vocational students, but also meet the actual needs of social development for applied talents, and guarantee the quality of Ideological and political education. When carrying out ideological and political education in higher vocational colleges, we should constantly improve the scientificity and effectiveness of Ideological and political education, so as to make students become a new type of talents with good craftsmanship spirit under the influence of this good atmosphere.

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The Exploration About Courses' Standards Setting Under Curriculum in The Subject of Cross-Border E-Commerce in Vocational College--Take Guangxi International Business Vocational College as The Example

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Abstract: Vocational colleges is obliged to explore appropriate courses' standards under curriculum in a specialized subject targeted in talent supply for regional economic development. In Guangxi International Business Vocational College (GXIBVC), courses' standards setting under curriculum in the subject of Cross-border E-commerce is in response to requirement rising from regional development, based on self-advantages, and fulfilled by vocational skill training while aiming to satisfy the demands for professional talents from enterprises.

Keywords: Subject of Cross-border E-commerce; Demand from career jobs; Courses' Standards setting

1. INTRODUCTION

On December 22, 2016, China released the first "China Cross-border E-commerce Talent Standards", and also released the "Hangzhou 2016-2017 Cross-border E-commerce Industry Shortage Talent Demand Catalog". The promulgation of "Standards" and "Catalogs" has played a guiding role in teaching work, and can also enable universities to understand the real needs of enterprises in a timely manner, and lay a solid foundation for cultivating talents that meet the needs of social development. According to the "Catalog", cross-border e-commerce talents should have the following skill levels: first, proficient in foreign trade business processes and cross-border e-commerce network platform operations; second, proficient in oral and written expression skills in foreign languages, and have good foreign language communication skills; The third is the ability to develop and design Internet products, and the experience in e-commerce operations; the fourth is to be proficient in various online marketing techniques and attach importance to practical operations. The needs of enterprises are the direction for schools to cultivate talents. In the future, cross-border e-commerce needs a large number of "foreign trade + Internet" application and compound talents, which is also the direction of school teaching system reform. This talent standard will guide the teaching work of cross-border e-commerce in colleges and universities, and point out the direction for colleges and universities to train talents that meet the needs of social development. However, the core curriculum standards for

cross-border e-commerce have not yet been unified. Higher education institutions or industry training academies have their own curriculum standards, failing to form a more unified cross-border e-commerce talent training model. Based on the uneven economic development of various regions and local characteristics, it is the duty of universities in all regions to explore a talent training curriculum standard that meets the needs of regional economic development [1-6].

In November 2019, the Ministry of Education of China issued a document clarifying that higher vocational colleges can set up cross-border e-commerce majors. Guangxi International Business Vocational College is the first batch of colleges in Guangxi to set up cross-border e-commerce majors. On the basis of referring to national professional standards and professional standards, Guangxi International Business Vocational and Technical College combines regional economic development and the school's own school-running characteristics, based on adapting to the needs of enterprises, and training professional ability as the main line to adapt to cross-border e-commerce To build a unique professional curriculum standard system for higher vocational cross-border e-commerce with the goal of professional post groups.

2. GOAL OF TALENT TRAINING IN SUBJECT OF CROSS-BORDER E-COMMERCE IN GXIBVC

The cross-border e-commerce major cultivates ideological and political determination, both moral and technical skills, and comprehensive development of moral, intellectual, physical, and artistic, to meet the needs of Guangxi regional economic development and cross-border e-commerce industry, and master basic knowledge of foreign trade and foreign languages and cross-border e-commerce operation skills. Possess cross-cultural communication quality, commercial operation emotional intelligence and international market development capabilities, can be engaged in cross-border e-commerce operators and cross-border e-commerce operations, possess innovative spirit, entrepreneurial awareness and innovation and entrepreneurship capabilities, and modern business characteristics with an international vision Distinctive high-quality application talent.

3. STRUCTURE & LAYOUT OF CURRICULUM IN

SUBJECT OF CROSS-BORDER E-COMMERCE IN GXIBVC

The construction of the curriculum system is an important link in the training of skilled talents in higher vocational education, and it is also the key to reflect the characteristics of higher vocational education. Guangxi International Business Vocational and Technical College is based on adapting to the needs of the society, focusing on cultivating vocational ability, and aiming to adapt to the professional post group of cross-border e-commerce majors, and build a higher vocational cross-border e-commerce professional curriculum system.

3.1 Guiding principles in curriculum layout

3.1.1 Focus in vocational skill training

Higher vocational education should be directly oriented to professional positions, and its training target is applied talents required by the front line of business management. It must reflect the job requirements of the foreign trade industry, so that the trained talents have the basic knowledge and business capabilities necessary for related positions. This requires that the curriculum must start from the survey of professional post groups in the foreign economic and trade industry, and then analyze the job responsibilities and tasks included in the post group one by one to determine the professional ability structure of the profession, and determine the knowledge structure with professional ability as the core. Implementation modules related to the curriculum system and ability training.

3.1.2 Composite and targeting in curriculum

The courses originally divided by disciplines are organically and rationally integrated into several main courses according to the principle of "enterprise needs and competence-based", highlighting the key points and focusing on application. In addition, the curriculum system is required to maintain an open and dynamic structure to track and understand the changes in social and professional positions and the changes in student abilities and quality requirements in time, and reflect these changes and requirements in the curriculum.

3.1.3 Emphasize more practice in teaching and learning

The training goal of higher vocational education is high-skilled talents, and the target position is the first-line position in the foreign trade industry, which determines that students must have the ability to analyze and solve practical problems. Practical teaching is an important part of cultivating practical work ability, and it is one of the salient characteristics of higher vocational education. Therefore, on the one hand, it is necessary to establish a targeted, systematic, and relatively independent practical teaching system; on the other hand, it is necessary to actively promote the "dual certificate of graduation certificate and job qualification certificate" around the vocational skills and job qualification standards of the training target. "system.

3.2 Procedures of curriculum layout

Set up a professional direction for professional positions. First of all, through the survey of current positions in the foreign trade industry, the core jobs corresponding to cross-border e-commerce majors are mainly cross-border

e-commerce operators. The expandable jobs include: foreign trade enterprise salesperson positions, documentary positions, foreign trade follow-up Individual positions, international freight forwarding positions, etc. Secondly, clarifying the job tasks and specific professional ability requirements of the post is the key to the success of the curriculum design. Through further investigation of job tasks and enterprise employment needs, the core skills required for professional jobs are broken down.

4. Interpretation of Relevant Vocation and Construction of Curriculum in The Subject

According to the decomposition of Table 1, construct a professional curriculum system according to the knowledge and ability that the professional post group should master. Taking knowledge application as the main line and ability training as the core, breaking the original subject curriculum system and optimizing and integrating the curriculum. In the setting of professional curriculum system, courses can be divided into two major categories: professional core courses and professional development courses.

Professional core courses: refer to courses that aim to complete the common work tasks of cross-border e-commerce majors, that is, courses that reflect the job skills requirements of professional core positions such as cross-border e-commerce operators. To this end, based on the analysis of work tasks and professional abilities, the following courses are summarized: "Introduction to Cross-border E-commerce", "Cross-border E-commerce Operational Practice", "International Trade Practice", "International Business Documents", "Foreign Trade English Correspondence", "Cross-border E-commerce Logistics Practice" and "Cross-border E-commerce Comprehensive Training". These courses are not traditional concepts or a combination of several courses, but have given new connotations.

Professional development courses: refer to the introduction of other related job standards for foreign trade occupations on the basis of professional core courses, such as foreign trade salesman job standards, documentary job standards, foreign trade merchandiser job standards, etc., to work for these foreign trade auxiliary positions. The core competence requires modular courses. For example, the international freight forwarding course module sets up courses such as "International Freight Forwarding", "Business Classification Practice", "Container Transportation Practice", "Customs Declaration and Inspection Operation Process Training", etc. The merchandiser course module sets up courses such as "Foreign Trade Documentary Practice" and "Commodity Knowledge". Students can choose different types of professional knowledge and skills courses according to their own interests and hobbies to meet the needs of different positions in the foreign trade industry, or to adapt to the need for advancement in adjacent occupations.

5. EXAMPLE CASE: THE IMPLEMENTATION ABOUT THE COURSE'S STANDARD OF "CROSS-BORDER E-COMMERCE OPERATION"

Table 1: Cross-border e-commerce major "work items→work tasks→professional ability→field of study"

Serial number	Work projects/ Work area	work tasks	Professional ability analysis			Field of study (professional courses)								
			knowledge	skill	Quality									
1	Cross-border e-commerce operator	1. Responsible for the maintenance of the company's e-commerce platform; 2.Publish product information on the business platform; 3. Responsible for the development and management of company customers; 4. Responsible for order placement and management; 5. Utilize the network platform to develop the international market; 6. Carry out import and export business operations.	1.Knowledge of cross-border e-commerce platform operation 2.Theoretical knowledge of import and export policies for cross-border e-commerce products 3.Commodity knowledge related to operating products 4.Customer communication management knowledge	1. Skills in cross-border e-commerce platform application and operation 2. Ability to process product information 3. Have the ability to handle logistics related to the import and export trade of cross-border e-commerce products	1. Team spirit 2. Dedication to work for the company 3. The ability to collaborate and communicate with others 4.Consciousness of lifelong learning 5. The spirit of hard work	1.Introduction to cross-border e-commerce 2.Cross-border e-commerce operation practices 3.International trade practices 4.International business documents 5.Cross-border e-commerce logistics practice								
2	Foreign trade clerk	<table><tr><td>1. Business contact and communication</td><td>1.1Customer Development 1.2Product promotion 1.3Business communication with customers 1.4Communicate with other departments within the company</td></tr><tr><td>2.Quotation accounting and transaction negotiation</td><td>2.1 Quotation accounting 2.2 Business negotiation</td></tr><tr><td>3. Sign domestic and foreign trade contracts</td><td>3.1 Signing an export contract 3.2Sign domestic procurement contracts</td></tr><tr><td>4.Fulfillment of foreign trade contracts</td><td>4.1Goods production and tracking 4.2Implementation of Letter of Credit 4.3Shipping arrangements</td></tr></table>	1. Business contact and communication	1.1Customer Development 1.2Product promotion 1.3Business communication with customers 1.4Communicate with other departments within the company	2.Quotation accounting and transaction negotiation	2.1 Quotation accounting 2.2 Business negotiation	3. Sign domestic and foreign trade contracts	3.1 Signing an export contract 3.2Sign domestic procurement contracts	4.Fulfillment of foreign trade contracts	4.1Goods production and tracking 4.2Implementation of Letter of Credit 4.3Shipping arrangements	1. Foreign trade theory and policy 2. Import and export business process 3.Basic knowledge of business English correspondence 4.Basic knowledge of developing international markets 5. Basic knowledge of foreign exchange policy and exchange rate 6. Knowledge of cost accounting and freight rates	1. Be able to conduct international market research and find customers 2. Ability to conduct import and export business operations 3. Able to handle business English proficiently in English 4.Proficiency in business conversations in English	1.Have a good professional ethics, strong professionalism and innovation 2.Good qualities of being dedicated, self-disciplined, honest, enterprising, and innovative 3.Have strong communication and collaboration, in organization skills, and have a good team spirit 4.Have a strong sense of professionalism, responsibility and social responsibility 5. The spirit of hard work	1.International trade 2.International business legal knowledge 3.International marketing practices 4.International exchange 5. Applied accounting foundation 6.International trade practices 7.Foreign trade English correspondence
1. Business contact and communication	1.1Customer Development 1.2Product promotion 1.3Business communication with customers 1.4Communicate with other departments within the company													
2.Quotation accounting and transaction negotiation	2.1 Quotation accounting 2.2 Business negotiation													
3. Sign domestic and foreign trade contracts	3.1 Signing an export contract 3.2Sign domestic procurement contracts													
4.Fulfillment of foreign trade contracts	4.1Goods production and tracking 4.2Implementation of Letter of Credit 4.3Shipping arrangements													
3	Document Clerk	<table><tr><td>1.Chartering and booking</td><td>1.1 Booking 1.2Freight arrangements</td></tr><tr><td>2.Document production</td><td>2.1Issuing a draft 2.2Making Goods Documents; 2.3Application for certificate of origin; 2.4Assist in inspection; 2.5 Assist in customs declaration; 2.6Replenishment and review of ocean bill of lading; 2.7System review of insurance documents;</td></tr><tr><td>3.Document review</td><td>3.1Review letter of credit 3.2 Review of import documents</td></tr><tr><td>4.Document circulation operation</td><td>4.1Foreign exchange settlement 4.2Document filing</td></tr></table>	1.Chartering and booking	1.1 Booking 1.2Freight arrangements	2.Document production	2.1Issuing a draft 2.2Making Goods Documents; 2.3Application for certificate of origin; 2.4Assist in inspection; 2.5 Assist in customs declaration; 2.6Replenishment and review of ocean bill of lading; 2.7System review of insurance documents;	3.Document review	3.1Review letter of credit 3.2 Review of import documents	4.Document circulation operation	4.1Foreign exchange settlement 4.2Document filing	1. Main terms of the contract 2. Knowledge about letter of credit 3. The system of foreign trade documents	1.Ability to review letters of credit according to the contract 2. Ability to prepare various business documents according to the requirements of contracts and letters of credit 3.Able to carry out the circulation of various negotiation documents in accordance with international conventions of trade contracts and documentary credits 4. Be able to find the circulation defects of various negotiation documents and deal with them in time	1.Patience and meticulous work style 2. Team spirit 3. Dedication to work for the company 4. The ability to collaborate with others 5.Consciousness of lifelong learning	1.International trade practices 2.International business documents
1.Chartering and booking	1.1 Booking 1.2Freight arrangements													
2.Document production	2.1Issuing a draft 2.2Making Goods Documents; 2.3Application for certificate of origin; 2.4Assist in inspection; 2.5 Assist in customs declaration; 2.6Replenishment and review of ocean bill of lading; 2.7System review of insurance documents;													
3.Document review	3.1Review letter of credit 3.2 Review of import documents													
4.Document circulation operation	4.1Foreign exchange settlement 4.2Document filing													

The implementation of the "Cross-border E-commerce Operational Practice" course aimed at "professional job requirements" is mainly reflected in the connection with the business process.

5.1 Six steps adopted in teaching

The first step: task-driven method, grouping and assigning tasks; second step: on-site visit and teaching method; third step: independent learning method; fourth step: group discussion method; fifth step: demonstration, multimedia teaching, practical Operation training method; the sixth step: results display and defense.

5.2 Dual tutor -- from both college and enterprises

Class teachers are required to be equipped with double-qualified teachers or full-time teachers and part-time enterprise teachers to jointly undertake teaching tasks. The college regularly arranges full-time teachers to learn new technologies, new ideas and participate in the real business process of the company every year, so that full-time teachers have the quality of double teachers. The full-time teachers are taught by professional teachers who have a master's degree or above in international economics and trade and related majors, have strong theoretical and practical teaching experience, have a clear goal of training the professional talents, and participate in the formulation of professional talent training programs. Part-time teachers are required to be engaged in cross-border e-commerce operation and management work in relevant cross-border e-commerce companies for more than two years, and to clarify the professional's talent training goals and understand the professional talent training plan.

5.3 Exploring text books and other teaching resources according to the relevant working process together with national vocation standards

In order to cooperate with the implementation of the curriculum teaching reform, the full-time teachers of this course teaching team and the first-line technical personnel of cooperative enterprises need to select teaching content around the completion of typical tasks of the course, and integrate and order teaching content based on the work process, and jointly develop school-based teaching materials, courseware, Network resources, etc.

5.4 Adopting real working places as training bases

The "Cross-border E-commerce Operation Practice" course is an integrated course of theory and practice. Drawing lessons from the layout of corporate office space and on-site storage management, schools and enterprises have jointly created a real-world cross-border e-commerce practical operation training room with teaching. There are five areas: zone, training zone, product display zone, storage zone and packaging room. Students enter the project office as employees, accept corporate management, and complete various cross-border e-commerce product selection, operation, customer service, and packaging and delivery tasks under the joint guidance of full-time teachers on campus and part-time corporate teachers.

5.5 Adopting Test & evaluating system following national vocation standards and corporate code of conduct

The teaching team of colleges and universities has formulated a higher vocational project-based curriculum assessment plan that is in line with the production

standards of cross-border e-commerce salesmen and other positions, national professional standards, and corporate codes of conduct, and is compatible with curriculum standards: total course score = process Assessment results (70%) + final exam results (30%). The process assessment is based on each teaching project as the carrier as the assessment and evaluation unit. The assessment standard of each project unit is based on the combination of process evaluation and result evaluation, and the principle of combining self-evaluation, mutual evaluation and teacher (expert group) evaluation to evaluate students The development of professional quality, theoretical knowledge, and practical skills. The final exam results are passed the closed-book exam at the end of the term to assess students' mastery of all course knowledge and comprehensive application ability.

By sorting out the concepts and tasks of the "Cross-border E-commerce Operational Practice" curriculum with the goal of "professional job requirements", a curriculum system with multiple parties participating in the formulation of standards and integrating multiple resources has been constructed, and under its guidance, it has developed suitable for student development It also explores a set of complete curriculum development system through the methods of curriculum implementation, teachers, resources, evaluation and other aspects.

6. CONCLUSION

Vocational colleges and universities should closely follow the requirements of the "Belt and Road" initiative, give full play to their advantages, and gradually establish relationships with industries, companies and positions based on a comprehensive analysis of the cross-border e-commerce industry and enterprises' demand for cross-border e-commerce talents. Docking course system. According to the training goals set by the above-mentioned analysis of cross-border e-commerce vocational quality and ability, in order to meet the supply and demand of talents in the cross-border e-commerce industry, the curriculum design should focus on vocational ability training, and the curriculum should be set at four levels: Cross-border e-commerce logistics, cross-border e-commerce practice, cross-border finance and other courses; set cross-border e-commerce comprehensive training and customs clearance courses for the skill level; set new online consumer psychology and cross-border management courses for the ability level; target Professional responsibility and cross-border stress courses are set up at the level of personality and attitude. Through the implementation of a complete curriculum system, cultivate talents capable of working in cross-border positions.

ACKNOWLEDGEMENTS

This article is the phased results of 2019 Guangxi Vocational Education and Teaching Reform Research Project "Exploration and Practice of "Going Out" for Higher Vocational Cross-border E-commerce Majors under the 'Belt and Road 'Initiatives" (Project Number: GXGZJG2019B037) and 2020 Guangxi Vocational Education and Teaching reform research project "Cross-

border e-commerce professional core curriculum modular design and teaching reform under the reverse teaching model" (project number: GXGZJG2020B046). Yan Hai is the corresponding author of this article.

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On the Application of Humanistic Elements in English Teaching in Private Kindergartens

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Abstract: As a global language, English is not only a powerful tool, but also a special humanity. In China's English education and teaching, the stage of English learning gradually presents a trend of younger age. More and more people pay attention to the English Enlightenment Education in kindergartens, and private kindergartens take English teaching as a major school running feature and enrollment publicity advantage. As a second language in China, English can not only effectively guide people to more comprehensively understand and master the cultural differences and cultural background between countries, promote the spread of humanistic spirit, but also enable English educators to increase their skills and improve their basic cultural literacy. Although the kindergarten children are relatively young, they cannot fully understand and master the difficult English teaching knowledge and content. However, the establishment of English humanistic spirit in kindergarten is regardless of age. Humanistic quality education needs to complement language teaching in order to effectively stimulate students' interest in English learning and promote the improvement of students' English core literacy. Therefore, it is of great practical significance to integrate humanistic elements into English Teaching in private kindergartens. Based on the important role of humanistic elements in English Teaching in private kindergartens and the necessity of integration, this paper analyzes the application of humanistic elements in English Teaching in private kindergartens.

Key words: English Teaching in private kindergartens; Humanistic elements; Application

1. THE NECESSITY OF INTEGRATING HUMANISTIC ELEMENTS INTO ENGLISH TEACHING IN PRIVATE KINDERGARTENS

As a language, English is a bridge to communicate with other countries, which requires learners from different countries to have a comprehensive and in-depth understanding and exploration of their basic language knowledge and cultural background [1]. In the practice of English Teaching in private kindergartens, teachers should not only have higher English professional cultural literacy, but also have higher humanistic spirit, so that students can effectively understand the background knowledge of Chinese culture and the social and cultural background of English speaking countries in the process of learning. Through learning to master the diversified social life reflected in English teaching content. At present, there is a common phenomenon in the English Teaching of private kindergartens in China, that is, in the teaching

process, we pay too much attention to the explanation of English teaching instrumental teaching content, while ignoring the humanistic nature of English. To a certain extent, this leads to the limitations of children's understanding of English humanities and culture, which is harmful to the cultivation of children's English humanities and their future learning and growth [2]. Under the background of quality-oriented education, English teaching must be deeply permeated with humanistic education. By cultivating students' listening, speaking, reading and writing abilities in English learning, children's understanding and mastery of social and cultural background knowledge at home and abroad can be effectively promoted.

2. THE IMPORTANT ROLE OF HUMANISTIC ELEMENTS IN ENGLISH TEACHING IN PRIVATE KINDERGARTENS

2.1 It is helpful for children to establish correct humanistic spirit consciousness and enrich their humanistic spirit world

Humanistic education mainly refers to the education of humanistic spirit and thought. In the English education of private kindergartens, the humanistic element is a child as the main object of education and teaching subject, adding some things that are easy to understand and appropriate to the actual life, or adding some things that can reflect the humanistic atmosphere to the teaching theme. Using humanistic elements to learn English teaching content can effectively enrich students' Humanistic world spirit [3]. For children in kindergartens, their curiosity and imitation ability are particularly strong. The infiltration of humanistic elements in the enlightenment stage of English learning can not only effectively guide children to realize the existence of humanity as soon as possible, but also enable students to complete the shaping and formation of humanistic ideas in the early stage of growth, and effectively cultivate children's humanistic world spirit. In addition, humanistic quality education focuses on cultivating students' comprehensive and comprehensive quality, promoting children's all-round development, mental health and other education and teaching skills, which reflects the innovation and feasibility of teaching to a certain extent.

2.2 Enriching the content and form of English teaching is conducive to the construction of a good teaching atmosphere

Humanistic quality education mainly covers all kinds of humanistic ideas, teaching activities, teaching stories, traditional cultural ideas, etc., which can not only effectively enrich the content and form of English

classroom teaching, but also create a relaxed, happy and energetic English learning atmosphere for students. Strengthen the interaction between teachers and students, fully mobilize students' interest in learning, enrich teaching aids and classroom content, maximize and mobilize children's interest in learning English subjects and enthusiasm for autonomous participation in English teaching activities, and effectively enhance children's English learning quality and efficiency.

3. THE PRACTICAL APPLICATION OF HUMANISTIC ELEMENTS IN ENGLISH TEACHING IN PRIVATE KINDERGARTENS

In early childhood education teaching, it is essential to create a relaxed and pleasant learning atmosphere for students [4]. So, it is an urgent problem for private kindergarten teachers and relevant educators to integrate humanistic elements into English classroom teaching in preschool education. Under the background of Chinese style kindergarten English teaching, the whole immersion English teaching mode is usually used to instill relevant English teaching contents into students. By showing students the topics related to the classroom teaching content, we can effectively attract students' learning concentration, stimulate children's learning potential, and promote the improvement of children's English learning ability. Under the traditional teaching mode, children can only learn English teaching content through a lot of imitation, repeated memory and mechanical training. The whole process of children's English learning is single and boring. Because children's physical and mental development is not mature enough, their learning control ability and learning persistence are not enough, it is easy to distract in this passive classroom learning environment, which leads to the lack of scientific rationality in English teaching. Therefore, teachers should create a relatively relaxed and pleasant classroom environment for children, and skillfully integrate humanistic elements into it To effectively stimulate children's interest in learning and autonomous participation in learning motivation, so that students can learn English happily [5].

First, in the specific teaching practice, teachers should always adhere to the student-centered concept, and plan and design the teaching contents and courses based on children's physical and mental development law, learning cognitive ability, hobbies and personality characteristics, so as to effectively enhance students' English learning quality and efficiency from the perspective of students' learning. For example, when introducing the Western Christmas Eve and Chinese Lantern Festival, teachers can select a story related to the classroom teaching content, and let children understand the differences between Chinese and foreign social customs by telling stories for children. Through the comparison of teaching contents with humanistic elements, children can deeply feel the collision between the eastern and Western history, culture and customs. In the process of learning, teachers can help students practice, make Christmas trees and gift cards. For example, China's Lantern Festival, decorated Santa Claus and Christmas tree. Through the guidance and help of teachers, let children participate in the production process,

effectively enhance children's social practice ability and hands-on ability.

Second, the effective implementation of emotional teaching. The concept of emotional education is an educational concept for the cultivation of students' humanistic quality, which plays an important and positive role in the field of education in China. Generally speaking, the application of emotional education in children's English teaching can be divided into situational teaching and social practice. When creating emotional education teaching situation for children, teachers can set the situational teaching method of teaching content according to children's basic learning situation, learning characteristics, interests and hobbies, so as to effectively stimulate children's learning interest, enhance children's learning curiosity and thirst for knowledge, and effectively mobilize children's emotional expression. For example, when learning the contents related to greeting strangers, teachers can create corresponding teaching situations for students, play some incorrect behaviors and practices for students, and let students establish a correct idea of greeting people subconsciously [6]. In addition, through social practice, teachers can enhance children's emotional expression, stimulate children's emotional resonance to the knowledge used in teaching content, and strengthen the charm of humanistic elements in English teaching practice, so as to effectively cultivate children's humanistic quality. Strengthen the education of children on Chinese traditional culture, cultivate their feelings of respecting teachers, loving parents, uniting classmates and treating others well, and lay a good humanistic quality and foundation for their future growth.

Third, lead children to read English picture books. English as a foreign language, every word contains a strong knowledge of Humanities and art. In the exploration of teaching practice, preschool teachers in private kindergartens should pay close attention to this characteristic of English subject, organize children to participate in English reading teaching activities, make full use of multimedia teaching audio and video materials, cards, pictures and other teaching aids, guide children to deeply understand and feel the profound knowledge connotation and artistic charm hidden in English picture books, and further understand English The unique humanistic and artistic culture of the English speaking countries can effectively cultivate children's humanistic and artistic cultivation.

Fourth, improve the feasibility of English teaching practice. Effectively integrate humanities and education. In the specific practice process, teachers should create more learning participation opportunities for students, create a rich and colorful English environment and humanistic environment, so that children can hear and see in the process of learning, effectively enhance children's auditory experience, visual experience and tactile experience, and enhance children's deep understanding of English learning. For example, in the process of learning some English words, teachers can distribute word cards one-on-one. If children need to remember five words in this class, then write the words on the blackboard and let

the students draw the words on the card by themselves. And remember the meaning of the words. When reading the words, the child can stand up or raise his hand to prove to the teacher and other students that this is his symbol. In the process of making small cards of words and explaining the meaning of words, teachers can use humanistic ideas for education. For example, when explaining the word apple, you can explain the story between Newton and apple to the students, and teach them this kind of history and culture. On the one hand, it enriches students' knowledge; on the other hand, it can attract students' attention and make them remember deeply. By integrating English teaching with humanity, it not only greatly improves children's adaptability and responsiveness in language learning, but also enables children to enjoy the bath and baptism of human essence in the humanistic environment, and effectively stimulate children's interest in learning English [7].

4. CONCLUSION

To sum up, the English teaching materials of private kindergartens cover a lot of introductions with foreign characteristics. When carrying out children's English teaching practice activities, teachers should provide students with as much background knowledge and humanistic feelings related to the course content as possible, effectively help students understand English teaching knowledge, expand students' learning knowledge, and stimulate students' interest in English Learning interest, and then improve the humanistic quality of children.

ACKNOWLEDGEMENTS

The research product of the university-enterprise joint

project of North Minzu University of 2018, Project No. 2018HLS14, the correspondent is Song Cuiping.

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Strategies to Improve the Emergency Management Ability of Colleges and Universities

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Abstract: Colleges and universities are the "cradle" of talents, with many students and large flow of people. However, according to the investigation and analysis, most colleges and universities fail to pay attention to the cultivation of emergency ability in the teaching process. If there is a risk event, it is very likely to form a potential safety hazard. In recent years, people pay more and more attention to earthquake emergency, especially in different areas. Colleges and universities should pay attention to this problem, from the reality, combined with the actual situation of colleges and universities to develop the corresponding emergency management system, in order to cultivate students' emergency ability. In this paper, the author focuses on the strategies to improve the emergency management ability of colleges and universities.

Key words: University; Emergency management measures; Running the university according to law

1. COUNTERMEASURES TO IMPROVE THE EMERGENCY MANAGEMENT ABILITY OF COLLEGES AND UNIVERSITIES IN THE CONTEXT OF RULE OF LAW

1.1 Comprehensively sort out the risks and build the campus emergency plan mechanism

Emergency management is mainly used to manage emergencies. It is necessary for colleges and universities to establish a perfect system, and formulate a series of safety response measures for pre defense, incident response, in-process disposal and rehabilitation, so as to minimize the probability of accidents. China has promulgated laws and regulations such as "national overall emergency plan for public emergencies", "emergency plan for public emergencies in education system". When the emergency management equipment and ability of colleges and universities are not perfect, they can refer to the law and comprehensively sort out the risk monitoring points of each university according to their own situation. If loopholes are found, they can improve the campus emergency plans, special emergency plans and on-site disposal plans according to the prescribed system, so as to improve the emergency management of school leaders, teachers and students Ability to minimize the probability of the injured in the event of an emergency [1]. Specifically speaking, generally speaking, the focus of the university emergency plan is food and the safety of the school laboratory, because food is something everyone must do every day, which is related to the safety of students' lives, so we must strengthen the management of food; in addition, the

crowded dormitory and teaching building are also the places where the emergency management plan is needed, because the area is densely populated It's crowded, and if you're not careful, there will be a stampede. However, most schools fail to pay attention to the safety plan management of some special equipment such as elevators and the relatively densely populated places such as libraries and gymnasiums. The emergency plan management measures for these places have not been formulated and improved, resulting in a high accident rate. In the emergency management of colleges and universities, the best time to deal with emergencies is in the early stage of the event. If emergency measures are taken at the beginning, it will fundamentally reduce the trend of the spread of the situation, expand the income and reduce the loss. Therefore, the relevant staff in the comprehensive carding of the campus, must be combined with their own characteristics, establish a sound emergency plan, and focus on the emergency management preparation work. Not only that, in order to do a good job of the emergency plan in Colleges and universities, the staff must first ensure its operability, bring the emergency management scheme into it, but also include the emergency team arrangement, basic materials and equipment for emergency rescue, emergency training, emergency drill and emergency procedures. However, according to the current situation, the majority of colleges and universities in emergency management is still single, closed space and time lag and other shortcomings, if they encounter emergencies will be at a loss. Therefore, in the process of making emergency plans, the university leaders must make a dynamic test according to the actual situation It is enough to form an emergency plan mechanism that reflects the characteristics of our school.

1.2 Strengthen the standard construction and improve the school emergency management system

In China, it is generally based on unified leadership, comprehensive coordination, classified management, hierarchical responsibility and territorial management, which is the basic policy of China's emergency management system. The Ministry of comprehensive education has promulgated the "implementation outline of comprehensively promoting the management of schools according to law" and "implementation outline of the management of education according to law" and other education laws. At the same time, it also includes the spirit of actively promoting China's emergency management system and modern ability under the new situation, so that colleges and universities can improve the public security

management, campus hidden danger investigation and management, emergency drill and rescue, and emergency management when carrying out emergency management work Education and training, school laboratory chemical dangerous goods, major hazard management system, to ensure the safety of the campus, to provide students with a healthy growth environment. Moreover, the relevant staff should implement each system according to the actual situation of the school. As the saying goes, "if you want to work in an orderly way, you must put the system first" [2]. When carrying out emergency management in Colleges and universities, if the system is not implemented and improved, it is difficult to carry out the future work, and the emergency management of teachers and students can not be improved. Therefore, the relevant staff must improve the emergency management system in Colleges and universities. First of all, they must ensure the quality of the norms or system documents related to emergency management in Colleges and universities. Before the introduction of the normative documents of emergency management in Colleges and universities, they can consult the legal affairs center workers or legal advisers and other relevant legal staff in Colleges and universities, according to the "Chinese people's Congress" According to the emergency response law of the people's Republic of China and the measures for handling students' injury accidents, the public emergency plan and other superior laws are used to review the legitimacy and compliance of the school's emergency management system, establish the interpretation or evaluation system related to the normative documents of emergency management, and reasonably explain the incomprehension's in the documents. In addition, we should also establish a long-term mechanism, which can be used to change the normative documents of emergency management and improve the emergency management system. At the same time, according to the practical needs of school management and emergency management system, we should timely clean up and update the "legislation, reform and abolishment" of the upper law, and establish the relevant system of dynamic file directory and text and information management system, timely announce the situation of "legislation, reform and abolishment" to all teachers and students, strengthen the awareness of the rule of law of all teachers and students, and provide a healthy environment for students The learning environment of the college students [3].

In the school, teachers and students are the main body of

the school, the campus is equivalent to a small society, in which there is a corresponding gap between the personnel, so we can carry out publicity work in the school, enhance the emergency management knowledge of all teachers and students, improve the emergency management ability, and can also carry out targeted, classified publicity and education according to different ages and experience, so as to improve the quality of education It can be more deeply rooted in the hearts of the people. When encountering emergencies, it can help itself according to the knowledge learned, so as to reduce the losses caused by emergencies and ensure personal safety.

2. CONCLUSION

To sum up, in the development of emergency management in Colleges and universities, in order to improve the emergency management ability of colleges and universities, we should formulate emergency management system according to the actual situation of the school, and take corresponding preventive measures. If there is an emergency, the school can timely governance, reduce the losses caused by the emergency, but also improve the emergency management ability of all teachers and students, is also an important test of the ideological and political education and management ability of colleges and universities, to ensure the personal safety of school personnel, to provide students with a healthy learning environment.

ACKNOWLEDGEMENTS

Research on the application of control theory under the background of emergency management (the education fund of North China Institute of Science and Technology: HKJYGH201806).

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Research on The Effective Ways of Infiltrating Ideological and Political Education in College Physical Education from The Perspective Of "Moral Education"

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Abstract: Physical education course teaching is an important part of college education, which undertakes the important task of promoting students' physical fitness and releasing nervous learning emotions. It is an effective way for students to keep healthy and study well during their study in school. The infiltration of Ideological and political education from the perspective of "moral education" is the key to college education. How to effectively infiltrate ideological and political education in physical education is worth teachers' thinking. From this point of view, this article explores the promotion of Ideological and political education in College Physical Education Based on the perspective of "moral education", in order to achieve the integration of education and the quality education goal of national talent training.

Key words: Colleges and universities; Physical education; Ideological and Political Education

1. INTRODUCTION

From the perspective of "moral education", the infiltration of Ideological and political education in college physical education is conducive to the improvement of physical education on the one hand, on the other hand, it can guarantee the improvement of students' Ideological and political level, and ensure the establishment of correct outlook on life, world outlook and values, so as to promote college students' physical and mental development. At present, the goal of physical education is to strengthen the body. It is particularly important for teachers to deeply study the infiltration path of Ideological and political education. Only in this way can the quality of talent training in Colleges and universities be better guaranteed, and on the basis of enhancing students' political literacy, can we ensure to provide the country with high-quality and high-quality qualified talents.

2. THE IMPORTANT VALUE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE PHYSICAL EDUCATION

2.1 Meet the needs of Physical Education

The guiding ideology of quality education is the consistent guidance of education and teaching in our country. Under the background of quality education, the all-round development of morality, intelligence, physical education, beauty and labor is the key point that can not be ignored in all stages of education. Therefore, the teaching of physical education course still maintains an important position in college education. It is not only the goal of

physical education in Colleges and universities, but also the requirement of quality education to strengthen the body and improve the overall physical quality of students. Under the background of national quality education, the infiltration of Ideological and political education is necessary for physical education in Colleges and Universities under the new environment. The integration of Ideological and political education and physical education can effectively improve students' Ideological and moral quality [1].

2.2 Meeting the needs of social development

With the rapid development of economy and science and technology, social progress and the development of the times have been driven. The talent training plan of colleges and universities has been changing with the changes of the times. In today's society, the pace of life is fast and the pressure of work is great. If students do not have a good attitude to face it when they go out of the campus and step into the society, their survival in the society will be affected. In college physical education, the infiltration of Ideological and political education is conducive to improving students' Ideological and moral quality, to a certain extent, promoting the tempering of students' will, so as to effectively exercise the spirit and ability of college students to bear hardships and stand hard work, and to improve their adaptability and flexibility in society, so as to enhance the high quality of talent training in Colleges and universities, and realize the goal of increasing national competitiveness. The goal is to increase the reserve of excellent strategic talents.

3. THE PRINCIPLE OF IDEOLOGICAL AND POLITICAL EDUCATION INFILTRATING COLLEGE PHYSICAL EDUCATION

3.1 Principle of effectiveness

There are obvious differences between college education and other stages of education. The key is to cultivate students' practical ability and improve social adaptability. On one hand, the teaching goal of physical education is to promote and strengthen students' social adaptability. Therefore, the infiltration of Ideological and political education from the perspective of "moral cultivation" must not lose its original intention. Following the principle of effectiveness can ensure the effective goal of the original education in college physical education, and ensure the effective penetration of Ideological and political education, so as to fully show the improvement of students' Ideological and political literacy in physical

education, as well as the substantial strengthening of personal behavior literacy. The principle of effectiveness can ensure the improvement of education and teaching in Colleges and universities, guarantee the positive role of talent training plan, and realize high quality and high quantity of talent output.

3.2 Innovation principle

From the perspective of "moral education", the infiltration of Ideological and political education in college physical education naturally needs to be innovated, and copying the traditional teaching mode may be counterproductive. Therefore, it is necessary to follow the principle of innovation. On the one hand, it is conducive to keep the freshness of education when ideological and political education is infiltrated into physical education, promote and stimulate students' learning enthusiasm and generate power. On the other hand, it is conducive to innovate the education mode of Physical Education in Colleges and universities, promote the innovative development of physical education in Colleges and universities on the basis of traditional teaching forms, so as to maintain the quality of education It's sustainable. In addition, the innovative principle can also promote the ideological and political education to obtain a new educational concept, and promote the innovative development of Ideological and Political Teaching [2].

4. EFFECTIVE STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION PENETRATING INTO COLLEGE PHYSICAL EDUCATION

4.1 Effective penetration in classroom teaching

Classroom teaching is a part of physical education in Colleges and universities. The infiltration of Ideological and political education in physical education needs to be promoted from this aspect. Physical education classroom teaching is the basis of physical training and the key to guarantee the infiltration of Ideological and political education. First of all, when organizing the classroom teaching content and designing the teaching links, teachers should carefully plan the combination with the content of Ideological and political education, and present it to the students without violation in the classroom teaching; second, in the physical education classroom teaching, the teaching of collective events, competition rules and other contents contains a strong physiological and psychological burden, through which teachers can penetrate into the ideological and political education Rong. Teachers can also play some uncivilized behavior videos in the classroom teaching, and strengthen the effective infiltration of Ideological and political education through the contrast teaching of negative teaching materials, so as to achieve the teaching objectives.

4.2 Infiltration in teaching activities

Extracurricular teaching activities are an important part of physical education in Colleges and universities. The infiltration of Ideological and political education should start from this point. The planning of physical education activities can be combined with the guiding ideology of Ideological and political education, and integrated with

the activities of tempering will and improving patience, so as to enable students to achieve effective quality improvement in the process of teaching activities and enhance their personal behavior quality. The process of overcoming sports difficulties is helpful to strengthen the inner endurance, promote the two-way improvement of students' physical and mental quality, cultivate a good tenacious character and social adaptability, and realize the efficient integration between Ideological and political education and physical education [3].

4.3 Diversified development of teaching forms

Diversified development of teaching forms can promote the effective infiltration of Ideological and political education in physical education, make various forms of teaching mode become the two-way sharp edge of physical education and ideological and political education, improve students' physical quality and strengthen personal ideological and moral quality. For example, game teaching method, the establishment of appropriate games in sports teaching, so that the organic combination of Ideological and political education content and games, promote students in the game process to get effective ideological and political education, so as to promote the improvement of personal quality and get effective sports training. For the infiltration of Ideological and political education in college physical education, diversified development of teaching forms is an effective way to promote its development.

5. CONCLUSION

In a word, the infiltration of Ideological and political education in college physical education should pay attention to the students as the main body, fully meet the needs of students' growth and development and personalized development differences, combined with the goal of talent training in Colleges and universities and national talent needs, in order to ensure the effectiveness of ideological and political education integration in physical education, so as to ensure the improvement of students' political literacy in the process of talent training in Colleges and universities. From the perspective of "moral education", the effective infiltration of Ideological and political education is conducive to the improvement of teaching mode and the improvement of the quality and efficiency of talent cultivation in Colleges and universities.

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College Students' Employability and Its Training Path

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Abstract: With the continuous development of society, the state attaches great importance to the employment of college students, and the government also supports the innovation and Entrepreneurship of students. At the same time, it takes some measures to encourage college students to start their own businesses with very generous policies. Even so, college students are unable to start a successful business in the society because of the lack of ability and practical ability. In order to effectively improve the employability of students, colleges and universities are constantly exploring the training path, innovating the traditional teaching mode, improving the employment guidance for students, and creating characteristic entrepreneurship education mode according to the actual situation of the school. In the following, we will mainly analyze the employability and training path of college students, and find the appropriate teaching strategies.

Key words: College students; Employability; Training path

1. INTRODUCTION

College students are the hope of the country in the future. Doing a good job of college graduates directly affects the realization of students' value and can promote the future development of our country. At present, there are still some problems in the employment of college students [1]. In 2018, the number of college graduates has reached 8.52 million, which is growing every year. In the context of this new era, colleges and universities first need to ease the employment pressure of college students, and then targeted to cultivate the employability of college students in all aspects. Employability is closely related to their career, which can effectively ensure the follow-up work ability and obtain the ability of career development. If college students want to find a suitable work field and play their own value, they must meet the work needs and have enough work ability [2].

2. THE OUTSTANDING PROBLEMS OF COLLEGE STUDENTS' EMPLOYABILITY

2.1 The structure of professional knowledge is not reasonable

At present, the teaching content of professional courses in Colleges and universities is relatively single, and the professional knowledge is too old to keep up with the pace of social development. It is far from the current job demand, and it does not integrate the real job demand into the classroom. It is lack of timeliness and development, which leads to the situation that college students are out of touch with the market job demand after graduation [3]. From the perspective of college students, it can be learned that some teachers are deeply influenced by exam oriented education and still adopt traditional indoctrination

education. Students lack initiative in learning, and the development of creative ability is limited. Their professional ability can not be improved, which can not meet the needs of today's Posts [4].

2.2 Lack of improvement in practical ability

Practical ability mainly refers to the ability to operate and solve problems. The employment of college students is the embodiment of practical ability. In addition to the theoretical knowledge in teaching materials, it also needs a lot of work experience and tacit knowledge, the ability to analyze problems, and the ability to use professional knowledge in work. This kind of invisible knowledge is mainly obtained through the workplace, but most college students' practical activities are experienced in the campus. Although the occasional off campus part-time work is also practice, the part-time work is less professional and can not provide more effective experience. That is to say, they just exchange time for reward and have no room to improve their ability. "High vision, low hands" is also a common shortcoming of students, although the professional performance is good, but far from the requirements of the enterprise, after the post is not competent, cannot meet the needs of the enterprise.

3. THE IMPORTANT PATH TO IMPROVE THE EMPLOYABILITY OF COLLEGE STUDENTS UNDER THE NEW BACKGROUND

3.1 Improve the employment guidance system for college students

The main goal of the employment guidance mechanism is to help college students make the corresponding career planning. Students can plan according to their majors and hobbies. The teaching plan of colleges and universities should also be designed and innovated according to the actual situation. In the classroom, the teaching objectives and career planning are combined with each other, and the daily courses teach according to the students' planning. First of all, teachers need to accurately understand the current employment situation, make continuous progress in the fierce employment competition, improve the sense of crisis, focus on the supplement of knowledge, and constantly improve the level of skills in daily life, so as to ensure that college students' life can keep up with the pace of the times. Teachers need to cut in from various angles, such as thinking, to help students quickly improve their ability, find their own advantages in the process of learning, recognize their own shortcomings and improve, this process can let students have a clear understanding of themselves, and carry out the correct career planning. In the current teaching mode, some colleges and universities do not pay attention to the employment situation of students, which makes the teaching goal more blind. Therefore, colleges and universities should carry out

employment guidance for students according to the teaching content, so that students can study in a planned way in class. Strengthen the collection system of employment information, pay attention to the practical training of students, so that students have a deep understanding of the post in advance, clear the direction of life. Teachers can cultivate students' comprehensive ability and teach students in accordance with their aptitude. To cultivate students' professional concept, we should proceed from reality, based on self-awareness, make career choice according to their ability and ideal, determine the goal of employment, and avoid blind employment.

3.2 Reform the talent training mode of colleges and universities with the guidance of social needs

Colleges and universities are the main platform for personnel training, providing high-quality talents for the society. The current labor market also puts forward higher requirements for college students. The training objectives of colleges and universities are seriously inconsistent with the social needs. Colleges and universities need to look at the problems from the requirements of economic development to ensure that the training direction is consistent with the needs of enterprises. In order to help students get a successful job after graduation,

3.3 Taking innovation and entrepreneurship as an opportunity to enhance employability

The education of innovation and entrepreneurship can help students have a correct understanding of the employment problem, help students understand their own pursuit, and improve their employment concept. Teachers in the process of innovation and entrepreneurship, to stimulate students' interest as the main goal, to provide students with a good learning platform, on the basis of innovation, actively expand knowledge, improve related skills. In addition, students can also have a certain degree of understanding of themselves in innovation and entrepreneurship, pay attention to the cultivation of comprehensive quality in the classroom, integrate theoretical knowledge with practice, and actively participate in each practical activity. Schools can also develop school enterprise cooperation, provide students with a platform for practice, understand the work position in advance, and be able to learn better and improve the efficiency of learning. In the process of cultivating the employability of college students, there is no clear plan for the main goal of employment, and there is no basic

understanding of the society. Colleges and universities need to innovate the traditional teaching mode, improve the content of the course, and carry out targeted education under the condition of respecting the students' will, so as to help students see the current employment situation clearly, and according to their own level and the situation Ability to plan. Schools can also make adjustments from the perspective of curriculum evaluation, pay attention to the cultivation of students' practical ability, and help students move towards the correct employment path from the perspective of innovation and entrepreneurship.

4. CONCLUSION

According to the above, it can be known that strengthening the cultivation of College Students' employability is very important for the development of students, and also has important significance for the future construction of the country. In the process of continuous improvement of ability to achieve self-worth, promote the development of colleges and universities, for the country to cultivate comprehensive talents to meet the needs of society. Therefore, colleges and universities should pay attention to the cultivation of College Students' employability, take corresponding measures according to the actual situation after determining the training objectives, and strengthen the implementation to ensure the stable and continuous development of colleges and universities.

ACKNOWLEDGEMENTS

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Research on Quality Inspection Method and Accuracy of Mechanical Products

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Abstract: With the continuous development of social economy and science and technology, the domestic machinery industry to strengthen the development of production mode and structure, through increasing innovation, can effectively improve the quality and output of mechanical products. On the quality development of domestic mechanical products, we need to conduct systematic research from two aspects of inspection methods and accuracy, which will help to improve the quality of mechanical products and meet the index requirements of relevant enterprises, so as to enhance the profit margin of machinery industry and promote the stable development of domestic social economy. This paper mainly analyzes the quality inspection methods and accuracy of mechanical products, and the research results are only for reference.

Key words: Mechanical products; Quality inspection methods; Accuracy

1. INTRODUCTION

With the diversified development of modern social economic market, the domestic machinery industry is stimulated by the economy. Increasing the effective use of advanced science and technology is conducive to improving the economic benefits of the development of mechanical products, meeting the various requirements of relevant enterprises for mechanical products, so as to expand the profit space of mechanical products and play a certain role in promoting the development of domestic economy. But with the continuous improvement of the speed of social development, domestic machinery enterprises strengthen the research and implementation of advanced concepts, making the development of the machinery industry will be subject to strong competitiveness, so in the development process, strengthen the research on product quality and accuracy, lay an important foundation for development.

2. CLASSIFICATION OF FACTORS AFFECTING THE QUALITY OF CONTEMPORARY MECHANICAL PRODUCTS

2.1 Positioning factors in the market environment

In the development process of modern machinery manufacturing enterprises, the quality of products has a direct relationship with the business development of enterprises in the social economy. Therefore, in the development process, we need to strengthen the requirements of product quality and ensure that it meets the relevant requirements of customers, so as to increase the trust of customers, which plays an important role in the development of subsequent mechanical products of enterprises and helps to improve the quality of machinery. The comprehensive competitiveness of enterprises.

2.2 Make clear the design details of the scheme according to the actual situation

According to the research on the quality of contemporary mechanical products, it is found that the design content of the scheme has a certain impact on the quality. Therefore, in the early stage of manufacturing, it is necessary to conduct professional discussion on the coefficients and accuracy of the products, so as to ensure that the mechanical products can play a role in the application environment after manufacturing. The design of mechanical product scheme plays an important role in promoting the development of modern machinery industry [1].

2.3 Strengthen the control of mechanical product production

In the process of development, machinery manufacturing enterprises need to pay attention to the management and control of product production, mainly for the effective management of all aspects of product production, to ensure that the relevant mechanical equipment can maintain the normal working state. Therefore, in the actual production process, the relevant inspectors need to play the management ability to ensure the normal operation of the product production chain, and can reduce the probability of errors, so as to avoid the impact on the quality and accuracy of products.

3. UNDERSTAND THE SPECIFIC APPLICATION METHODS OF MECHANICAL PRODUCT QUALITY INSPECTION

3.1 Using product sampling inspection method

Product sampling inspection method mainly refers to the inspection personnel randomly select some products in the product for professional inspection, and compare with the standard data and product requirements, and then get the qualification rate of the whole batch of products according to the product inspection situation. This method is scientific and random, and it is also one of the common ways in modern society.

3.2 Using the method of total product inspection

Product total inspection method mainly refers to the specific production process needs to carry out all the testing of products, to ensure that the problems found in the testing process can be timely and effective treatment and maintenance, to achieve high-quality production of mechanical products, with the characteristics of accuracy. But in the practical application stage, it costs a lot of manpower and financial resources, which is not conducive to the production and development of large mechanical products [2].

4. FORMULATE RELEVANT STRATEGIES FOR THE INSPECTION OF MECHANICAL PRODUCT QUALITY IN MODERN ENTERPRISES

4.1 Selection of suitable advanced inspection instruments
In the process of contemporary social development, professional selection of inspection instruments is needed. It is precisely because inspection instruments have a direct impact on product quality, so it is necessary to select appropriate inspection instruments according to the accuracy requirements and quality of products, so as to realize the normal economic development of relevant enterprises on the effective cost control.

4.2 Reasonable selection of product inspection standards
With regard to the development of mechanical products in modern enterprises, we need to pay attention to the management of the qualified rate of products. In the process of production and development, we need to strengthen the management of quality and accuracy, so as to ensure that the products conform to the application role of products in practical application. Therefore, in the production process of mechanical products, it is necessary to make a reasonable choice of inspection standards, so as to ensure the high quality development of mechanical products. Through the investigation of the development of mechanical products, it is found that inspection standards are mainly divided into two ways, one is national standards, the other is enterprise standards. Therefore, in the manufacturing process, it is necessary to audit and inspect the requirements of the product, to avoid repeated repair and maintain the stable development of the enterprise [3].

4.3 The inspection method of products needs practical consideration

In the development of modern society, it is necessary to give professional consideration to the product inspection methods. In the process of development, it is necessary to conduct a comprehensive study on the production requirements of mechanical products. Due to the different advantages and disadvantages of various detection methods, in the process of development, technical personnel comprehensively consider the coefficients of products, which can effectively improve the efficiency and accuracy of detection, and provide reference for enterprises Lay an important foundation for the future development of the industry.

4.4 Strengthen the professional processing of inspection data

In the process of modern social development, the inspection data of mechanical products need to be processed professionally. In the inspection process of mechanical products, various objective factors will have a certain impact on the inspection data. For example, the wrong operation of inspectors leads to that the inspection data does not meet the production requirements of mechanical products, which is not conducive to the stable development of mechanical enterprises in society. Therefore, in the development process of mechanical products, it is necessary to strengthen the training and management of construction personnel, pay attention to

improving the professional energy saving and comprehensive quality of inspection personnel, and reduce the impact of objective factors on inspection data.

4.5 Strengthen the management of raw materials and production equipment

As for the inspection development of mechanical product quality in contemporary enterprises, we need to pay attention to the development of product raw materials and production equipment. As the inspection work is the last step before the products enter the market, it is necessary to strengthen the management of raw materials and advanced equipment in the production process of mechanical products, so as to realize the high-quality development of products from the root of development. The control of raw materials can not only ensure the quality of products, but also control the production cost, and maintain the stable development of enterprise economy. Among them, the management of mechanical equipment needs to consider the performance and quality of the equipment itself, which can realize the high-quality deployment of each link in the production process of mechanical products, and lay an important condition for the quality and accuracy of mechanical products, so as to realize the high-quality development of mechanical products.

5. CONCLUSION

To sum up, under the influence of the rapid development of modern science and technology, the domestic machinery industry pays attention to improving its competitiveness and comprehensive strength, and strengthens the management of product design and quality, so as to promote the economic benefits of the domestic machinery industry. Among them, modern enterprises generally use inspection methods to inspect the quality and accuracy of mechanical products, which can find out the quality problems in time. Therefore, we can use product sampling inspection method and product total inspection method to strengthen the all-round management of inspection instruments, inspection standards and inspection data in the actual production stage, so as to increase the profit margin of mechanical product development It plays an important role in the future development of enterprises.

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Opportunities and Challenges Faced by Digital Libraries in The Era of Big Data

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Abstract: The development of Digital Library in today's big data era is very difficult. If we don't make corresponding adjustments and changes as soon as possible, the development of big data is likely to have a great impact on the digital library, so the library must keep up with the pace of the times, develop the construction of digital information database, expand information resources in various fields, and comprehensively improve the digital library to meet the opportunities and challenges brought by big data.

Key words: Big data; Digital library; Development intention

1. INTRODUCTION

With the advent of the era of digital information and big data, today's society is developing rapidly. Many fields are naturally derailed with the era of big data. Big data resources are rich and easy to search, making digital library one of them. The era of big data brings not only challenges, but also countless opportunities. The era of big data can not only help promote the development of digital library, improve the management mode of digital library, but also better serve the people

2. RESOURCE ADJUSTMENT OF DIGITAL LIBRARY IN THE ERA OF BIG DATA

Although there are many information resources of Digital Library in the era of big data, due to some of the shortcomings, it still cannot meet the needs of individual special users. Therefore, digital library should make changes and integrate according to people's needs, and comprehensively enrich information resources. Today, in the era of big data, people's demand for digital library is more than books and articles, so digital library should not only enrich and integrate resources, but also provide fast search speed. For example, we can build a search engine similar to a browser to facilitate information collection and provide people with higher reading quality and service.

3. CHALLENGES FACED BY DIGITAL LIBRARY IN BIG DATA ENVIRONMENT

In the era of big data, the resources of digital library have been unable to meet the majority of users. Due to the rapid development of mobile phones and other intelligent devices, the technical requirements of digital library will also be more stringent. It is necessary to take into account the compatibility and stability of mobile devices, so it is necessary to improve its own structure through continuous optimization, understand users' psychological activities through active services, and make corresponding adjustments. In order to bring better service quality to meet the challenges of big data.

3.1 Impact of homogenization

The user groups of Digital Library and traditional library

are the same, and many aspects of information resources also appear the problem of homogenization, so one side has to make changes [1]. Digital library now has some shortcomings in the expansion of resources, storage and search. Therefore, digital library should carry out a series of digital changes, such as data analysis and resource integration. The same is true for the service of social groups, which is also very beneficial to the development of Digital Library in the future. In the sense of library, the two are similar, so it is difficult to avoid the problem of homogenization.

3.2 Impact of non structural data resources

As the proportion of unstructured data resources in digital library resources is gradually increasing, because of the disorder of unstructured data resources, the processing capacity of the library is also greatly reduced, which has a great impact on the future development of Digital Library and the reading service experience of users.

3.3 Social needs of Digital Library

With the rapid development of society, all fields are trying to understand and adapt to the needs of society. The advantage of digital library is that it can find the most valuable information resources in the shortest time when people have needs, which has a good auxiliary effect for scientific research and technical personnel in all fields.

4. OPPORTUNITIES BROUGHT BY BIG DATA FOR DIGITAL LIBRARY

4.1 Abundant digital information resources

The arrival of the era of big data has caused a great impact on the digital library, but it also brings more opportunities and the direction of improving its own structure. It is precisely because of the vigorous development of big data that the network information technology develops so rapidly, many kinds of electronic articles and diversified information resources appear, and the digital library can rely on the rapid development of intelligent library Information equipment to provide the best service for people, in order to enhance the priority of Digital Library in the fierce social competition [2].

4.2 Strengthen the data collection, analysis and processing capacity of Digital Library

In the era of big data, information is fleeting, so the collection and processing of information resources is particularly important. In order to strengthen the ability of information service, digital library needs to make technical optimization, such as information collection and classification, text and image processing ability, more importantly, targeted search and personalized service.

4.3 Improve the information service quality and information socialization degree of Digital Library

In the era of big data, there are a large number of reading users. It is necessary to establish a complete and

professional collection, analysis and processing process, and construct information resources efficiently and reasonably, so as to provide convenient services for readers and ensure high-quality reading experience, so as to get the unanimous recognition of readers and promote the sustainable development of digital library.

4.4 Improvement of infrastructure and popularization of terminal equipment

Due to the complexity of big data, the conditions of digital library will be higher, and the mainstream users of digital library are brought by the widespread popularity of intelligent terminal devices. To ensure the quality and experience of users' reading, the infrastructure of digital library must be stable enough. On the one hand, the country is constantly helping the digital library to gradually improve the infrastructure and network channels, so as to stabilize the users' reading experience of digital library to the greatest extent.

5. BIG DATA DEVELOPMENT STRATEGY OF DIGITAL LIBRARY

5.1 Improve big data development ideas

In the era of big data, the future information diversification and data will become more and more chaotic, so the development of digital library must consider all the possibilities and unknowns. At present, multimedia and intelligent devices are developing at an exaggerated speed of upgrading, which shows that technology upgrading is a key link, so as to make preparations for the repair and improvement of information devices. The increase in the proportion of non structural data is not all bad. There are many valuable information resources in non structural data, which need professional technicians to analyze and process to meet the information needs of users. In the current society, the service attitude is also the general direction of users' choice. Digital library should make a distinctive and diversified service mode to actively understand the ideas users want to consult and obtain users' satisfaction and recognition.

5.2 Strengthening the construction of characteristic resources

In the service industry, user feedback is very critical. Digital library should pay attention to user experience, and understand the latest literature and network words through user feedback. The future development direction of digital

library is inclined to the mining of information resources. It is necessary to build data resource database of different age groups, and gradually expand data resource database of different age groups, so as to have a deep understanding of user experience. User feedback to explore its hidden value can also better meet the needs of users.

5.3 Strengthen information service capability

The digital library needs to break the conventional library service concept, establish a comprehensive digital library service concept, actively serve users, let users give the literature or information keywords, recommend information resources with high similarity for them, and develop a personalized recommendation interface for each user to fully meet the needs of various users and let users feel the absolute sincerity of the brand.

5.4 Strengthen the ability of talent training and introduction

In terms of talent demand, digital library is quite different from traditional library. First of all, key technical personnel should be introduced to research and improve in information resource processing, data analysis and so on. The management personnel of digital library should understand and be able to skillfully operate the management system of the library, and need higher quality to ensure the quality of service.

6. CONCLUSION

Although the advent of the era of big data has brought some challenges to the digital library, it has also brought rare opportunities. Having a larger user group than the traditional library, it has better publicized the efficient search and extensive information resources of the digital library, strengthened the favor of the brand in the large user group, and made the future development of the digital library Exhibition occupies a high market position.

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Exploration of The Open and Interactive Experimental Teaching Mode of The Combination of Virtual and Real

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Abstract: With the economic growth and the rapid development of science and technology, the society continues to progress, and the times change faster, followed by the change of social employment needs. In order to meet the changes of the times and the transformation of talent needs, new ideas are put forward in the development of experimental teaching mode in the field of education and teaching, and the experimental teaching mode of open and interactive combination of virtual and real comes into being. This article mainly from this point of view, in order to optimize the integration of experimental teaching resources as the goal, to build a perfect open and interactive experimental teaching mode, so as to improve the quality and efficiency of experimental teaching, improve the quality of personnel training.

Key words: Open and interactive; Combination of virtual and real; Experimental teaching

1. INTRODUCTION

Under the background of the new era, there is a very close relationship between higher education and social employment. Innovative social application talents are required by the times, and also the training goal of strategic talent reserve in the process of national development. Experimental teaching is the key to improve the practical ability and application level in the process of personnel training, and the open and interactive experimental teaching mode of virtual reality combination is an effective means to enhance the efficiency of experimental teaching. The integration and utilization of experimental teaching resources and the improvement of software and hardware teaching facilities are the important contents of the open and interactive experimental teaching mode, and also the key points to realize the integrity of experimental teaching in the current talent training process.

2. THE IMPORTANT VALUE OF THE OPEN AND INTERACTIVE EXPERIMENTAL TEACHING MODE OF THE COMBINATION OF VIRTUAL AND REAL

2.1 Effectively make up for the shortcomings of traditional experimental teaching

From the perspective of education and teaching, open and interactive experimental teaching is the integration of multimedia teaching technology, computer technology, Internet technology, computer software, virtual reality and other technologies, which belongs to an innovative teaching form. There is a certain difference between the open and interactive experimental teaching mode of the

combination of virtual and real and the traditional experimental teaching. The choice of teaching methods and the application of technical means are mainly based on software simulation. The purpose is to achieve the presentation of real experimental results between the combination of virtual and real. From the aspect of experimental exploration, the open and interactive experimental teaching mode of combining virtual with real strengthens students' experimental feelings, enriches and concretizes the perception of experimental principle, process and conclusion, and makes the operation, step display and reaction process clearer with the support of advanced technology, which changes the rigidity, incomprehension, abstraction and substantiality of traditional experimental teaching. The experimental operation level of the students has been improved effectively.

2.2 Promote and stimulate students' exploration creativity
Compared with foreign experimental teaching, the open interactive experimental teaching mode of combining virtual and real is a common means of foreign teaching. In terms of abstract concept, it is a kind of comprehensive open teaching in terms of time, space, method and content, that is, students are not limited by the site, teaching materials and time in experimental teaching, and can establish their own experiments according to the learning content Teaching topic, and then independent exploration and research. The open and interactive experimental teaching mode of the combination of virtual and real strengthens the students' subjective initiative to a certain extent, and the form of independent "raising and solving problems" fully stimulates the students' enthusiasm, and promotes the cultivation of creativity while constantly tapping the students' potential [1].

3. OPEN AND INTERACTIVE EXPERIMENTAL TEACHING MODE OF COMBINATION OF VIRTUAL AND REAL TO ACHIEVE THE GOAL

First of all, the open and interactive experimental teaching of the combination of virtual and real improves the traditional experimental teaching form, taking into account the characteristics of the combination of virtual and real and maintaining the authenticity of the experiment, and promotes the experimental teaching to form a heuristic and creative teaching mode of "combination of virtual and real, open and selecting the best", which is also the first practical goal of the open and interactive experimental teaching mode of the combination of virtual and real; second, stimulate

students' curiosity, To improve the enthusiasm of experimental learning is the second goal. In the process of open and interactive experimental teaching, we must take students as the main body, give full play to the main role of students, and let teachers become the auxiliary guidance of learning, so as to achieve more effective autonomous inquiry learning. Finally, cultivating students' ability of cooperation and problem-solving is the third goal The application of the combined experimental teaching mode should pay attention to improve the spirit of students' active participation, helpfulness, carefulness and preciseness, and the courage to innovate, so as to improve students' scientific literacy in the experimental process, so as to ensure that the open and interactive experimental teaching mode of combination of virtual and real is more valuable [2].

4.THE CONSTRUCTION STRATEGY OF THE OPEN AND INTERACTIVE EXPERIMENTAL TEACHING MODE OF THE COMBINATION OF VIRTUAL AND REAL

4.1 Construction from basic experiments

The basic experimental teaching is the first step for students to explore the experiment, and the construction of the open and interactive experimental teaching mode should be based on this. Generally speaking, teachers should break the limitations of experimental content and operation space. When the students do not master the complete experimental skills, they should put forward the corresponding experimental topics to the students, let them choose independently, and then try to explore through personal efforts, and provide help through computer, Internet, virtual technology, etc. in this process, so as to promote the effective construction of the open interactive experimental teaching mode of virtual reality combination.

4.2 Construction from comprehensive experiments

With the deepening of learning, the difficulty of experimental teaching is gradually increasing. Comprehensive experimental operation is the only way for students in the process of learning. Taking the comprehensive experimental teaching of food as an example, in the process of systematic and complete food production, technology, equipment use, quality inspection and packaging are the key points. When setting up comprehensive experimental courses for students, there should be no restrictions, so that students can play freely in the scope of food. Teachers should pay attention to observe and record the specific situation of students' operation, and then teach in the combination of virtual and real with the help of software design, technology integration and other improvements in the process, the integrity of the experimental teaching mode of open interactive virtual reality combination can be ensured, and students can fully experience the teaching idea of open interactive virtual reality combination [3].

4.3 Construction from exploration and innovation experiment

Bold innovation and practice are the guiding ideology of experimental teaching, and exploration and innovation of experiment are the effective measures to promote the construction of open and interactive experimental teaching mode. First of all, the school should increase capital investment, improve the hardware facilities and software composition related to experimental teaching, and ensure that the experimental teaching of open interactive virtual reality combination has complete facilities support; second, teachers should change teaching ideas, improve personal professional quality, and ensure that there is commonality between teaching and open interactive virtual reality combination; finally, encourage students to learn more in experimental teaching Students actively try to innovate, broaden students' experimental ideas and methods, in order to realize the real open interaction and the combination of virtual and real concept, so as to effectively promote the construction and application of teaching mode.

5. CONCLUSION

In a word, the construction of the open and interactive experimental teaching mode of the combination of virtual and real should be based on the experimental teaching content, guided by the experimental teaching objectives, and change the experimental teaching forms and methods in an all-round and diversified way, so as to promote the full presentation of the open and interactive idea of the combination of virtual and real. The open and interactive experimental teaching mode of the combination of virtual and real is conducive to improving students' individual experimental ability, strengthening students' practical level and application skills, ensuring that their personal ability is more in line with the needs of social employment in the new era, so as to effectively increase the country's strategic reserve of talents in all aspects.

ACKNOWLEDGEMENTS

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Transformation and Development of English Education in Higher Vocational Colleges Under the New Media Environment

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Abstract: The rapid economic growth and the rapid development of science and technology promote the social progress and the change of the times. The social environment has changed under the background of the new era. As an important part of the education and teaching field in China, the curriculum and personnel training plan of higher vocational colleges must be changed with the times, and English teaching is the key point Content, and the corresponding transformation is very important. Therefore, based on the new media environment, this paper explores the transformation and development of English education in higher vocational colleges, so as to promote the improvement of education and teaching, and ensure the high quality and high efficiency of talent cultivation in higher vocational colleges.

Keywords: New media environment; Higher vocational colleges; English Education

1. INTRODUCTION

The development of computer technology and the popularization and application of Internet technology have brought about the birth of new media environment. The use of computer network, wireless communication technology, mobile computer and so on has brought about qualitative changes in people's production, life and information dissemination. Higher vocational colleges, as an important strategic area of national talent training, in English teaching, it is the general trend to adapt to the changes of the new media environment for teaching transformation. The transformation of the overall teaching content and teaching form is conducive to promoting education and teaching to keep up with the pace of the times, ensuring good talent training and effective teaching innovation.

2. ANALYSIS OF THE NEW MEDIA ENVIRONMENT

The so-called new media environment in today's society refers to the technical background of the media sum of information dissemination through new media based on computer information technology and the Internet. In addition to the basic newspapers, magazines, television and other channels, it also includes new media such as computers, mobile phones, smart watches and so on, which has strong interactivity, extensibility and integration. Under the new media environment, the forms of information dissemination have more abundant media forms, such as digital magazines, digital newspapers, touch media and so on. Compared with the traditional media environment, in the new media environment,

people use mobile phones, computers, smart watches and other convenient devices to effectively grasp more information, which fully reflects the advantages of today's new media, such as openness, sharing and convenience [1]. Based on the new media environment, higher vocational education promotes the enrichment of teaching content and the improvement of teaching mode, at the same time, it promotes the renewal of teachers' teaching ideas and the innovation of teaching methods, strengthens the comprehensiveness and integrity of talent cultivation in higher vocational colleges, and improves the quality and efficiency of education and teaching.

3. PRINCIPLES OF TRANSFORMATION AND DEVELOPMENT OF ENGLISH EDUCATION IN HIGHER VOCATIONAL COLLEGES UNDER THE NEW MEDIA ENVIRONMENT

3.1 Principle of effectiveness

For the transformation and development of English education in Higher Vocational Colleges in the new media environment, the key is to maintain the effectiveness of education and teaching. The importance of students' learning should not be ignored because of blindly pursuing the innovation of teaching and the transformation of education. Following the principle of effectiveness, on the one hand, it can ensure the effectiveness of English Teaching in Higher Vocational Colleges and the cultivation of students' good English skills; on the other hand, it can help to promote the effective transformation and development of English education, ensure the integrity of students' Education in the process of Education transformation and development, and the effective innovation and improvement of education and teaching.

3.2 Innovation principle

Under the new media environment, English education in higher vocational colleges needs to cater to the teaching environment, so it is inevitable to follow the principle of innovation. In the process of the transformation and development of English education, the innovation of content or education form according to the change of new media environment helps to ensure the high integration of the whole teaching with the times and educational background, and promote the innovation and development of the whole education and teaching in higher vocational colleges. The principle of innovation can effectively help teachers innovate teaching mode, ensure the catering to new media, and effectively promote the transformation and development of Higher Vocational Colleges [2].

3.3 Principles of quality education

Quality education is the guiding ideology of education and teaching in our country from beginning to end, and it is also the ultimate goal of national education. Under the new media environment, the transformation and development of English education in Higher Vocational Colleges follow the principle of quality education. On the one hand, it helps to ensure the quality education of higher vocational colleges; on the other hand, it helps to ensure the integrity of quality education for students in the process of education transformation and development, so as to avoid paying attention to the development of disciplines while ignoring the development of students, so as to ensure the importance of quality education for talents. To cultivate high-quality support, fully realize the goal of national quality education and embody the scientific teaching guiding concept.

4. STRATEGIES FOR THE TRANSFORMATION AND DEVELOPMENT OF ENGLISH EDUCATION IN HIGHER VOCATIONAL COLLEGES UNDER THE NEW MEDIA ENVIRONMENT

4.1 Active use of new media technology

Under the new media environment, the application of new media technology is the focus of the transformation and development of English education in higher vocational colleges. The popularization of computer technology and Internet technology has changed people's lives, and the growth and development characteristics of students have also undergone qualitative changes. In English Teaching in higher vocational colleges, the application of new media technology can break the limitations of education and teaching. For example, in this year's epidemic period, a mobile phone and a computer have realized cross time and cross space barrier free teaching, which is the embodiment of teaching transformation. Breaking through the space limitation of English teaching can improve the flexibility of English application, promote the transformation and development of English Education under the new media environment, make English teaching no longer the traditional "speaking" and "writing", but more focus on "Practicing" and "listening", so as to strengthen students' Application ability.

4.2 Effective combination with flipped classroom

Flipped classroom is the product of the integration of education and teaching under the new media environment and the development of the times. The transformation and development of English education in higher vocational colleges can be realized through the combination of flipped classroom. First of all, teachers need to set up a professional teaching team, and each teacher is responsible for the production of educational videos in different teaching units, so as to improve the application efficiency in classroom teaching; second, teachers and students should carry out interaction as much as possible in the process of English teaching, so that students can become the leading force in English learning, so as to promote the comprehensive improvement of listening, speaking, reading, writing and practice; finally, English homework should be changed. The examination mode,

guided by the new media environment, enables students to strengthen their learning and improve their English ability through English video production, and fully embodies the positive role of new media in English, so as to ensure the smooth transformation and development of English education in Higher Vocational Colleges [3].

4.3 Application interactive media and we media

In the new media environment, interactive media and we media are important components. The application of interactive media and we media can improve the effectiveness of English education transformation in higher vocational colleges. For example, nowadays, students are keen on using mobile phones. Teachers can establish groups for teachers and students to study and discuss together, or realize interactive learning by using some teaching software, transforming the traditional form of English education from classroom and campus teaching to unrestricted peripheral space, so as to effectively solve the problem of students' death and retreat, and improve the efficiency of English teaching. Interactive media and we media are the products of the new media environment. The positive application of interactive media in higher vocational education is an effective way to ensure the transformation and development of education.

5. CONCLUSION

6. In a word, the transformation and development of English education in Higher Vocational Colleges under the new media environment should take students as the main body, follow the principles of effectiveness, innovation and quality education in the process of development, and combine with the growth and development characteristics and personalized development differences of students in higher vocational colleges, so as to ensure the effective value of English education itself and the overall quality of talent cultivation in Higher Vocational Colleges under the new media environment. It's all about face. In order to ensure the effective transformation of English education and the integration of higher vocational education and the development of the times, schools and teachers should fully understand the new media and ensure the complete hardware facilities and perfect teaching philosophy.

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Research on The Cultivation of Vocational Core Competence of Financial Majors in Higher Vocational Colleges

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Abstract: Higher Vocational College is an important part of higher education, which provides sufficient human resources for the development of social economy. With the improvement of China's economic level and the optimization and upgrading of industrial structure, all walks of life have a higher demand for talents. As the main driving force of China's economic development, the financial industry has a higher standard for talents. In this case, higher vocational colleges should build a financial professional curriculum system in line with the society, improve students' professional core competence, and provide conditions for the stable development of society. This article briefly analyzes the deficiencies in the training process of vocational core competence of financial majors in higher vocational colleges, and puts forward relevant countermeasures, hoping to provide reference for the smooth development of financial teaching.

Keywords: Higher vocational colleges; Finance major; students; Professional core competence; Training

1. INTRODUCTION

Core competence plays a key role in the development of students. It can provide guarantee for students' employment and enable students to adapt to their posts in a short time. Therefore, higher vocational colleges must pay attention to cultivating students' professional core competence in the process of teaching. However, from the analysis of the actual situation, we can find that there are some problems in the process of cultivating students' professional core competence in financial major teaching in higher vocational colleges, which is not conducive to the future employment of financial major students. Therefore, we must take measures to solve them.

2. PROBLEMS EXISTING IN THE CULTIVATION OF VOCATIONAL CORE COMPETENCE OF STUDENTS MAJORING IN FINANCE IN HIGHER VOCATIONAL COLLEGES

From the current situation, with the financial majors in higher vocational colleges have paid more attention to the cultivation of students' professional core competence, but there are still some problems, which can be summarized as follows:

First, we don't realize the important role of professional core competence, and the teaching concept used is relatively backward. Second, the professional level of teachers is relatively low, and they do not pay attention to students' professional core competence, which is not conducive to the development of financial students [1]. Third, the teaching methods used are relatively backward.

Although more attention is paid to students' professional ability, there are few courses related to the cultivation of professional core competence, and students are not put in the main position, which is not conducive to the smooth development of financial professional teaching. Fourth, in the process of school enterprise cooperation, most of the financial professional school enterprise cooperation carried out by higher vocational colleges leave the cooperation on the surface, and do not really cultivate talents in line with the needs of enterprise development.

3. MEASURES TO CULTIVATE THE PROFESSIONAL CORE COMPETENCE OF STUDENTS MAJORING IN FINANCE IN HIGHER VOCATIONAL COLLEGES

3.1 Establish correct training objectives

School related institutions should recognize the important role of cultivating students' professional core competence, organize research, communicate with financial regulatory departments, the government and banks, understand their needs for talents and the development of the industry, so as to formulate a scientific talent training plan, clarify the training objectives, and make appropriate adjustments according to the changes in the industry.

3.2 Establish a team of financial teachers with high professional level

Teachers play a key role in the cultivation of students' professional core competence [2]. Therefore, in the financial professional teaching, we should set up a professional team of teachers to improve the professional ability and quality of teachers. In this process, teachers should be encouraged to break the traditional concept, bravely go out of the campus and practice in financial enterprises, which can effectively improve the professional level of teachers. In addition, it can also attract more experts and enterprise technicians to join the school teaching, make the composition of the teacher team more diversified, help students understand the real enterprise life, which can more effectively enhance the students' adaptability, and make students more actively participate in learning.

3.3 Innovate the teaching concept

Teachers need to innovate the teaching mode and carry out teaching in a variety of ways in the process of teaching. In this process, teachers should give full respect to students, recognize that students are the main body of the classroom, guide students appropriately, make students actively participate in learning, and improve students' professional core competence. In this process, teachers need to serve the practical needs of regional economy and industry as a

foothold, change the traditional teaching concept. In the training of financial professional core competence, some activities can be held, such as banking skills competition, speeches with the theme of finance, related community activities, etc., so as to improve students' learning ability, cooperation ability, language expression ability, etc. On the premise of detailed investigation, hold a debate meeting, conduct systematic analysis, understand the employment requirements of financial industry enterprises, so as to scientifically formulate the teaching plan and clarify the teaching content of financial majors [3].

3.4 School enterprise cooperation

Higher vocational colleges should strengthen communication and exchange with enterprises, cooperate to cultivate talents, and make clear the plan of cultivating students' professional core competence, which can make the division of labor between enterprises and schools more clear and targeted. Schools should make full use of the teaching environment to provide good conditions for the improvement of students' professional core competence. Enterprises should cultivate students with the help of their own practical resources, so as to improve students' professional core competence. We should build a suitable curriculum system of finance major, improve students' core competence, achieve the docking of major, major and post, and provide support for students' development.

3.5 Construction of professional training base

Relevant departments should provide sufficient funds for financial professional teaching as support, scientific and reasonable for the application of internal training resources in higher vocational colleges. And considering the professional characteristics, scientific and reasonable planning, clear personnel training needs to achieve the goal, timely purchase training software and hardware facilities, to ensure that the process of cultivating students' professional core literacy ability, there are enough facilities and equipment as support. In this process, we should also increase efforts to build a special training base to provide students with training opportunities. We can cooperate with some training institutions to understand the latest trends of the industry and strengthen the communication between schools and enterprises, which can effectively improve the utilization rate of resources, maximize the role of resources, improve students'

practical ability and ensure the quality of learning. Students can improve their professional core competence through learning [4].

3.6 Create a suitable campus culture

Higher vocational colleges should recognize the important role of campus culture and create a suitable campus culture. Students can participate in club activities, lectures and other different forms of activities in their spare time to enhance their team awareness and enhance their abilities in all aspects. And promote the development of youth volunteer activities, so that students can be separated from the campus practice, use the knowledge to solve the problems, which can be more effective to enhance students' ability to master knowledge. In this process, we should also give play to the incentive role of campus culture, so that students are more confident, active in learning, willing to work in the enterprise.

4. CONCLUSION

Based on the analysis of the current situation, teachers pay more and more attention to the cultivation of students' professional core competence when carrying out financial professional teaching, and improve students' professional core competence through cooperation with enterprises, improvement of teaching measures, construction of training base and other measures. This can effectively improve the teaching effect of financial major and provide support for the development of local economy.

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Ideological and Political Education and The Promotion of College Students' Employability

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Abstract: Nowadays, the employment of college students has become a hot issue of common concern in all walks of life. On the one hand, there are social objective factors, on the other hand, because of the subjective factors of college students, the employability of college students in China is not strong, which is difficult to adapt to the needs of employers. Ideological and political education can cultivate the comprehensive quality of college students and improve the quality of teaching. Teachers should strengthen the ideological and political education of students in daily life, so as to improve the employability of college students.

Key words: Ideological and political education; College students; Employability

1. INTRODUCTION

At present, the employment of college graduates in our country shows a trend that is not suitable for social posts. College students' weak quality is exposed in the process of job hunting, which highlights the shortcomings in the development and implementation of higher education. In order to stand out in the fierce competition, they must have higher professional ability and quality. Vigorously carrying out ideological and political education of college students is an inevitable trend to adapt to the development of the times. By strengthening the ideological and political education in Colleges and universities, it can effectively promote the improvement of College Students' humanistic quality, so as to improve the employability of college students. This paper will explore the ideological and political education and college students' employability promotion strategy.

2. CULTIVATE THE ABILITY OF SOCIAL PRACTICE AND ENHANCE THE SOCIAL ADAPTABILITY OF COLLEGE STUDENTS

Social practice is an indispensable part of Ideological and political education. Once students are influenced by good ideological and moral quality, they can produce a steady stream of spiritual power, and can promote college students to move towards the goal. Through social practice activities, college students can accumulate work experience, comprehensively exercise their brain ability and hands-on ability. In the process of practice, they may encounter many setbacks and difficulties. However, through ideological and political education, college students have set up a set goal, can move towards this goal, and bravely face the difficulties and setbacks encountered in practical activities, so as to achieve the goal. Through practical activities, students can directly experience the needs of the society for talents and skills, so as to consciously adjust expectations and meet the needs of the society. In addition, college students' social practice

activities in winter and summer vacation can effectively improve the quality and ability of the University. During the winter and summer vacation, the members of the student union can organize students to carry out social investigation and practice activities in winter and summer vacation, and international exchange activities in winter and summer vacation to expand students' activity space, stimulate students' innovative spirit and ability, and improve students' entrepreneurial and innovative ability.

3. CULTIVATE THE SENSE OF UNITY AND COOPERATION AND IMPROVE THE BASIC QUALITY OF STUDENTS

In most industries, when choosing college graduates who are oversupplied, enterprises will not only take professional counterparts as a necessary condition, but also give priority to those graduates with high comprehensive quality, strong sociality and strong adaptability. For those good enterprises, especially in the market dominant enterprises, more is to consider the long-term development of enterprises, therefore, in the process of inspection of employees, enterprises pay more attention to the cooperation ability and professionalism of students and so on. It shows that employers not only pay attention to graduates' academic qualifications, but also pay attention to the overall quality of graduates. Nowadays, many college students are only children. They are usually self-centered. They think more about themselves and less about others when they encounter problems. There are obstacles in communication and getting along with others. Moreover, college students have strong self-awareness and no good professionalism. Only the ability of all aspects is more comprehensive, can it meet the standard of modern enterprise employment. Therefore, we should improve college students' interpersonal skills and cultivate the spirit of unity and cooperation. Colleges and universities can cultivate and improve students' interpersonal skills through various forms of activities, and cultivate students' good habits of treating others sincerely and respecting others, so that they can communicate appropriately and freely in their study and work with others. They should convey some interpersonal skills and skills, which is very necessary for the growth and success of college students. Secondly, teachers should make students realize the concept and importance of teamwork, and provide various opportunities for exercise. Through these opportunities, college students can establish a clear sense of team, communicate and cooperate with each other, which can effectively make up for the shortcomings of employers that students have a weak sense of team work [1].

4. CULTIVATE THE COMPREHENSIVE QUALITY OF COLLEGE STUDENTS AND IMPROVE THEIR

SURVIVAL ABILITY

In order to survive and develop better, it is necessary to cultivate college students' good comprehensive quality. In the teaching process of Ideological and political education, we can use the ideological and political theory course to bring the current employment form into the ideological and political course, so as to strengthen the education of employment form and national conditions, which is that students can understand the trend of the current employment market and improve their comprehensive employment cultural quality. Nowadays, China's talent market mechanism has been basically formed, and the employment of college graduates is largely determined by the market demand. Nowadays, there is a structural contradiction between supply and demand in the talent market. Employers continue to increase the difficulty of recruitment. By telling students about these forms of employment, they can improve the crisis awareness of college students, make them rethink their preparation for employment, plan their career development, and establish a correct concept of employment. Ideological and political teachers can cultivate students' necessary job-hunting skills, such as interview skills, etiquette and other aspects. Schools can set up interview counseling center, carry out pre job skills training, organize students to participate in recruitment activities, so that students can get exercise in practice, organize simulated interview examination, and improve students' Psychological quality [2].

In addition, in order to improve the quality of college students, we should actively build a platform for students, create good conditions, formulate perfect measures, and encourage students to participate in scientific competitions and other activities. Scientific and technological innovation activities are conducive to the development of College Students' intellectual factors, which are important conditions for their success. At the same time, the enterprise's desire for innovation makes innovation ability the most important and scarce ability of employees. Through science and technology competitions and other activities, the knowledge learned by college students can be applied in practice, so as to combine knowledge and skills, and improve their exploration spirit and practical skills. Therefore, colleges and universities should focus on the improvement of students' comprehensive ability. Through the cultivation of various abilities, students can continuously accumulate knowledge, so as to improve their employability [3].

5. GIVE FULL PLAY TO THE NORMATIVE

FUNCTION OF IDEOLOGICAL AND POLITICAL EDUCATION AND IMPROVE THE QUALITY OF STUDENTS' PROFESSIONAL ETHICS

In the process of teaching, teachers should emphasize the education of students' morality and the quality of the rule of law. On the one hand, college students should have the necessary legal quality, be able to understand and abide by the law, so as to guide them to abide by the law in their daily life, and be able to take up legal weapons to defend their rights. Ideological and political teachers can introduce some "labor law", "labor contract law" and other contents into the teaching of employment, and carry out corresponding laws and regulations education for students. On the other hand, teachers can guide students to establish the moral values of integrity. Honesty is the core of morality. When employers choose and employ people, the first criterion is honesty. Therefore, college students must establish moral values, abide by moral norms in daily life, improve moral cultivation, and improve the overall moral quality [4].

6. CONCLUSION

In a word, the cultivation of College Students' good ideological and political quality can be transferred to the future work of enterprises, so as to meet the requirements of employers, which is also the valuable capital for college students' future success. It is believed that with these qualities and abilities, the employment competitiveness of college students will be significantly improved.

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Research on The Teaching Reform of Computer Flipped Classroom Guided by Innovation and Entrepreneurship

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Abstract: Modern working environment makes computer technology become a skill that people must master in their work, but the traditional teaching mode cannot meet the needs of innovative talents training. In view of the problems and difficulties of computer basic teaching in Colleges and universities, this paper puts forward a kind of computer flipped classroom teaching mode guided by innovation and entrepreneurship. According to the classroom practice, we can get better teaching effect.

Key words: Innovation and entrepreneurship; Flipped classroom; Basic computer teaching

1. INTRODUCTION

With the development of science and technology, the world has entered the era of big data. If we only master our own professional knowledge, we need to be good at using computer technology to improve our processing ability and complete more work in a shorter time. For newly enrolled college students, due to the particularity of high school learning, their mastery of computer application ability only exists on the surface, which is far from meeting the needs of work. Therefore, the teaching of computer basic course in Colleges and universities is an important link to lay the final knowledge and skills foundation for College Students to enter the social work position, and it is necessary to master certain computer technology. Modern society is one of the most basic requirements for personnel engaged in various posts. Now after 00 will become the main body of college students, they have a certain computer foundation in middle school, although the master is not good, but also let them have a certain sense of superiority, on the one hand, it brings confidence to their learning, on the other hand, it also makes their learning become impetuous, if they continue to use the previous teaching method, it will inevitably bring bad teaching effect, so, calculation The teaching reform of computer basic course is imperative.

2. ANALYSIS OF FLIPPED CLASSROOM TEACHING MODE

The biggest difference between flipped classroom teaching and traditional teaching method is that under the flipped classroom teaching mode, students generally acquire knowledge and skills after class, and the traditional classroom time and space are transformed into the interaction between teachers and students. In the process of flipped classroom teaching, students are the main body of learning, they no longer passively accept knowledge, but consciously and automatically learn according to their own needs, learning becomes an

internal demand. The teacher's responsibility is to understand the students' problems and guide them to learn. Teaching becomes an aid to acquire knowledge. Flipped classroom teaching transforms the traditional speaking listening mode into face-to-face interactive learning between teachers and students. The general flipped classroom teaching process has the following characteristics.

2.1 The teaching process is short and refined, most of the flipped classroom is within ten minutes, the teaching content is determined according to the needs of students, and the teaching knowledge is modular.

2.2 The teaching objectives are clear, and the teaching objectives of flipped classroom are determined according to the stage learning or needs of students. There will not be too many tasks and heavy burden.

2.3 The learning method is easier for students to accept, and the learning content of flipped classroom is formulated according to students' demand for knowledge, which makes learning easier to come from internal motivation and internalize knowledge, and will not make students feel frustrated.

3. THE INCENTIVE EFFECT OF INNOVATION AND ENTREPRENEURSHIP ENVIRONMENT ON FLIPPED CLASSROOM

"Motivation is the psychological tendency or power to stimulate and maintain an individual's activity and lead the activity to a certain goal. It is the dynamic basis of most human behaviors." Motivation is the motivation and strength to stimulate individual behavior, which includes both external factors and internal needs. At present, the comprehensive entrepreneurship and innovation education makes college students more active in thinking. With the advancement of innovation and entrepreneurship process, they constantly find the lack of their knowledge reserves. In order to achieve their goals, they need to constantly add new knowledge, which well stimulates their knowledge cognition and learning enthusiasm.

Because the flipped classroom mode of basic computer teaching is simple and experimental. Therefore, we have carried out it in stages and with limited content. This paper analyzes the practical grouping results of classroom education (as shown in Table 1)

Students who plan to start a business in photography are more active in learning image processing, and gradually become the main body of learning. Teachers only play an auxiliary role in this part of students in class, and often come to the teacher's office after class to discuss better processing methods, with a firm grasp of knowledge and

more flexible use (as shown in Table 2).

Table 1 Analysis of the learning effect of graphics and image processing content

Types of students Grade (average)	Flipped Classroom		Large classroom
	Photography entrepreneurs	Other categories	
Formative test	95	84	83
Homework results	9.7	8.5	8.4

Table 2 Analysis of the learning effect of web page editing and processing content

Types of students Grade (average)	Flipped Classroom		Large classroom
	E-commerce entrepreneurs	Other categories	
Formative test	98	88	84
Homework results	9.9	8.4	8.2

Students who plan to start an e-commerce business are more active in thinking about the production of web pages, and their learning objectives are very clear. They sort out their own problems and lack of knowledge before class, and their learning objectives are very clear. The prototype of flipped classroom has appeared.

From the analysis of the above teaching results, it can be concluded that students' internal demand for knowledge can well mobilize the enthusiasm of learning, and this enthusiasm can drive other students to a certain extent, and then form a good learning atmosphere. In the traditional teaching mode, students are passive, so the effect is not

ideal.

4. CONCLUSION

Flipped classroom teaching mode has a positive impact on changing the traditional teaching and learning views of teachers and students; flipped classroom teaching mode not only plays a positive role in improving students' autonomous learning ability, but also has a positive impact on students' learning attitude. Moreover, under the promotion of the environment of innovation and entrepreneurship, students can be clearer about what they want to learn and what they must learn, and have the driving force of learning, which is more conducive to achieving good learning results.

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Research on Information Fusion Algorithm in Internet of Things

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Abstract: In order to improve the efficiency and effect of information processing and ensure the accuracy and authenticity of information processing results, under the background of the Internet of things, aiming at the problems of invalid and redundant information collection in sensors, an information fusion processing algorithm is proposed to realize the compression and decompression of information, and the corresponding simulation experiments are carried out. The experimental results show that: the information fusion algorithm is effective by using this algorithm, the processing time of information can be effectively shortened, and the distributed information can be stored safely and reliably.

Key words: Internet of things; Information fusion processing; Algorithm

1. INTRODUCTION

With the continuous development of information technology and big data technology, China has skillfully mastered and applied the information fusion processing mode, which plays an important role in improving social production efficiency and changing people's lifestyle. In the environment of Internet of things, the amount of information data is extremely large, which contains a lot of invalid information and redundant information. The transmission and processing of these information seriously affect the network. Therefore, it is particularly important to strengthen the design and application of information fusion processing algorithm.

2. DESIGN OF DATA FUSION ALGORITHM

2.1 Introduction of incremental fusion compression

Information fusion and compression technology mainly refers to the relevant personnel in strict accordance with the rules of information fusion and compression, using the method of controlling the deviation of information records, transforming the original information into the information after fusion and compression, so as to realize the effective fusion and processing of information[1]. In the specific application of this technology, the main object is the original information inside the sensor. Therefore, in the process of information fusion, the inverse operation method should be used to realize the correct recovery of the original information. Thus, the incremental fusion algorithm is an efficient, correct and lossless information fusion algorithm.

2.2 Improved incremental fusion algorithm technology

In the context of the application of incremental fusion algorithm, it is found that the information after fusion processing limits and affects the storage space of the original information to a certain extent, resulting in the continuous emergence of super space storage information, and these information need to be targeted fusion and

processing as special information, which undoubtedly increases the operating pressure of the system, seriously affects the operating performance of the system, and even returns the information. Information transmission and storage has buried a series of security problems. In order to avoid the above adverse phenomena [2], relevant personnel should pay attention to the improvement and optimization of the incremental fusion algorithm. By designing a double-layer incremental information fusion processing algorithm, the algorithm can be divided into the following two types.

2.2.1 Time interval nesting increment.

In the specific application of the increment, we need to take the time interval as the benchmark, obtain and sort out the relevant information from the adjacent time interval, and then fully integrate and process these information with the increment, and record and summarize the final fusion results, so as to facilitate other personnel to query and call in time, so as to improve the utilization rate of relevant information.

2.2.2 Information interval nesting increment.

In the specific application, the increment mainly takes a single information as the reference benchmark, fully integrates and processes other relevant information with the benchmark information, and records and summarizes the final processing. Once it is found that the fused and processed information does not meet the relevant standards and requirements, the information benchmark needs to be repeatedly defined until the fused and processed information meets the requirements. Relevant regulations and requirements are OK [3]. By comparing the two algorithms, it is not difficult to find that in the specific application of information interval double-layer incremental fusion algorithm, it mainly relies on the information initialization processing results, and selects the appropriate benchmark information. When the information is lower than the set range, it needs to be compared with the benchmark incremental compression information. On the contrary, when the information exceeds the set range, it needs to make a more direct comparison on the benchmark value. Change. The time interval double incremental information fusion algorithm in the specific application, because there is no special information block interval, so the algorithm is mainly suitable for the time information transformation range is small, but once the information benchmark exceeds the set range, need to re determine the new information benchmark, in order to ensure the final information fusion processing efficiency and effect lay a solid foundation.

3. ALGORITHM SIMULATION EXPERIMENT

3.1 Introduction of experimental environment

As the experimental environment, the Internet of things laboratory has installed and set up a number of humidity sensors, which are mainly used to collect and store the relevant information and data, and realize the real-time monitoring of these information under the application background of the switch. On this basis, the collected information and data are sent to the corresponding server, and the server transmits them to the computer. Row fusion processing provides important basis and reference for the optimization of related decisions. At the same time, the original information and fusion processed information should be stored in the database, which is convenient for other personnel to view and call. It lays a solid foundation for the later algorithm simulation experiment.

3.2 Compression efficiency analysis

In order to make full use of the application advantages of information fusion technology, the information fusion processing algorithm is applied to the following two kinds of sensors, such as temperature sensor and humidity sensor. Then, the collected temperature information data is fused, and the compression coefficient of information data is scientifically determined according to the temperature change, and the information interval double-layer incremental fusion algorithm is used. In order to realize the centralized processing of the information increment and create a good condition for further control of the benchmark information data, a new benchmark is determined for the fused information, and these

Table 1. time performance comparison of two-layer incremental fusion algorithm

Fuse	10572 samples were collected		84091 samples were collected	
	Temperature	Humidity	Temperature	Humidity
Data interval nesting increment	0.6713	0.5368	1.3673	1.294
General information fusion technology	5.390	5.403	13.20	13.26
Time interval nesting increment	1.743	1.793	4.420	4.453
General information fusion technology	6.710	6.735	16.155	17.292

4. CONCLUSION

To sum up, under the background of Internet of things, the design and application of information fusion processing algorithm lay a solid foundation for improving the effect of information fusion and realizing the scientific optimization of relevant decisions. Therefore, in the process of designing information fusion processing algorithm, the relevant personnel should constantly modify, optimize and improve the incremental selection mode of information fusion on the basis of double-layer incremental algorithm, so as to further improve the effectiveness and reliability of the algorithm, and provide important basis and reference for continuously improving the efficiency and effect of information fusion processing.

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information data are tracked and supervised in real time.

3.3 Algorithm analysis

Under the application background of information fusion processing algorithm, through the fusion processing of relevant information, the system running time is calculated and obtained. On this basis, the relevant information is centralized collected and sorted out. Then, the MATLAB software is used to simulate the final simulation results. The time performance comparison of the double-layer incremental fusion algorithm is shown in Table 1. These information data are the result of 100 experiments. From the data in the table, it can be seen that there is a positive correlation between the processing time and the amount of information [4]. With the increasing amount of information, the processing time shows a trend of increasing. Compared with the ordinary information fusion processing algorithm, the two algorithms show higher reliability and effectiveness, and greatly improve the information fusion efficiency. The efficiency and effect of management. Time interval double-layer incremental information fusion algorithm is mainly used for the selection and determination of relevant information benchmark. Therefore, the overall implementation process is relatively simple, just need to do a good job in the scientific allocation of time span [5]. Therefore, these two algorithms are suitable for the fusion of Internet of things information.

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Thinking and Practice of Teaching Reform Of Operating System Course

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Abstract: Operating system is a professional basic course for computer related majors. It needs to take computer foundation, data structure, C language and other courses first. It is a comprehensive, theoretical and practical course, which is difficult to learn. Through many years of teaching practice, I combine the boring theory with life examples to reduce the difficulty of course learning. At the same time, I apply the teaching concept of "student-centered", try to reform the teaching method, combine the experimental operation and pre class lectures to promote students' mastery of systematic knowledge, and achieve good teaching effect.

Key words: Operating system; Teaching reform

1. INTRODUCTION

With the development of computer network technology, many universities have opened software engineering, computer science and technology and other computer related majors. In these majors, "operating system" is a compulsory professional course. In recent years, with the continuous development of information technology, computer operating system is also developing, Linux, windows operating system has become the mainstream operating system. The teaching content of operating system is inconsistent with the actual operation, and its lagging teaching ideas and methods cannot meet the needs of the society for computer talent training. Therefore, the teaching reform of "operating system" course is particularly important.

2. PROBLEMS IN THE TEACHING OF OPERATING SYSTEM COURSE

The author's college is international education and Humanities College, majoring in computer science and technology, aiming to cultivate talents with international vision of computer science and technology. The students of this major are in the mode of 2 + 2, that is, two years of study at home and two years of study abroad, and finally get bachelor's degree certificates from two universities at home and abroad. "Operating system" is a very important professional basic course. In the process of teaching practice, there are three problems

2.1 Students

First, the foundation of learning is relatively weak. The learning of operating system needs the comprehensive learning of multi-disciplinary knowledge, and the content of the course needs to combine the basic knowledge of data structure, C language, computer composition principle and so on. Students' prior knowledge is not strong enough or forgotten, which has a certain impact on the learning of the operating system. Second, the students are lack of practical ability. Students are not proficient in the operation of computers. As computer majors, some

students can not even use office skillfully. When writing programs, the speed will be very slow, which will affect the speed of teaching experiments.

2.2 The course itself

The course is relatively difficult and theoretical knowledge is abstract, which is difficult to fully understand in a short time. Computer knowledge itself is boring, it is difficult to arouse students' interest in learning.

2.3 Teachers

First, it is divorced from practice and single teaching; teaching only stresses theory without setting experimental links, so students can't understand some operations related to the actual operating system, which makes it difficult for students to understand and affects the teaching effect; second, the setting of experimental links is unreasonable, so it can't connect theory with experiment, so as to promote the exercise of students' practical ability and comprehensive thinking ability.

To solve these problems, based on the guidance of "student-centered", the author adopts the two basic ideas of "practice centered" and "theory combined with life", grasps the principle of interactive communication with students at all times in the teaching process, and gradually improves the teaching effect of "operating system" course. Through students' hands-on and thinking by themselves, they finally master the key and difficult knowledge of this course, exercise the students' self-learning ability and practical ability, and enhance their self-confidence in learning professional knowledge.

3. EFFECTIVE EXPLORATION AND PRACTICE OF TEACHING REFORM OF OPERATING SYSTEM COURSE

3.1 Strengthen preview and review for key problems.

Before each class, review the key knowledge of the previous class for five minutes, summarize the key and difficult knowledge of this class in the last five minutes of the class, and arrange large homework once every three weeks on average, so that students can strengthen the review and mastery of key knowledge after class. For example, when explaining the chapter of processor management, the three states of the process and the transition between States is a key point of teaching, and it is also a question often asked in postgraduate entrance examination or job interview. I use the blackboard + PPT way to explain, after class assignment, drawing to describe the transformation relationship of three basic states, at the same time in the mid-term examination and final examination in the form of short answer questions to investigate students' mastery. Through the way of classroom + homework + review before examination + examination, the mastery of students' theoretical knowledge is strengthened.

3.2 Combine theory with practice and arrange experiment reasonably.

After a quarter of the teaching hours, the students are arranged to install the Linux operating system to guide them to be familiar with the common operations of Linux, How to create, edit and delete files, how to create, edit and delete folders, how to modify passwords, so that students have a perceptual understanding of Linux operating system, and can operate terminal commands. Understand gcc compiler, write their first Linux operating system "Hello world" program, familiar with how to compile C program in Linux, how to run executable files. When teaching the process knowledge in the chapter of "processor management", combined with the comparison between windows and Linux operating systems, open "task manager" to demonstrate the process under windows; open terminal - > PS Le command to view the detailed information of the current running process under Linux; after the demonstration, let the students operate by themselves to further understand the concept of process . When teaching to "process communication", arrange two class hours of experiment, write C program to compile and run, let students understand the signal, pipeline and shared memory three basic principles of communication between Linux system processes.

3.3 Combining theory with life

The boring theory is transformed into a familiar life scene for analogy to promote students' understanding of professional knowledge. For example, in the explanation of "continuous partition of memory", there are single continuous partition storage management, fixed partition storage management and variable partition storage management. These theories can be combined with the

allocation of school dormitory, and students can quickly understand the corresponding knowledge. In addition, in the implementation of job scheduling algorithm "first come first service scheduling algorithm", supermarket queuing first come first pay can be used Compare the different life scenes to promote students' understanding.

3.4 Student centered

Pay attention to students' initiative in learning and cultivate their comprehensive ability. In the course teaching to two-thirds of the semester, students have a deep understanding of the operating system, has a certain self-learning ability. Some key knowledge will be assigned to some students, the classroom will be given to students, let them have 5 to 10 minutes of small talk, cultivate students' self-learning ability, expression ability, understanding ability.

4. CONCLUSION

Operating system is a professional basic course, but also a professional comprehensive course. Therefore, in the process of teaching, teachers should constantly learn, update ideas, combine multimedia and experimental teaching, constantly deepen the reform, and improve the quality of teaching.

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On the Role of Cross Industry Integration in The Transformation and Upgrading of Zibo Ceramic Production Enterprises

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Abstract: The integration development with service industry is an important way to upgrade the manufacturing industry. Taking the cross-industry business activities of some ceramic enterprises in Boshan District of Zibo City as an example, this paper discusses the practice and experience of industrial upgrading of Arts and crafts manufacturing industry in the way of cross industry integration.

Key words: Zibo ceramic production enterprise; Cross industry; Interaction; Integration

1. INTRODUCTION

With the gradual deepening of global industrial adjustment, industrial upgrading is being carried out in the way of cross-border industrial investment and industrial operation. As an important part of the world economy, China's industrial upgrading has been deepening in recent years. Consistent with the call of "cross industry revolution is coming" [1], many industries in China's economic field present a trend of multi-directional interactive and integrated development, and the industrial structure has undergone significant changes. In order to cultivate new growth points of the national economy and enhance the national cultural soft power and industrial competitiveness, the State Council issued several opinions of the State Council on promoting the integrated development of cultural creativity and design services and related industries in March 2014 to guide, standardize and promote the current industrial upgrading activities with industrial integration as the main way. At present, there are five major trends in China's cross-border industrial integration, among which "service industry and manufacturing industry integration development" is an important trend of industrial upgrading, and has achieved remarkable results in the field of practice. In order to summarize the industrial upgrading experience of cross industry integration in Arts and crafts manufacturing industry, this paper takes the cross-industry business activities of some ceramic enterprises in Zibo as an example to analyze the cross-industry integration of traditional arts and crafts manufacturing industry in the current economic environment, and the significance of this move for promoting industrial upgrading.

2. THE URGENCY OF TRANSFORMATION AND UPGRADING OF ZIBO CERAMIC INDUSTRY

Ceramic industry is not only the traditional industry of Zibo, but also the pillar industry of Zibo economy. Zibo has a long history in the production of daily-use ceramics and architectural ceramics, with a large number of

employees. It occupies an important proportion in the regional economy and occupies a pivotal position in the national ceramic production areas. At its peak, the output of ceramic tiles in Zibo once ranked second in the country, with 100000 employees and an annual sales income of more than 30 billion yuan. It is directly related to the ceramic machinery, electromechanical equipment, ceramic raw materials and molds. There are more than 1600 enterprises in manufacturing, packaging, printing and other industries, as well as supporting financial insurance, logistics and distribution. Since the implementation of the new policy of environmental protection, the output value of Zibo daily ceramics industry and building ceramics industry have been affected differently, but the impact on the building ceramics industry is particularly profound. Since December 2015, Zibo City announced the opinions of the general office of Zibo Municipal People's Government on speeding up the transformation and upgrading of building ceramic enterprises in the southern part of the main urban area, and implemented the work plan for precise industry transfer of Zibo building ceramic enterprises in September 2016, Zibo City has successively closed down a number of ceramic production enterprises and shut down a number of building ceramic production lines. As of December 2017, the production capacity of the city's building ceramic industry has increased from 700 million square meters to 200 million square meters, the number of production lines has been reduced from 348 to 141, and 207 of them have been shut down. However, behind the optimization of Zibo ceramic industrial structure, Zibo ceramic industry has also paid a heavy price. It not only seriously affected the regional economy of Zibo in 2017, 2018 and 2019, but also caused a large number of ceramic industry employees to choose new jobs. From the current development situation of Zibo ceramic industry, from 2017 to now, although the ceramic industry upgrading is still gradually implemented, Zibo ceramic industry has invested more than 149 billion yuan in technological transformation, both the ceramic industry and the regional economy relying on the ceramic industry are still under the pressure of transformation. Therefore, Zibo ceramic industry needs to further promote the transformation and upgrading under the pressure.

3. THE NECESSITY OF "INTEGRATED DEVELOPMENT OF SERVICE INDUSTRY AND MANUFACTURING INDUSTRY"

As for the urgency of China's manufacturing industry to complete the industrial upgrading as soon as possible,

Professor Zhang Yugui believes that "if the overall upgrading of the industry is not realized after eating all the dividends of the manufacturing industry, and the growth space of the service industry can not be expanded correspondingly, there will not only be the hollowing out of the manufacturing industry, but also the strong "lock-in" of the developed countries in terms of technology and brand, as well as Vietnam's competitiveness." Value depression countries' competition squeeze "[2]. Therefore, only by speeding up the pace of industrial upgrading and seizing the strategic opportunity of the global brewing cross industry revolution, can China's manufacturing industry truly complete the transformation from "made in China" to "created in China". Zibo ceramic industry is a traditional arts and crafts industry with strong regional cultural color. In this situation, to complete the industrial upgrading, it is undoubtedly one of the safest ways to integrate with the service industry with the help of regional and its own cultural resources. Practical results have proved that "the complex formed by the service activities integrating production activities into the process of creation, production and distribution of manufactured goods has become one of the fastest growing industrial sectors in modern economy" [3]. Not only the integration of manufacturing industry into service industry can promote the rapid economic growth, but also the "service" or "service enhancement" of non-service industries such as agriculture and construction industry has become a new growth point of industrial profits.

The interaction and integration of service industry and manufacturing industry mainly shows that service industry begins to manufacture and manufacturing industry begins to serve. Affected by the basic elements and modes of manufacturing production, China's service industry is characterized by "productization, standardization and chaining". The most obvious is that "product" has become a common concept of service industry. The service industrialization of manufacturing industry is characterized by the extension from product centered to service end, the integration of manufacturing and service, and the comprehensive improvement of product added value. Therefore, some arts and crafts manufacturing enterprises in the forefront of industrial upgrading, while launching distinctive material products, set foot in the service industry related to the use and consumption of these manufactured goods, and operate in the form of "cross industry cluster". The business activities of enterprises cross the industrial boundaries, so that the industries related to products can develop in a horizontal interactive way and link up in a vertical chain, thus forming an industrial cluster A new model of mutual integration development.

4. DEVELOPMENT TREND OF CROSS INDUSTRY INTEGRATION AND SERVICE INDUSTRY

From 1960s to 1980s, the industrialization of western developed countries created rich material wealth, which made consumers not only satisfied with the use of products, but put forward higher requirements for the services that products can provide. In order to please customers and make themselves different from

competitors, manufacturing enterprises rely on their product related expertise and technology to provide customers with the services they need to purchase or use products. From the initial provision of simple "after-sales service" to the provision of system related services, they can easily enter the service industry, And formed a competitive relationship with the relevant service enterprises, breaking the barriers of technology, products and market between manufacturing enterprises and service enterprises, so that enterprises integrate the development advantages of the two industries.

At present, China's manufacturing industry generally adopts the "alternative integration development mode" to achieve cross industry integration. "This development mode mainly refers to the penetration and diffusion of service industry into manufacturing industry, which makes manufacturing industry change its traditional characteristics of only producing physical products, and turn to providing services while producing physical products, which has two industrial characteristics, Thus leading to the replacement of traditional related manufacturing and service industries "[4] That is to say, the economic activities that originally belong to the service industry appear in the manufacturing industry, so it is impossible to use the existing industry classification standards to determine which industry the manufacturing industry that has integrated into the economic activities of other industries now belongs to. However, the industry that has integrated into the economic activities of other industries is booming with the advantages of cross industry interaction.

5. ANALYSIS ON THE CONDITIONS OF CROSS-BORDER INTEGRATION OF CERAMIC MANUFACTURING INDUSTRY AND SERVICE INDUSTRY

After several years of operation, Zibo Renli cultural and creative Co., Ltd. has highlighted the advantages of cross-border integration of manufacturing industry and service industry. The company has successfully completed the transformation and upgrading from producing ceramic glaze products to developing diversified industries, which not only broadens the coverage and connotation depth of enterprise operation, but also increases the added value and competitiveness of products. It is worth noting that this kind of cross-border industry can not be blind, we must scientifically analyze the market demand, through strategic management, objectively evaluate the advantages of the industry, in order to achieve the final cross industry integration. The author believes that the company is based on the following favorable conditions to successfully achieve cross-border integration of industries.

5.1 Develop tourism industry based on local tourism resources

Zibo Renli cultural and creative Co., Ltd. is located in Boshan District, Zibo City, with rich tourism resources and good ecological environment. There are 3 national 4A scenic spots of Lushan, Yuanshan and Kaiyuan karst cave, 5 national 3A scenic spots such as Chenshi mahogany tasting hall and taoliu Art Center, and tourism and leisure

resorts such as Wuyang lake, yaojiayu, Huanlu mountain and Lianhua Mountain under construction. It has been rated as the Provincial Ecological Civilization rural construction demonstration area and the provincial beautiful rural construction pilot area. The taoliu Art Center built by the company is located next to the ceramic garden in Boshan City, close to Yuanshan National Forest Park. Due to the special design of the one-way road along the river in Boshan City, the taoliu Art Center is located on the only way to the national 4A scenic spots such as Lushan, Yuanshan and Kaiyuan cave, as well as the scenic spots such as Hongmen, yanwenjiang temple and ruyuehu park. Therefore, the art center is multi-functional. It is an important scenic spot on a tourist route. In addition, it is worth noting that the unique choice of taoliu Art Center is to transform and utilize the office facilities of the former Shandong ceramic company, which is a cultural metaphor. The facilities bear the historical mark of the changes of Shandong ceramic company, making taoliu Art Center a new cultural geographical coordinate of Boshan District instead of Shandong ceramic company subconsciously.

5.2 Develop experiential tourism products based on product production technology

Boshan ceramic glaze has been famous all over the world since ancient times. Archaeological findings show that the origin of ancient glass in Boshan can be traced back to the late Yuan and early Ming Dynasty, and a considerable scale of production has been formed at that time. In the Ming Dynasty, Boshan was an "outside factory" for the imperial court to manufacture glazed products, and "should be supervised by the internal officials to make green curtain craftsmen, produce glazed products, and make pearls, lanterns and curtains for the internal court" [5]. Therefore, Boshan glass products, in addition to "outside factory" production to meet the needs of the royal family, there are also civilian daily necessities produced by folk glass furnace. At present, the mass-produced glass products are mainly divided into traditional and modern categories. Traditional glass products include snuff bottles with interior painting, set material carving crafts, glass shop silk lamps, picture screens, etc., while modern glass products are glass works with different shapes. When visitors visit Renli glass art museum, they are often moved by the artistic charm of Boshan glass, such as "exquisite and transparent" and "jade filled and Emerald", so they are curious about the production process of glass, and have psychological and consumer needs to make glass art by hand. The DIY service of ceramics and glass provided by Renli ceramic and glass experience museum is an experiential tourism product to meet the needs of tourists. Renli ceramic glass Experience Hall is equipped with glass furnace, which can show the production process of glass in a panoramic way. The experience area of Renli ceramic glass Experience Hall is arranged according to the production process and visiting process, and the professional technicians of glass act as the technical guidance. They can provide DIY service of glass and DIY service of glass lamp workers. Tourists even design and produce glass art with the help of technicians according to their own creativity. Renli ceramic and glass experience

museum is a tourism product developed from the regional context of Boshan and the standpoint of tourists. Therefore, it strengthens the creativity and design of business places, and can provide ceramic art, on-site experience of glass art production, private customization, on-site transaction and other services. While building the brand of Renli glass, the experience hall promotes the added value of products and promotes the industrialization of creative and design products. These glass making tourism experience projects are different from the traditional "casual" tourism. They provide tourists with a kind of tourism products and services to show their own personality. While meeting the curiosity of tourists about glass production technology, DIY and on-site customization of glass art provide tourism consumers with self-cultivation and personalized services, which not only meets the needs of tourism consumers. The degree of participation is high, and the material products produced will have a profound impact on the life of consumers.

5.3 Set foot in exhibition services relying on venue facilities

Since it was put into use, Boshan ceramic and glass art center has successfully planned the "Han Meilin art caravan into Boshan" glass art activity, held the second and third China glass culture and art festivals, and organized nearly 30 ceramic and glass art exhibitions of different scales and levels according to the requirements of the government or industry, so as to successfully set foot in the exhibition service industry. With the deepening of economic globalization, exhibition industry has developed into a new modern service industry, and has become one of the important standards to measure the degree of internationalization and economic development of a city. According to the statistical data of China Convention and Exhibition Economic Research Association, with the promotion of China's rapid economic and social development, China's Convention and exhibition industry is developing rapidly at an annual growth rate of 20%, and the Convention and exhibition economy has become an obvious symbol of China's urbanization process. Boshan ceramic glass art center relies on the glass industry exhibition organized by the existing venues. Taking glass as the media, it can not only increase the mutual exchange and understanding of people from different regions, different cultural backgrounds and different customs, expand the consensus, but also create conditions for the cross regional, cross-ethnic, cross-cultural and cross link circulation of glass products, which is conducive to the realization and creation of supply. The Art Center provides a platform for the dissemination and exchange of glass culture, promotes new formats, and promotes the marketization and scale of glass culture industry.

6. THINKING OF CROSS INDUSTRY INTEGRATION OF CERAMIC PRODUCTION ENTERPRISES

At present, China is promoting the industrial structure adjustment, which is oriented to "upgrade from low-end manufacturing to high-end manufacturing", "upgrade from manufacturing to high-end service", and finally realize the transformation from "made in China" to

"created in China". To achieve this transformation and upgrading, we must first promote the optimization of industrial structure, and then promote the upgrading, adjustment and restructuring of industrial structure. As for the arts and crafts industry, as Zhou Zhengsheng, President of China Arts and Crafts Association, said at the second China Environmental Art Ceramics Development Forum in 2015, "if the development of Arts and crafts industry is to adapt to the new normal of economic development, it is necessary to take a development path suitable for "Arts and crafts + ". Only through the mode of "Arts and crafts +", inheriting and innovating the new format of Arts and crafts development, down-to-earth transformation and upgrading, and increasing new economic growth points of Arts and crafts industry, can we adapt to the new normal of economic development "[5]. Therefore, ceramic production enterprises as traditional arts and crafts enterprises, in order to complete the industrial upgrading, must be based on the existing resources, and actively promote their own cross industry integration.

At present, some important cities and old arts and crafts production areas in China are striving to excavate the cultural history of local arts and crafts, renovate the old factory areas of Arts and crafts, and protect, develop and utilize the industrial heritages and relics, so as to make them become places with both creative space and cultural tourism functions. Ceramic manufacturing industry should seize the opportunity of "cross industry revolution",

rely on the local rich tourism and cultural resources, actively promote the integration with the service industry, at the same time, it should actively explore ways to expand the inheritance and utilization of material and intangible cultural heritage, so that the local rich cultural heritage resources can create economic value in the combination with industry and market, and the traditional production technology can be improved Good protection and inheritance; to complete the industrial upgrading of the whole industry and achieve sustainable development.

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The Application and Practice of Grounded Theory in the Study of Chinese Family Tour-Decision-Making

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Abstract: The research method of Grounded Theory is practiced in study the family tour- decision-making in China, and the related data of family tour-decision-making activities are coded with open coding, axial coding and selective coding, from which the research scope is extracted, abstract the main category, in-depth analysis of the impact of family tour-decision-making factors. This essay is expected to provide and enrich methods for Chinese tourism research.

key words: Grounded theory; Family tour decision-making; Application and practice

1. STUDY DESIGN AND PROCESS

1.1 Study method

Tab1.The Samples of in-depth Interviews

No.	Type of interviewee	Gender	Age	Marriage statue	Time of travel	Destination
A1	Child-group(CG)	Female	45	married,one son	April, 2010	Malaysia
A2	Child-group(CG)	Male	46	Married,one daughter	May,2010	Singapore
A3	Child-group(CG)	Female	44	married,one son	April,2011	Malaysia
A4	Child-group(CG)	Male	41	married,one son	Feb.,2016	New Zealand
A5	Child-group(CG)	Male	31	Single	Jan., 2017	Thailand
...
A35	Parent- group (PG)	Female	65	married	Oct., 2015	Japan

Re: Marriage statue means interviewee's when out travelling.

1.2 Study process

In this study the children group and parent group were in depth interview process, which was analyzed or decoded with the ground theory. In the filial piety context the concepts were re-abstracted, promoted, and synthesized and finally resulted in the performance of filial piety culture in adult-child dominant family tour decision making model.

1.3 Logical procedure

According to the following logic procedure (as in Fig. 1), the study was carried out step by step.

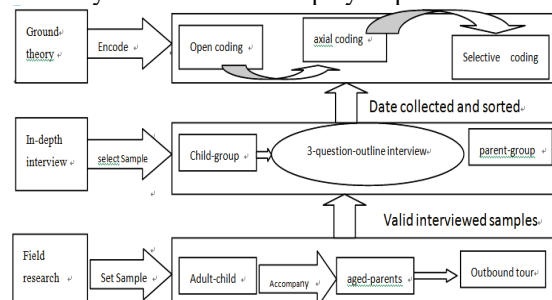


Fig1. The logical outline to carry out the research

1.4 Analyze and encode data with grounded theory

With 35 ones in-depth interview, modern filial culture

Adult-child(ren) who took parent for travel of aided financially parent traveling are interviewed with qualitative research method under the Grounded theory guide. They are grouped as parent's group(PG) and child's group(CG) to be interviewed about 3 questions-outlines. There are 35 interviewees (17 from parent's group and 18 from child group, ref. Table 1) with experience of accompanying parent travelling, and the interviews help to discover the filial piety culture performance in family tour decision making. The in-depth interviews had been carried from July 2017 to Jan. 2018 and there were ask & answer processes between interviewers and interviewees, which were last collected as word version for study [1-10].

code system was introduced to analyze the model and influence of the aged parent's outbound family tour decision making on the original interviews data.

1.4.1 Open coding

For the first check, the original data were encoded freely, i.e. data featuring filial character were marked out clearly and sorted them together with similar contents. After two-turn process selecting and comparing, there came to 459 statements, which were compared in both assimilative and dissimilative way. A paradigm came into being after conceptualizing the marked data, which is available for relative data being recoded and for deleting, replenishing and correcting the repeated concepts. The concept in this study came into being to found axial coding in next step.

After studying and comparing the concepts for many times, the same meaning and relative inner ship are found. 459 statements/sentences reflecting filial culture in open coding were sorted to be 9 independent categories by the filial way (Re: Tab.3).

1.4.2 Axial coding

Connecting the individual category above is axial coding. Analyze the 9 independent categories in open coding and conclude 5 main categorizations according to the logic connection, as shown in Tab. 4.

Tab.2. Example of Open Coding of the Child-group

Categories	Concepts	Examples of interview records
sense of belonging	Family ideas	*We are easy to agree with family, there are not too many persons,
	Family member	*Our family travelled out, daughter, son-in-law, grandson, and we two
	Family belonging	*My son says that he is happy when we are together even if he gets married, and he acts like a kid when we are out
Family net	Child plan	*With our in-laws, six ones, just 3 couples travelled together.
Family role	Take care with each other	*If available, we hope to travel with the whole family, and we are happy with the young.
	Grateful and reward	*My daughter is always grateful in recalling her childhood when we took great care of her.

The following ...

Tab.3 The Concept and Category of Open Coding

No.	Categorization	Concept
1	Sense of belonging	Family members get sense of belonging including, affection attitude and expect to family members.
2	Family role	The responsibility, role and part played by the family members in family activities.
3	Family net	The interaction and experience carried by members under family relationship. Parents are healthy and pleased in mood. Parents keep the curiosity when facing the new things.
4	Pleasing parents	Parents' hobbies, favors and interests. Beautiful sightseeing, comfortable trip, delicious food and high class accommodation. Satisfy parents' wishes, respect parents' willing, communicate and canvass parents' ideas.
5	Attendant	Accompany parents and take them out for fun.
6	Respect parents	care, worry about, respect for and love parents.
7	Filial performance	Adult children are able to support parents financially with family role changing.
8	Society approval	Carry out the social activity on the base of communication between social net.
9	Child's character	Children's inner desires to satisfy parents' wishes and requirements.

Tab. 4. The outcome of axial coding

No.	Main categorizations	Matched categorization	Content
1	Family ideology (Filial sense)	Sense of belonging Family role Family net	The basic Family ideology includes the belonging sense from family members to family and clan. Family ideology makes family members' roles and the responsibility. Traditional Family ideology causes the interaction among family members.
2	Filial affection levels (Filial sense)	Respect parents	Respect and love from children to parents and positive affections show the regurgitation-feeding sense.
3	Filial Action (Filial conduct)	Attendant Pleasing parents Filial performance	Children need parents' accompanying during their childhood. So do the parents, they need adult children accompanying in the aged hood. The aged parents' mental and physical health is the base of life quality. Attitude of keeping curiosity for new things is a way to guarantee life quality of the aged parents. Keeping interests and hobbies is a valid way to get high life quality of the aged parents. Life quality can be improved by enjoying the good things and positive moods. It is the premise of life quality of the aged parents to respect and satisfy them. Adult children are able to conduct the filial performance to show their cares and respect to the aged parents in the filial culture.
4	Social ethics (Filial implication)	Society approval	To get the social approval by spreading the filial events by social network to meet the social ethics.
5	Personal cultivation (Filial implication)	Child's character	The children's filial ideology and performance show both the inner demand and reflection of the personal morals and cultivation.

1.4.3 Selective coding

To guarantee the final conclusion valid and the terminal time to stop collecting samples, it is necessary to test the theory saturation. Firstly, when No. 30 interview is carried out, there comes into being a saturation of interview contents. In order to guarantee the exactness of data, 5 more interviews are added and it shows it's time to stop collecting data of samples. Secondly, all interviews were carried out in good order of control. Thirdly, this research aims to explore the filial culture under the parent-offspring family structure. Fourthly, the whole coding process is under strict control, which was conducted by a

professional and two graduates. When different views come up, they discuss and compare constantly until they agree with each other. Finally, the conclusion of this research can offer explanations of the case in the original study cases.

2. RESULTS

As culture is abstract, and the filial culture exactly exists in family: it both performs the family ideology and requires the social ethics and personal cultivation. In practice it performs the feeling and affection from children to parents. So there are 3 parts in filial culture psychology involving in adult-children-dominant family tour decision

model in modern China, i.e., filial sense(strong belonging sense, respect, love, regurgitation-feeding sense from children to parents in primary family), filial conduct(accompanying parents to travel is a way to realize the filial piety with respect and pleasure), and filial implication(arousing sympathy in society with parents' travelling out to get approved by social ethics and children's personal moral willing at the same time). It can be shown as the following five parts: family-belonging sense, respect for the aged, pleasure of the aged, the spread of filial culture, children's personal cultivation and moral responsibility.

3. CONCLUSION

With the application and practice of the Grounded Theory in the study of Chinese family tour-decision-making, it broadens the study family tour decision in the view of ethics, searching out family tour decision factors involved in Chinese unique culture, enriching the study of family tour decision. This essay shows more Chinese local characters, implying more family tour studies with Chinese expression rights, which makes the view of family tour study new and brings forth the new through the old in the research.

ACKNOWLEDGEMENTS

Foshan Polytechnic Science Research Project (KY2017Z02): A Research on the Filial Piety Culture Based on Adult-child-dominant Family Tour Decision-Making Model.

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Optimization of Teaching Reform Path of Situation and Policy Under the Background of Ideological and Political Education

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Abstract: Situation and policy education is an important carrier of College Students' Ideological and political education, which has distinct characteristics of timeliness, policy and concreteness, and plays an important role in college students' Ideological and political education. With the further development of Ideological and political education in Colleges and universities, the reform of situation and policy education in Colleges and universities must be accelerated, and the innovation of teaching content, teaching methods and other aspects must be accelerated, so as to continuously improve the effectiveness of Ideological and political education in Colleges and Universities under the new situation.

Keywords: Ideological and political course; Situation and policy; Teaching reform; Path

1. INTRODUCTION

In June this year, the Ministry of Education issued the guidelines for the ideological and political construction of college courses, which requires that the ideological and political construction of all courses in Colleges and universities should be promoted, the educational role of each course should be given full play, and the quality of talent training in Colleges and universities should be comprehensively improved [1]. Situation and policy education in Colleges and universities is not only an important guide for college students to grasp the political direction, but also an important content and carrier of Ideological and political education in Colleges and universities. It is more necessary to speed up the teaching reform under the background of Ideological and political construction of the curriculum, dig out the ideological and political elements in situation and policy education, and give full play to the educational function of situation and policy education curriculum.

2. THE SIGNIFICANCE OF COLLEGE SITUATION AND POLICY EDUCATION UNDER THE BACKGROUND OF IDEOLOGICAL AND POLITICAL EDUCATION

Under the background of Ideological and political education, the situation and policy education in Colleges and universities is of great significance to optimize and improve the quality of Ideological and political education in Colleges and universities.

2.1 Situation and policy education is an important way to promote ideological and political education

The implementation of curriculum ideological and political education is an important measure to enhance the affinity and effectiveness of Ideological and political

education in Colleges and Universities under the new situation [2]. Young college students are in a critical period of life growth and development. They not only need to master the corresponding knowledge and skills, but also need to understand the current development trend at home and abroad and the relevant policies of the party and the state. As an important way to help college students understand the development trend at home and abroad and the relevant policies of the party and the state, situation and policy education is helpful to help college students become more mature. Correctly understanding and grasping the international and domestic development trend and scientifically understanding the relevant policies of the party and the state will directly affect whether students can form a correct outlook on the situation and policies, which is of great significance to strengthen and improve the ideological and political education in Colleges and Universities under the new situation.

2.2 Situation and policy education is a powerful tool for students to grasp the political direction

Situation and policy education plays an irreplaceable role in making students grasp the correct political direction. With the development of China's socialist modernization and economic and social transformation, China is still facing a more complex situation at home and abroad. Contemporary college students are active in thought and strong in individual consciousness, so they need to grasp the correct political direction in the process of growth. This needs to rely on the scientific guidance of Marxist scientific theory, deeply promote the ideological and political construction of situation and policy education course, and dig out the ideological and political elements in situation and policy education, so that students can grasp the correct political direction from the grasp of the general situation and build a firm "four principles". We should strengthen "four self-confidence" and "two maintenance".

3. OPTIMIZATION ANALYSIS OF TEACHING REFORM PATH OF SITUATION AND POLICY UNDER THE BACKGROUND OF IDEOLOGICAL AND POLITICAL EDUCATION

Under the background of curriculum ideological and political education, the path optimization of situation and policy teaching reform must focus on following the actual needs of curriculum ideological and political construction and the actual characteristics of students, adopt flexible teaching methods, constantly promote the pace of Ideological and political construction of situation and policy education curriculum in the new period, and

improve the effectiveness of Ideological and political education.

3.1 Deeply excavate the ideological and political elements in the education of situation and policy, and improve the pertinence of education

The identification and mining of Ideological and political elements is the primary task of teaching reform of situation and Policy Education under the background of Ideological and political curriculum. The majority of teachers should firmly establish the education concept of combining knowledge teaching with value guidance, deeply excavate the ideological and political elements in situation and policy education, and realize the organic integration with the content of situation and policy education. It is necessary to grasp the focus topics that most students care about and respond to, find the connection point between situation and policy education and ideological and political education, and help students scientifically use Marxist theory to understand and grasp the international development trend by organizing students' collective discussion and carrying out debate contests, so as to cultivate a scientific view of policy and situation, and be able to actively identify and promote the ideological and political education. We should deal with all kinds of wrong thoughts in real life and network.

3.2 Correctly grasp the internal law of Ideological and political education, and find out the education fit point

To promote the optimization of situation and policy teaching reform path under the background of curriculum ideological and political education, in essence, we should give full play to the educational role of situation and policy education curriculum. At the same time, the original intention and essence of curriculum ideological and political education are to do "human" work. The ideological dynamics and ideological development of young college students are often different due to their grades, departments, etc., but they have certain common characteristics. At the same time, the situation at home and abroad as well as the relevant policies of the party and the state are also in the process of continuous adjustment, which requires that in the process of promoting the ideological and political education curriculum of situation and policy, we must follow the basic principles of advancing according to the times and changing according to the situation, correctly grasp the internal law of Ideological and political education, adhere to the problem introduction, and actively focus on international and domestic events to form the ideological and political education. In order to improve the quality of situation and policy education, we should make conscious and purposeful education on these "hot issues", and constantly find out the education fit point.

3.3 Adhere to innovative education methods and achieve the unity of knowledge and practice

The ideological and political construction of situation and policy education course is not only a theoretical problem, but also a practical problem. Students' ideological

awareness and moral quality will be reflected in practice. This requires that in the process of promoting situation and policy education, we must adhere to innovative education methods, adhere to the principle of the unity of theory and practice, and realize the unity of students' knowledge and practice. Teachers can actively guide students to participate in a variety of rich and diverse activities, express the connotation in the activities, make use of various network media resources, actively open the special website of situation and policy education, make full use of summer social practice and other ways to promote the combination of classroom teaching and extracurricular practice of situation and policy education, and take the practice link as the basis for the assessment of situation and policy education. It is necessary to actively guide students to widely participate in social investigation and social practice, constantly enrich and deepen students' understanding of China's economic and social development and related development trend, strive to promote the ideological and political construction of situation and policy education course, and cultivate students' good moral quality in practice.

4. CONCLUSION

In a word, the course of situation and policy education in Colleges and universities is of great significance in helping students understand and grasp the development trend at home and abroad, educating and guiding students to understand and master the relevant policies of the party and the state, and cultivating students' national feelings and national spirit. Colleges and universities should take effective measures to vigorously promote the ideological and political construction of situation and policy education course, and take this opportunity to vigorously promote the reform of situation and policy education, effectively enhance the local role of situation and policy education in cultivating students' moral quality, enhancing national self-confidence and pride under the new situation, and effectively boost the ideological and political education of college students. Improve the quality and efficiency of work.

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Transformation of News Editing Concept in The Era of New Media Big Data

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Abstract: The arrival of the new media era is based on data, which has changed the operation mode of many industries, and the way of news reporting has also undergone a transformation under this background, and has caused a great impact on the traditional way of news development, so this relative to the work concept of news editor also needs to be improved and innovated. This paper discusses the characteristics of news communication in the era of new media, the transformation of news editing concept in the era of big data and the improvement of editing ability of news editors in the era of big data, and puts forward personal opinions on the transformation of news editing concept in the era of new media and big data.

Key words: New media; Big data; News Editor

1. INTRODUCTION

With the popularization of information technology, this has set off a great change in the news media industry. On this basis, the time of news dissemination in the news industry has greatly increased the efficiency and provided people with more quality services. But on the basis of the rapid development, many disadvantages also appear, especially in the integration stage between the new media and the old media. The new starting point is worthy of in-depth consideration of journalism. In addition, it puts forward higher ability requirements for news editors. They must conform to the trend of the times and update the concept of news editors. This is an important way for the sustainable development of the industry.

2. THE CHARACTERISTICS OF NEWS COMMUNICATION IN THE NEW MEDIA ERA

2.1 Large amount of information

To some extent, big data can be called the basis of news media. Compared with the traditional news media, the amount of information of news media in the era of big data is larger, and the information is difficult to distinguish. With the continuous development of information technology, people can achieve online communication and information transmission under the use of wireless communication technology, and the news industry can also publish regardless of time and region, and people can also publish what they think and see on the Internet. In this way, people can get information whether they are transmitting, receiving or searching on the network, which makes the service effect more powerful. Coupled with the popularity of smart phones, nowadays people can push information to individuals or the public from some clients in the fastest time on the network.

2.2 Public participation and interaction

In the era of new media, the main basis is the Internet, which can greatly increase the participation of the public. Now people are no longer single readers in the past. From

their mobile terminals, people can directly participate in the news release and comment in various news media platforms. This kind of interactive new media can let the public directly participate in the establishment, which is conducive to improving the popularity and public trust of a certain brand. So we can see that the news in the new media era can meet people's diversified needs, and will gradually replace the traditional news.

2.3 Convenient access to information

In the context of big data, it will be more convenient for people in the society to acquire knowledge, because the popularity of the network in the society makes it possible for people to implement online communication and interaction in a long distance. Coupled with the improvement of living standards, people basically have mobile phones or computers. These phenomena can promote the publicity of news. For example, after some news media establish their own platform and release information, people can search directly from the platform if they want to find the information they want to see, and the public can realize it on mobile phones and computers when they make comments or publish real-time dynamic information, which highlights the convenience of information access [1].

3. TRANSFORMATION OF NEWS EDITING CONCEPT IN THE ERA OF BIG DATA

3.1 Necessity of transformation

After the arrival of the era of big data, the traditional way and content of news reporting has obviously been unable to keep up with the trend of the times, because people have higher demand for the content and communication mode of news. Therefore, in order to meet the needs of the market and customers, the news media industry must timely update the concept of news editing. Looking at the previous news editing work, there are many shortcomings, especially in the face of some emergencies, people will know very late, and often are nonsense, the content and form are similar, so that the masses are easy to produce aesthetic fatigue. Under the new media, the news editor has been transformed from the previous single to the characteristics of simplification, richness and diversification, so the transformation of news editor's view is an inevitable trend.

3.2 Challenges faced by the transformation of news editing concept

In the traditional news editing process is very single, this way and the development of the market has not formed interoperability, so how to break the traditional shackles and complete the transformation is also the main task of news editing in the new media era. Nowadays, with the Internet and some operational tools, news editors can have more functional choices in the news information they send

out. And now people's thinking concept is also constantly innovative, when they read the news, different people have different views, so how to do the personalized design of news editor has become an important challenge in the new era [2].

3.3 Measures for the transformation of news editing concept

We should change the idea of big data center for editors. We need to solve the problem of news lag first. Editors must be good at finding some important news in their work, and present it to the people at the first time, and then cooperate with the on-site reporters to improve the real viewing effect of the audience. As for the form of editing, it should be in line with the preferences of the majority of the people as much as possible, which also requires news editors to start investigation and analysis and constantly learn to improve their ability. In the news content should be concise, the key is to highlight the focus, simplify the content, often the title can greatly attract a large number of people to watch, which is also the focus of attracting traffic. For news and public opinion, we should also take the public's point of view as the starting point, reflect the news editor's sense of social responsibility from the basis of socialist values, require true and false, avoid publicizing wrong public opinion, and the news media should focus on their ideological values when choosing editors, so as to ensure the quality of news [3].

4. IMPROVEMENT OF NEWS EDITORS' EDITING ABILITY IN THE ERA OF BIG DATA

First of all, news editors need to scientifically use the big data network system to collect and disseminate some positive information to the public, so that people can get comprehensive information in the fastest time. Secondly, the ability of editors to organize data should focus on

processing the information as quickly as possible after they have collected the information, and removing the false and negative information, which also needs to be implemented in continuous training. Finally, the data presentation ability of editors. In the context of the Internet, the ways of news communication are diverse. In the past, the single text communication has transited to the combination of video, pictures and text, so the news will be more abundant. But news editors need to pay attention not to take things out of context, to ensure the authenticity and the people's right to know and participate, so as to maximize people's awareness of the surrounding things.

5. CONCLUSION

To sum up, in the new media era, people's lifestyle and news media have undergone great changes. In order to adapt to the development trend of this era, news media editors need to carry out timely innovation and transformation, improve their comprehensive quality and optimize the content and form of editing, so as to make the journalism achieve sustainable development in the new media era Sustainable development.

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Make Clear the Connotation Of "Teaching Students in Accordance with Their Aptitude" And Promote the Development of Students' Personality

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Abstract: With the rapid reform of the new curriculum standard, learning from the ancient idea of "teaching students in accordance with their aptitude", according to the individual differences and actual level of students, it provides conditions for further cultivating students' interest in learning and comprehensively developing their personality. Combined with the characteristics of middle school students, teaching students in accordance with their aptitude provides a reference in the practical significance of promoting students' personality development. Based on the physical and mental characteristics of middle school students, this paper clarifies the connotation of "teaching students in accordance with their aptitude", comprehensively promotes the development of students' personality, and provides feasible reference for the effective teaching of middle school students.

Key words: Teaching students in accordance with their aptitude; Students; Personality development

1. INTRODUCTION

The implementation of the educational policy of "teaching students in accordance with their aptitude" is the concentrated embodiment of teachers' further accumulation of teaching experience and gathering the essence of teaching ideas in the process of "preaching, teaching and solving doubts[1]. "Teaching students in accordance with their aptitude" is a concentrated embodiment of facing all students, organizing teaching according to the actual situation of students, persisting in "taking students as the main body, consolidating the leading position of teaching", teaching at different levels, deeply identifying individual differences of students, and better teaching patients. This paper makes clear the connotation of "teaching students in accordance with their aptitude" and analyzes the relevant contents of promoting students' personality development as follows:

2. OVERVIEW OF PHYSICAL AND MENTAL DEVELOPMENT OF MIDDLE SCHOOL STUDENTS

The psychology of middle school students goes through the period of birth and maturity, which is an important and necessary process of their physical and mental development. Based on the study of the characteristics of middle school students' physical and mental development, this paper explores the continuity and phased content of middle school students, and further taps their own differences, so as to provide reference for balancing themselves. Due to the different psychological changes of

middle school students, their psychological development has gone through two stages: junior high school and senior high school, aged 11-25. As a result, in its physical and mental development, it has both mature and naive synthetic system, which can further develop its personality in the abstract thinking and moral level, especially in the sense of reason and aesthetic feeling.

3. CLARIFY THE CONNOTATION OF "TEACHING STUDENTS IN ACCORDANCE WITH THEIR APTITUDE" AND PROMOTE THE DEVELOPMENT OF STUDENTS' PERSONALITY

Under the background of national culture education and the implementation of the new curriculum in China, in order to further improve the knowledge and ability of middle school students, "teaching students in accordance with their aptitude" is extremely feasible. In the teaching process, it is possible to improve the quality of students in an all-round way by abandoning the practice and phenomenon of "walking in unison" and "not enough to eat" for excellent students and "not enough to eat" for poor students. In order to further solve the problems of poor source of students in rural areas and the "enrollment rate" and develop students' personality, it is necessary to research and implement targeted sex education. Based on the one sidedness of examination, knowledge learning and education evaluation, the strategy of "teaching students in accordance with their aptitude" provides an effective reference for improving the ideological and moral quality of middle school students, increasing their own quality and developing their personality characteristics [2]. In order to avoid the occurrence of educational tragedy such as stifling students' personality and specialty, and "high score but low ability" in the final stage of education, we can better reduce students' schoolwork burden and improve students' quality by tamping the new curriculum concept, and also better cater to the "individualized teaching idea".

3.1 Consolidate theoretical knowledge

Consolidating the study of basic theoretical knowledge is the foundation of the development of middle school students' education. And respecting and loving students is the key to realize students' ability. The implementation path of hierarchical education is of positive significance to stimulate students' interest in learning and achieve excellent educational effect. Through the study of theoretical knowledge, it is of great practical significance to further enable students to comprehensively cultivate

their self-learning ability, practical ability and creative ability in the layout of "managing the world for practical use". Education should face all students, follow the law of teaching students in accordance with their aptitude, and focus on improving the overall quality of the whole nation. In order to further enhance the effectiveness of students in theoretical knowledge, through the comprehensive implementation of the learner's personality characteristics, education planning layout and its comprehensive progress and overall development, it provides a reference for improving students' personality goals.

3.2 Understanding students' personality

Having students in mind is not only the basis of effective implementation of education for educational objects, but also the real embodiment of achieving the realm of student-centered education. In the analysis of students' knowledge base, learning attitude, interest, hobby, specialty and other personality differences, family, society, school and other factors, students' basic skills are different, and the actual teaching effect and goal are not the same. Individual counseling is necessary to provide conditions for students' ability development and improvement [3]. In addition to the differences in students' cognition and intelligence, it is necessary for teachers to creatively realize the effective educational value; combined with each student's personality characteristics, family background, thinking habits, intelligence level and other differences, in order to further create a targeted form of teaching organization, personalized teaching methods are used to achieve increasingly perfect results.

3.3 Democratic Education

Harmonious teacher-student relationship is the basis of democratic education. It is also the real embodiment of improving students' emotions, creating a harmonious learning atmosphere, triggering students' emotions, and enhancing students' interest in learning. It is the active learning environment for comprehensively achieving "respecting teachers and respecting morality". At the same time, Yuci needs teachers to be modest, kind and friendly to become sincere friends with students. Based on the motivation, praise and self-esteem of students, in order to further enhance the enthusiasm and initiative of students, further cooperate with them to do a good master-slave relationship. We should not fall into the arrogant attitude in the teaching process. We should fully care for and respect the students with a benign teacher-student relationship, harmonize the teaching methods of students, further mobilize the enthusiasm and initiative of students, and comprehensively enhance their interest in learning. Taking the present stage of teaching as an example, by further mastering the teaching theory, we can form a real quality education environment for middle school students at different stages and absorb the essence of education. During this period, learning situation analysis is the basis of teaching learning goal setting, and it is also an effective teaching goal to truly understand students' existing knowledge, experience and psychological cognitive characteristics, and determine their nearest development areas in different fields, disciplines and learning activities.

To promote the new curriculum teaching reform work situation good development. For example, in the teaching of ninth grade students, according to the different degrees of the educated objects in the learning process, "teach students in accordance with their aptitude, develop personality", try to choose cases with warning education and more into the mind and heart. Around the important areas, outstanding problems, etc., to achieve an effective teaching effect in an all-round way.

3.4 Moral first

In the teaching process, students' moral education should be put at the core to help students develop their personality characteristics of sunshine, self-confidence, tolerance and innovation, so that students can care for others and be honest and trustworthy. Through the construction of moral education curriculum, behavior management, child protection and health, special education needs and other plates, the correct guidance and correction of student behavior [4]. "Publicize" personality, create a tolerant environment, in order to achieve the realm of "moisten things silently, aspire to long-term". During this period, we learned from the advanced western teaching management experience, adhered to the national curriculum concept, standards, programs and teaching materials, introduced, absorbed and integrated the international curriculum concept, and achieved the effect of mastery.

4. CONCLUSION

"Teaching students in accordance with their aptitude and developing their personality" is the main strategy in middle school teaching. It is a feasible strategy to respect the development of students' personality and improve the teaching effect. This paper summarizes the characteristics of middle school students' physical and mental development, and further analyzes the feasibility of "teaching students in accordance with their aptitude" to promote the development of students' personality, so as to provide a feasible reference for the effectiveness of middle school teaching.

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Construction and Application of Art Design Virtual Simulation Experiment Teaching Project

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Abstract: The construction of virtual simulation teaching center is an important part of higher education informatization construction and an important direction to promote the reform of experimental teaching in Colleges and universities. The Ministry of education actively promotes the construction of national virtual simulation experiment teaching project evaluation. Virtual simulation experiment teaching has the advantages of high security and plays an important role in University experiment teaching. At present, there are some problems in the construction of virtual simulation experiment teaching project, such as the lack of technical means and the high cost of project construction. This paper describes the construction of simulation experiment teaching center through the investigation of colleges and universities, introduces the virtual simulation teaching of experimental safety education and the virtual simulation experimental teaching project of Spatial Interactive cognition, so as to promote the reform and innovation of experimental teaching in Colleges and universities.

Key words: Art design; Virtual simulation experiment teaching; Project construction

1. INTRODUCTION

With the development of information technology, the application of virtual simulation experiment teaching in Colleges and universities is increasing. Virtual simulation is the use of virtual means to simulate the real world behavior process. The Ministry of Education issued measures to increase support for the construction of virtual simulation laboratory. The purpose of virtual simulation experiment teaching center is to realize the teaching function of experiment which is difficult to complete. In the case of irreversible operation, it can provide safe and reliable experiment projects, achieve the goal of resource sharing and all-weather information experiment teaching. The improvement of computer performance provides hardware support for immersive virtual simulation. The use of immersive devices can solve abstract problems in teaching. In the experimental teaching of colleges and universities, it is necessary to build a practical teaching system characterized by virtual simulation, and integrate the cultivation of students' innovative ability into the whole process of talent cultivation.

2. THE SIGNIFICANCE OF VIRTUAL SIMULATION EXPERIMENT TEACHING PROJECT CONSTRUCTION IN COLLEGES AND UNIVERSITIES

Educational informatization is of great significance to

improve the quality of education. The purpose of virtual simulation experiment teaching is to improve students' innovative spirit, and focus on the construction of information-based experimental teaching resources. Experimental teaching informatization includes teaching management and resource informatization. Before the birth of the electronic computer, virtual simulation was not widely used. After the birth of the electronic computer, its intuitive display mode expanded the application scope of virtual simulation method. It is necessary for art design major to carry out virtual simulation experiment teaching. The construction of virtual simulation experimental teaching center in Colleges and universities is based on the background that traditional experimental resources can not be shared and can not meet the requirements of new experimental teaching methods. In the Internet era, the weight of instilling knowledge in university education is declining. Virtual simulation experiment teaching relies on multimedia technology to build a highly simulated virtual experiment environment, and students carry out experiments in the virtual environment. In the real environment, it is difficult for some experimental projects to build courses, and many schools give up the construction of experimental projects. The traditional laboratory construction and management is restricted by the cost budget, any link lag will cause the disconnection between theoretical learning and practical operation. The introduction of virtual simulation experimental teaching platform can effectively control the experimental cost.

The teaching process of art design major is more open, and students carry out a lot of innovation and exploration after mastering the basic aesthetic methods. Virtual simulation technology can present conceptual design works in consciousness. The software of virtual simulation technology in art design major teaching is mature, such as Auto CAD for environmental art major and Maya for animation major. Virtual reality technology is becoming more and more mature. In China, companies such as Beijing runnier, which use virtual reality technology to develop experimental teaching products, develop a series of virtual reality related teaching products for various majors. Since the Ministry of education proposed the construction of virtual simulation experiment teaching project, virtual reality technology has become a suitable way to present high-quality design product description. At present, most art design majors have not carried out virtual reality related software teaching, so it is difficult to design experimental projects suitable for the teaching characteristics of our school.

3. THE CONSTRUCTION OF VIRTUAL SIMULATION EXPERIMENT TEACHING PROJECT FOR ART DESIGN MAJOR

At present, there are some problems in the construction of virtual simulation experiment teaching project for art design majors. We need to understand the construction of virtual simulation experiment teaching project and improve the virtual simulation experiment teaching. The main problems of virtual simulation experiment teaching include that the technical means of project implementation are not rich enough, the demonstration of project construction is not rigorous enough, the independent development ability of colleges and universities is weak, and the teaching organization of virtual reality projects is difficult.

Under the promotion of the Ministry of education, the demonstration of virtual simulation teaching projects is not rigorous enough, which violates the principles of virtual simulation project construction. The construction of virtual simulation project is only suitable for the projects with poor performance in traditional experimental projects. Due to the emergence of a large number of VR experimental project development companies, VR is not the same as virtual simulation. After the Ministry of education proposed the virtual simulation construction project, a large number of software manufacturing enterprises joined the project development army. However, due to the interests of enterprises, VR technology was assimilated and publicized, resulting in the wrong ideas of many university experimental teaching builders. Experimental project builders should truly understand the existing problems in experimental teaching, and can be used to build virtual simulation experimental projects, which should not be limited to VR technology.

4. CONSTRUCTION MODE OF ART DESIGN VIRTUAL SIMULATION EXPERIMENT TEACHING PROJECT

The construction of virtual simulation experiment project improves the original experiment curriculum system and improves the quality of undergraduate experiment teaching. The virtual simulation experiment teaching platform has the functions of human-computer interaction and roaming. The construction of virtual simulation experimental teaching center is an important direction to promote the reform of experimental teaching in Colleges and universities. The virtual simulation experiment projects suitable for art design specialty can be divided into space cognitive type, experimental safety education type, experimental equipment operation type, design concept concrete perception type.

Experimental safety is the guarantee link of experimental teaching, including circuit problems and other emergency treatment methods. In traditional teaching, only by the way of oral explanation by the teacher in charge of the laboratory before class, the construction of experimental safety education virtual simulation experiment project will visually present the uncommon experimental safety problems, so that students can improve their safety awareness. The construction of virtual simulation experiment project is low difficulty, low cost and intuitive

teaching effect. Students can operate through the network client learning, through the background assessment of student learning. The use of experimental instruments and equipment is an important process of art design experiment teaching. In the past, the experiment period of teaching is long, such as the model course of environmental art design, the use of equipment in the early stage of model making takes up teaching time. By designing virtual simulation teaching experiment projects such as engraving machine, teachers can make students familiar with the use process of equipment before class.

In the laboratory construction, some instruments and equipment, such as laser engraving machine, are not suitable for all students to carry out experimental projects due to high cost and long operation cycle. The development of virtual simulation experiment project for the use and operation of experimental instruments and equipment can improve the utilization rate of equipment and the ability of students to make high-end design works. In the teaching of environmental design major, there are a lot of interactive perception practice links with the actual space, such as interior landscape design of environmental design major, tourist souvenir design of product design major and so on. Traditional teaching method makes plane effect picture by rhinoceros and other software, but the teaching effect is not ideal. The virtual simulation project of human tears in space interaction uses VR technology to construct immersive experimental conditions, and completes teaching by switching different materials.

5. CONCLUSION

Due to the diversity of its own characteristics, art design experiment teaching is suitable for the application of virtual experiment simulation technology. The construction of virtual simulation experiment teaching project is an inevitable requirement to improve the efficiency of resource use. In this paper, how to use the virtual simulation technology to construct the virtual simulation project of art design specialty is described. The construction of virtual simulation project needs high investment project, and how to construct the virtual experimental simulation project suitable for the teaching characteristics is an important topic for the builders. There are some problems in the construction of virtual simulation experiment, such as ensuring the authenticity of simulation data, which need to be solved by the builders.

ACKNOWLEDGEMENTS

This paper is the phased achievement of Shaanxi Higher Education Teaching Reform Research Project "Research and Application of the Teaching Mode of the Core Course of Art Design Majors in Innovation-driven General polytechnic colleges" (Project No:19BY066).

Xi'an Shiyong University's 2020 demonstration virtual simulation experimental teaching project "Folk Art and Art Design Virtual Simulation Experimental Base".

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Research on the Construction of Campus Sports Culture in the New Era

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Abstract: To explore the relationship between students' sense of belonging and the construction of campus sports culture and students' physical exercise, the campus Sports culture sense of belonging scale (PSSM Chinese version), which was revised, was used as a research tool to investigate 246 college students. The results showed that there were significant differences in cognitive, cultural and emotional factors in the four dimensions of cognition, culture, behavior and emotion and family education background by using the independent sample T-test method. Cognitive, cultural, behavioral and emotional factors were positively correlated with each other. **Conclusion:** Students' sense of belonging can directly affect the campus sports culture and students' degree of physical exercise, and can also enhance the campus sports culture and strengthen students' physical exercise to deepen students' sense of belonging.

Key words: Campus Sports Culture; New Era; College Students; Physical Exercise; Construction

1. INTRODUCTION

The sense of belonging is usually defined as the subjective self-identification and evaluation obtained by students in their pursuit of self-satisfaction, as well as the subjective evaluation of their acceptance and identification with the social environment they are in. It is not only a measure of students' liking for school, but also a positive psychological attitude they hold in the process of learning in school. In the current education and teaching process of college students in China, students are tired of school, play truant and drop out of school, leading to a significant decline in the attractiveness of college diploma for middle school students, and some serious social problems, such as low further enrollment rate and low employment rate after graduation. Some scholars have pointed out that the current university graduates cannot adapt to the social situation, the reason lies in the school's insufficient satisfaction of students' psychological needs and other aspects. In view of this, it is necessary for college students who are successors to the society to conduct a detailed discussion on the factors affecting their sense of belonging, which can also play a good theoretical foundation for effective intervention and correction in the future [1-5].

2. THERE IS A CONNECTION BETWEEN THE SENSE OF BELONGING AND CAMPUS SPORTS CULTURE AND STUDENTS' PHYSICAL EXERCISE According to the theory of positive psychology, there are two aspects that affect students' learning ability and employment, one belongs to the individual level and the other belongs to the collective level. Students' psychological attitude is a sub-component of the collective level and is generally regarded as the most

important part affecting the collective level. Students' sense of belonging, as a comprehensive index reflecting students' personal psychological quality, is the main factor linking students' feelings towards the school, which is crucial to the development of college students' career and lifelong learning ability. The study found that there was a positive correlation between campus sports culture and students' sense of belonging. The former had a strong predictive effect on the latter, that is, the better the campus sports culture atmosphere was, the stronger the students' sense of belonging was, while the reverse was not necessarily true. In addition, campus sports culture is significantly correlated with students' academic mood, sense of self-worth, perceived social support, etc. These factors have a significant positive effect on the enhancement of students' sense of belonging. Therefore, this study boldly concluded that the formation of campus sports cultural atmosphere has a positive and significant predictive effect on the sense of belonging of students.

Physical exercise and its related physical quality ability are related concepts with the local flavor of Our country in the promotion of quality education. Research shows that enhancing students' physical exercise can significantly reduce students' sense of inferiority and improve students' ability by improving their own psychological quality. The formation of students' physical exercise habit is based on the physiological conditions of the individual, and it is the interaction and confrontation between the individual and nature. In addition, school is also the social environment in which individuals have the most contact in childhood. The formation of a sense of belonging in school plays a very important role in the improvement of individual physical exercise and physical fitness. Thus, it can be seen that the cultivation of physical exercise habits is conducive to the students to find ways to release their physical and mental pressure in the school learning process, so as to promote the enhancement of individual academic ability. Therefore, it is speculated that students' physical exercise can have an impact on their sense of belonging. The study found that good and regular physical exercise can enhance the physical development of students, can effectively promote students to actively deal with study pressure and peer relationship. On the contrary, the formation of students' good sense of self-worth and interpersonal relationship are the predictors of students' sense of belonging, which has a good predictive effect on the formation of students' sense of belonging, and a good interpersonal relationship has a great promoting effect on students' sense of belonging. Therefore, it can be speculated that students' active participation in physical exercise can positively affect the formation of students' sense of belonging [6-10].

3. RESEARCH OBJECTS AND TOOLS

3.1 Research Object

This study adopts the method of random sampling to carry out tests on university students majoring in literature and history, science and engineering and art, and give questions randomly 300 volumes, 246 copies effectively recycled. In terms of gender, 112 males (45.5%) and 134 females (54.5%) were aged (19.76 ± 1.36), accounting for 246 (19.76 ± 1.36). In terms of grade level, 118 freshmen, 81 soporians, 24 juniors and 23 seniors are in the first grade, accounting for 48.0%, 32.9%, 9.8% and 9.3%, respectively. In terms of the departments and departments of the respondents, 87 students majored in literature and history, 120 in science and engineering, and 39 in art, accounting for 35.4%, 48.8% and 15.8% respectively.

3.2 Research Tools

The new Era Campus Sports culture sense of belonging scale is formed after revising the classic college students sense of belonging scale (PSSM Chinese version) according to the actual situation of the research. This scale has 21 items, plus one subjective test item, 21 items are scored with 5 points, the higher the score, the higher the sense of belonging of students. The Kronbach A coefficient of this scale in this study is 0.911, which has very good reliability; In terms of content validity, 12 experts from college of Physical Education and College of Education and Psychological Science were invited to test the content validity of the questionnaire on campus sports cultural sense of belonging. The test results were good, accounting for 83.5%. The inappropriate items were corrected to obtain the final content of the questionnaire. In terms of structural validity, KMO test is performed by SPSS24.0 to see whether the data is suitable for factor analysis, and the value range is 0 ~ 1. Since the value of KMO test statistic is 0.835, which is greater than 0.8 and less than 0.9, it indicates that it is suitable for factor analysis and can be awarded. Bartlett test of sphericity determines that if the correlation matrix is a unit matrix, then the independent factor analysis of each variable is invalid. SPSS test results showed that $\text{Sig} < 0.05$, indicating that all variables are correlated, factor analysis is effective. Statistical software SPSS24.0 was used to collate and analyze the questionnaire data. $P < 0.05$ meant significant difference among factors, $P < 0.01$ meant significant difference, and $P < 0.001$ meant very significant difference.

4. RESULTS AND ANALYSIS

In this study, variables and factors were named according to the method of principal component analysis. The source of principal component analysis was first introduced by K. Pearson's research on non-random variables, and with the development of scientific research, it was introduced by H. Hotelling applied this method to random variables in order to analyze the main relationship between variables. The information size of principal component is mainly expressed by deviation square or variance. In addition, the principle of principal component analysis is to recombine the original variables to form a group of new independent comprehensive variables. At the same time, the statistical method of the original basic variables can be well summarized and reflected by taking out fewer variables

according to the actual needs of the research. It is a typical dimension reduction method. Based on this, this study extracted four principal components according to THE SPSS principal component analysis method, with the contribution rate of 66.216%, indicating that the four factors can well summarize the overall factors. Firstly, the main content of the first common factor is campus sports culture. For example, the campus sports cultural activities of the school make me fall in love with campus life and study, and the rich and colorful sports cultural activities make me fall in love with campus life, so it is named culture. Secondly, the second common factor is mainly about knowledge imparting by teachers. For example, PE teachers in the school enhance my sense of belonging to the campus sports culture. You like the teaching method of PE teachers in the university. Thirdly, the third common factor is mainly about the behavior that the fixed standards of college students' physical fitness force students to take part in exercise. For example, in order to meet the standard of Harvard step test, I must take exercise. Finally, the fourth common factor is mainly about inner feelings, such as making me more confident through physical exercise, making my life more pleasant and other psychological feelings related to the sense of belonging, so it is named emotion.

The correlation analysis shows that the sense of belonging is significantly positively correlated with campus sports culture and students' physical exercise, which is specifically reflected in the significant correlation between cognition, culture, behavior and emotion, and the above four factors are significantly positively correlated with the sense of belonging in school.

In terms of the correlation analysis among variables, the Pearson correlation coefficient of the correlation analysis in the four dimensions of cognition, culture, behavior and emotion is close to 1, indicating that there is a significant positive correlation, and the Sig value is 0.000, less than 0.01, indicating that there is a very significant positive correlation. In terms of four dimensions, any two of these dimensions will affect students' sense of belonging level, therefore the school management should take the student as this, more for the four dimensions of item more sports cultural activities, promote the students' participation in physical exercise, so as to improve the students' sense of belonging, thus achieve the goal of their aptitude and teaching.

5. DISCUSS

The results of this study show that the sense of belonging of college students has significant differences in gender, cognition and cultural factors, so male and female students have great differences in campus sports cultural atmosphere, which is basically consistent with previous studies. The sense of belonging of male students is significantly higher than that of female students, which is basically consistent with previous studies. In addition, there are great differences between family education environment and cognition, culture and emotion. Moreover, children of highly educated parents can have a better learning environment and a higher sense of belonging, which has a positive effect on students'

learning and development. Therefore, teachers should pay more attention to the students whose family environment is relatively weak, guide, encourage and support them to participate more in the construction of campus sports culture and physical exercise, urge them to maintain good physical exercise habits, form a positive and optimistic attitude towards learning, and promote their physical and mental harmonious development.

In addition, the differences of cognitive, cultural and emotional factors should be evaluated from three aspects: school, family and student. First, in view of the cognitive factors, the school should be duty-bound, adolescent students, its on social cognition to and through the establishing hasn't formed, school administrators should enhance the construction of campus sports culture atmosphere, set up various forms of campus sports culture activities, allowing students to independently organize community, additional schools should step up to the faculty of the construction of sports culture input, improve the capital strength, from the teaching ability and improve students' sense of belonging; Secondly, in view of the cultural factors, should be vigorously practice exercise an hour every day, healthy life 50 years, happy life for a lifetime sports concept, mini marathon sports in campus, we regularly organize directional cross-country race, supervise and urge the school community to carry out the single event sports meeting held regularly, the entire school teachers and students actively participate, to develop the campus sports culture atmosphere with sports characteristics; Finally, in view of the emotional factors, parents should make great efforts to enhance their physical quality, precept to participate in the family and sports activities and sports culture construction, form the team cooperation ability, in the family parent-child activities in school can with peers in the process of cooperative learning ability, to obtain good self-efficacy and social support, with the help of improving the capacity of emotional factors, finally able to strengthen their own school belonging.

6.CONCLUSION

This study adopted the KMO and Bartlett sphere test validation analysis of the data is subject to the totality of multivariate normal distribution, and suitable for factor analysis, based on principal component analysis, it is concluded that the campus sports culture belonging contains four dimensions, in cognition, culture, behavior and emotional factors on the correlation analysis between two Sig value is 0.000, less than 0.01, according to the four factors are significant positive correlation relationship between the two, any of these two factors will be significant effects on the level of students' sense of belonging. There is a problem of sample representation in this study. Due to the limitations of researchers' ability and research conditions, the subjects are mainly from university students majoring in literature and history, science and engineering, and art, which limits the sample representation to a certain extent and affects the universality of the research results to a certain extent. In the future, if conditions permit, researchers will expand

the scope of subjects, enrich the data, and make the research conclusions more general meaning and promotion value. Secondly, in terms of research methods, only the literature method and the questionnaire survey method are used, and the research methods are relatively simple. In the future, the qualitative and quantitative methods should be used more. Finally, the change of social environment speed changing out of sync with the school system, this study only looked at the school sports cultural activities to manage the way and the project, student's personal participation and family environment impact on students of campus sports culture, and the influence of social environment of college campus sports culture belonging not into the research category, as a result, it will be a research direction in the future.

ACKNOWLEDGMENT

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Explore Rural Sports Equipment Investment Audit to Promote the Implementation of Rural Sports Construction

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Abstract: In the process of rural sports construction, how to select, appoint, reward and punish and train cadres, and how to evaluate the responsibilities of cadres, are mainly based on the audit of rural sports equipment investment. This is not only an important basis, but also a necessary condition for the evaluation of cadres. Based on the actual development at the grassroots level, this paper analyzes in detail the existing problems of rural sports equipment investment, discusses the specific work of rural sports equipment investment audit, and expounds the significance of implementing rural sports equipment investment.

Keywords: Rural Sports; Sports Equipment; Audit Implementation; Public Sports

1. INTRODUCTION

In recent years, my country's economy has developed rapidly and technology has been constantly updated. With the development of this general trend, the work of rural sports has also been developing in new directions. In the actual development of the grassroots level, the audit of rural sports equipment investment was proposed, and the rural sports equipment investment was implemented. This measure not only improves the work literacy of grassroots cadres in actual work, but also rural sports equipment investment audit is an important basis for cadres' selection, reward, punishment and training, and it is also a necessary condition for cadre evaluation and evaluation. This article uses the urban area of Ganzhou City, Jiangxi Province as a reference example, combined with the audit plan and audit concepts, studies the audits used in the selection of grassroots cadres in the villages, analyzes the characteristics of rural sports equipment investment audits, and confirms that rural sports equipment investment audits promote the significance of investing in rural sports equipment.

2. ANALYZE THE EXISTING PROBLEMS AND REASONS FOR THE INVESTMENT IN RURAL SPORTS EQUIPMENT IN MY COUNTRY

The implementation of rural sports equipment investment has indeed brought a lot of benefits to rural grassroots selection and employment. However, there are still some problems in the implementation of rural sports equipment investment in my country at this stage. The specific analysis is as follows: First, the rural grassroots departments' work on public sports The cognition level of GD is not high, and it is only a little understanding of it, and it cannot fully understand the meaning of public sports work. Among the rural grassroots units, some grassroots

units cannot fully understand the new meaning of public sports work, cannot grasp the central point of public sports work, and there are still ideological problems of unclear recognition of "public sports" subjectively. , Resulting in the scientific implementation of rural sports work, or the implementation of the old set, resulting in the imperfect implementation of rural sports equipment investment [1]. Failure to fully recognize the main responsibility of public sports work has led to the failure of higher-level departments to fully control the overall situation. In rural grassroots units, some grassroots cadres, especially grassroots party branch secretaries and other relatively large officials, do not fully understand their own responsibilities and do not clearly realize that they are people who want to control the overall situation. They are rural The main person in charge of the implementation of sports equipment has led to only superficial efforts when implementing rural sports work, without personal experience, no in-depth thinking, and lack of rigor in the implementation of the work.

When the grassroots cadres were in charge of the implementation of sports equipment, they did not consider the actual local conditions, and the implementation level could not be met. Some grassroots cadres do not have very high requirements for themselves, and their acceptance of new knowledge is not very strong. They lack enthusiasm for public sports work knowledge and cannot learn independently. Therefore, in the actual work of implementing sports equipment, they cannot draw analogies or learn from each other. The application of theoretical knowledge in actual operation only promotes the relevant knowledge of sports equipment. It is only on paper, focusing only on the degree and ignoring the needs of the main body. The consequence of this is that the actual implementation work cannot be truly implemented and has not reached the stated goal [2].

3. EXPLAINED THE SIGNIFICANCE OF IMPLEMENTING RURAL SPORTS EQUIPMENT INVESTMENT

The basic unit for realizing public sports activities in a fixed area is rural sports. This is also the most direct way to communicate with the public. With the changes in my country's social structure and economic system, rural sports have also undergone some changes based on actual conditions. This change is from the traditional meaning of the three main forms of government institutions, state-owned collective enterprises, and rural areas, gradually developing into new areas such as public economic organizations, communities, private enterprises, and

intermediary organizations. At the beginning of the twentieth century, the Chinese government also put forward the concept of the responsibility system for public sports work, which further confirmed the importance of rural sports equipment investment. It is very necessary to implement rural sports equipment investment. Only in the actual work process, the responsibilities of each department are constantly clarified, and the cohesion and creativity of the grassroots level can be improved. Only in this way can the interests of the public be guaranteed and the normal operation of the work policy is gradually guaranteed. Towards the road of institutionalization and identification [3].

4. RURAL SPORTS EQUIPMENT INVESTMENT AUDIT TO PROMOTE THE IMPLEMENTATION OF RURAL SPORTS CONSTRUCTION

Improve the concept of the main body of sports equipment and design a sports equipment audit network. In order to promote the concept of rural sports equipment investment, improve the awareness of the grassroots people in villages, towns and townships on the concept of sports equipment, so that grassroots cadres can clearly understand the role of rural sports equipment investment audit, local government agencies are strengthening publicity at the same time, A sports equipment audit network can be established.

In the society of the technological age, it is very necessary to comprehensively build a rural sports equipment investment audit network. The construction of the network can not only make the work of the superior and the lower level more convenient and smoother, save the inconvenience caused by the region, but also track the implementation of the work in a timely manner to achieve a more thorough implementation of rural sports equipment. There are three aspects to constructing a rural sports equipment investment audit network, namely "above review and lower", "self-audit", and "follow review and upper". "Above review and under" this network audit method is conducive to the superior leadership to have an overall grasp of the implementation of rural sports work. For example, in 2008, Ganzhou City, Jiangxi Province, began to use its eight counties, one city and three districts as targets for auditing rural sports equipment. Every year, the city conducts audit and evaluation work on the following eight counties, one city and three districts, and gradually implements the construction of public sports work at the grassroots level to ensure that the grassroots also have the opportunity to audit. The purpose of this is not only to ensure the responsibilities of the village, township and other grassroots leaders, and to distinguish the responsibilities of each level at all levels, but also to improve the competitiveness of the township, help improve the work efficiency of the township, and ensure the quality of its work, It can be said to kill two birds with one stone. "Self-audit" this kind of network audit method emphasizes the self-reflection function of the responsible subject, and is a self-reflection audit method. In Ganzhou City, Jiangxi Province, every year, according to the audit reports submitted by the following eight counties, one city and three districts, the work direction is arranged and determined [4]. This self-audit method can implement

self-evaluation and self-testing, so that problems can be found quickly and quickly, and losses can be stopped in time, which is conducive to the direction of later work and can strengthen the construction of rural sports work in towns and towns.

"The following review" is to play a supervisory role. This kind of auditing method kills two birds with one stone, not only allows the township and other grassroots to participate in the work of the superior, but also plays a role in supervising the work of the superior. Rural sports equipment such as villages and towns have been put into audit work to participate in higher-level audits. This also continuously improves their democracy and autonomy, and promotes the unity of subordinates and subordinates, so that everyone is integrated into the audit and evaluation work. The audit method of "following review" is the same as that of the masses' complaint and suggestion mailbox designed in township districts. The purpose is to obtain more opinions from the public, promote the family of the government and the people, so that more people can participate in the grassroots sports equipment audit work, so as to play a role in supervision and supervision.

5. CORRECTLY TREAT RURAL SPORTS EQUIPMENT INVESTMENT AND STRENGTHEN THE SPORTS EQUIPMENT AUDIT PROGRAM

From the surface to the internal, from quantitative to qualitative, a reasonable assessment of the actual situation of the implementation of rural sports equipment investment is the biggest feature of rural sports equipment investment audit work. The grassroots cadres must correctly treat the investment in rural sports equipment and strengthen the sports equipment audit program. The specific solutions can be divided into the following points: Integrate and develop audit work according to two different audit methods, qualitative audit and quantitative audit. In the past, when the old rural sports equipment was put into the construction work, when the superiors inspected, they often found some unclear and unclear questions about the quantitative standards. From this point, the analysis concludes that the input of rural sports equipment in township districts and other areas of audit work cannot be just one-sided quantitative or qualitative, but to combine the two. For example, quantitative audits such as the financial income and expenditure of helping poor families, the proportion of party organizations in the "five good" villages, or qualitative audits are indispensable and must be combined with each other. Integrate and develop audit work according to two different audit methods, dynamic audit and static audit. The forms of dynamic audit work include visits and surveys, mutual joint evaluations, and seminars. For these types of dynamic audit work, after collecting data, you can conduct in-depth research and analysis, and the results are comparable. The form of static audit work is different from that of dynamic audit work. Its form tends to be the inspection of paper materials, electronic files such as meeting minutes, file filing and other materials. Static auditing can have a more comprehensive and clear understanding of the specific work situation of the grassroots level, and can better grasp the actual situation

of rural sports construction. For some areas, a rural sports construction network information management system can also be built, which can better manage the information at the grassroots level and help improve the efficiency of rural sports. In rural sports work, dynamic auditing and static auditing can be combined. There is movement in the static and the static in the movement, which can greatly improve the efficiency of the audit work and avoid problems such as virtual appearances in the audit work. Integrate and develop audit work according to two different audit methods, special audit and comprehensive audit. In short, the work of special audit is to audit all rural sports related to prefecture-level cities in accordance with the instructions of the leaders of higher-level departments. The comprehensive audit work is better understood. Simply put, it is the construction of party member teams, the construction of basic organizations, the training of basic cadres, and the construction and training of leadership groups. In the specific rural sports work, it is necessary to combine special audits and comprehensive audits to coordinate the overall situation and grasp the details. This not only improves the accuracy of the audit work of rural sports equipment, but also guarantees the significance of the audit work of rural sports equipment [5].

6. PROMOTE THE IMPLEMENTATION OF RURAL SPORTS EQUIPMENT INVESTMENT AND IMPROVE THE AUDIT RESULTS OF SPORTS EQUIPMENT

In order to promote the implementation of rural sports equipment investment, in the audit work of rural sports equipment investment, it is necessary to combine the content of the benefit inspection of grassroots cadres, and continuously improve the audit results of sports equipment. In the old rural sports inspection work, there were always some minor problems, such as unclear rewards and punishments for cadres, unclear rewards and punishment systems, and incomplete public sports construction systems. In response to the issues mentioned in the appeal, in the sports equipment system, the audit work should be integrated into the assessment content of grassroots cadres, and a complete sports equipment audit system should be established. It clearly stipulates the selection of cadres, the cultivation of cadres, and the reward and punishment system. Regarding the reward and punishment system, there must be clear regulations. Units or individuals who have made contributions to rural sports should be recognized and praised, and units or individuals that have not implemented public sports work or have not implemented it should be criticized or demoted or removed. And other punishment measures. The clarification of the reward and punishment system is conducive to the division of responsibilities among grassroots cadres, helps the division of labor between departments, and improves work efficiency. The reward and punishment system is not only an important advance for the construction of rural sports, but also a necessary condition for motivating cadres to work hard, so the audit work for follow-up inspections is also very important. In the actual sports equipment audit work, it is necessary to

ensure the authenticity of the audit content and improve the content of the sports equipment audit inspection results, which will help the follow-up evaluation work. After the audit of sports equipment is completed, the final inspection results will be announced and distributed to the grassroots to increase the transparency of the audit and to increase the importance of the grassroots units to this audit. For example, Ganzhou City, Jiangxi Province, currently combines auditing concepts and auditing plans to implement rural sports equipment investment audits in its own eight counties, one city, and three districts, and has made certain achievements in the development of rural sports construction. In order to achieve the purpose of scientifically and rationally evaluating the input of rural sports equipment, the municipal party committee has continuously improved the sports equipment audit program according to their specific geographical and economic conditions. In this sports equipment audit program, not only the emphasis on the combination of qualitative audit and quantitative audit, but also dynamic audit and static audit, special audit and comprehensive audit are combined. According to the actual situation of the local mountainous counties, Ganzhou City analyzed the actual content of the coverage rate of the "Five Goods" rural grassroots party organizations, combined with its own actual economic development, and paid great attention to the content of rural sports work such as townships. In addition, we regularly and regularly check and verify the paper data, electronic files such as working meeting records, public sports file records and other materials of the township districts and other grassroots departments, and cooperate with the dynamic audit in the process of implementing static audits. Forum etc. The city has also formulated a clear reward and punishment system, so that rewards and punishments are clearly distinguished, the responsibilities of grassroots cadres are clearly defined, the division of labor is clear, and cadres are continuously encouraged to do practical things. The city is constantly using rural sports equipment investment audits to promote the implementation of rural sports equipment investment, truly improving work efficiency and improving the happiness index of the people.

7. CONCLUSION

With the rapid development of my country's market economy and the continuous advancement of science and technology, the construction of rural sports has also been continuously reformed. In the implementation of rural sports equipment investment, the audit of rural sports equipment investment is an indispensable system. Based on the current problems in the implementation of rural sports equipment investment in my country, this article analyzes the reasons and expounds the significance of implementing rural sports equipment investment. Ganzhou City, Jiangxi Province, as a case, proved that rural sports equipment investment audits promote the implementation of rural sports equipment investment.

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The Problems and Countermeasures in The Library of Science and Engineering in Colleges and Universities

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Abstract: University science and engineering books and materials are the supplement of university library, which plays an important role. The scientific management and information construction of university library materials are analyzed in detail. The problems in the process of using books and materials, such as the insufficient utilization rate of science and engineering books, the inconvenience of updating new books and searching books in the process of consulting materials, and put forward targeted countermeasures, aiming at improving the level of information construction of books and information of science and engineering.

Keywords: Colleges and Universities; Scientific Management and Information Engineering; Library

1. INTRODUCTION

The degree of construction of the library of the department directly affects the actual teaching level of the department and the quality of personnel training. Although most colleges and universities have realized the importance of the library construction, but there are still many problems restricting the improvement of the actual quality of the library, it is necessary to carry out detailed analysis.

2. PROBLEMS IN THE LIBRARY OF SCIENCE AND TECHNOLOGY IN UNIVERSITIES

2.1 Insufficient documentation

Nowadays, with the rapid development of network technology all over the world, the traditional reference room in Colleges and universities is no longer valued by people. At the same time, its own limitations, cannot provide students and teachers with all kinds of materials in line with their actual needs, so few people in the library. In addition, there is a serious lack of funds in some of them, so it is difficult to supplement the books and materials in the first time. Moreover, the leaders of science and engineering don't fully realize the importance of the reference room. They only rely on the librarians to supplement the relevant literature, so they often can't accurately supplement the books that really need, and it is difficult to meet the needs of teachers' scientific research and students' learning. As a result, the resources of science and Engineering Library in Colleges and universities have been seriously wasted.

2.2 New book updates are slow

After the books are purchased back, they need to go through the cataloguing, binding, retrieval and other links before they can really enter the book retrieval system for borrowing. The library is different from the library. As the

secondary reference room of the school, there is a certain gap between the library and the library in terms of functionality. Moreover, there is also a lack of management personnel, which makes the update of new books very slow. After the teachers put forward the new book order demand to the reference room, they often have to go through many links, but the teachers have solved the problem by other ways, making the utilization rate of books reduced.

2.3 Book search inconveniences

The inconvenience of finding books is a major problem in the library of science and engineering college. Because the managers themselves are not professional, so the problem of placing books in disorder often occurs. It is difficult for teachers to find the books they need in the book system, which has a negative impact on the efficient circulation of books. At the same time, generally speaking, the reference rooms of Colleges of science and Engineering in Colleges and universities are relatively small in area, and there is no condition to set up exhibition area. Most of the materials can only be stacked and placed. There are inconvenient problems for teachers and students in the process of consulting. Moreover, the management means of information, books and documents are too single, which makes the actual utilization rate and circulation rate show a low characteristic.

3. STRENGTHEN THE STRATEGY OF MANAGING AND BUILDING THE LIBRARY OF SCIENCE AND ENGINEERING IN COLLEGES AND UNIVERSITIES

3.1 Increase disinvestment

In view of the lack of literature in science and engineering library, colleges and universities should increase investment. First of all, the leadership should really realize the importance of the construction of the library, and increase the investment in work deployment, funds allocation and personnel allocation, so as to alleviate the short board problems accumulated over the years. Secondly, in terms of funds, schools should guarantee the full amount of funds and allocate funds according to the standard of per student. At the same time, the Department of teaching should have a certain ability to generate income, and part of its income should be invested in the construction of library reference room. Finally, it is necessary to ensure that the funds are applied more scientifically and efficiently. Based on this, the construction personnel should scientifically and reasonably plan the content of the reference room construction, and build a systematic library collection

system of science and engineering departments, so as to maximize its due efficiency and role. It can effectively coordinate the relationship between the school library and the reference room, fully reflect the characteristics of science and engineering, and embody the characteristics of comprehensive, systematic and timely collection of books, so as to avoid the problem of overlapping books in the same school library. [1]

3.2 Improve the level of business of managers

Managers are the direct executors of all aspects of work in university library, so their own quality and professional level have an important impact on the use and management of books and reference materials. The level of its management determines the update speed of the reference room literature and whether it can operate normally. Colleges and universities should strictly assess and screen the professional quality and ability of management personnel, and then continuously introduce new books. At the same time, because the introduction of literature has a strong logic, so the administrator should also have a certain stability in the configuration, at the same time, they should also provide appropriate benefits to control it.

3.3 Strengthen the information construction

Colleges and universities should strengthen the information construction of science and engineering libraries, timely update that backward equipment, and actively introduce new types of computer hardware and software, so that they can meet the needs of related services, and timely information skills training for staff. Secondly, colleges and universities should properly mobilize the staff's sense of responsibility, and attract excellent information talents into the digital book construction, the use of reward and punishment combined measures to stimulate the subjective initiative of managers, so that they more efficiently carry out book management.[2] Finally, colleges and universities should strengthen the management of compensation and pay attention to its diversity, fairness and efficiency. Strengthening the construction of Informationization and digitization can make the original literature resources break the limitation of space and practice, bring the distance between teachers and students and the library resources closer, and improve its utilization efficiency. In addition, in the current modern, information and rapid development of the era, China's Internet electronic technology is constantly developing, which makes the

original book management of the pressure has been reduced, but also help the book management industry to achieve resource sharing, the formation of internal alliances, so as not to duplicate the construction of book resources. For the management of the library of the faculty of science and engineering, the most critical content is innovation, and the coming of the information age has brought many new technologies, new knowledge and new ideas, in the context of the era of global integration. The management of books and materials carried out in the library of science and engineering in colleges and universities should effectively implement people-oriented in the course of practice, strengthen the construction of information, and then improve the construction level of the science and engineering library.

4. CONCLUSION

Strengthening the construction of the library materials room in the university library can ensure the smooth lending of relevant professional books and documents for teachers and students, and it plays a positive role in promoting the quality of personnel training in the faculty. Therefore, it is important for colleges and universities to strengthen the importance of building a library, sum up experience in practice, strengthen the information construction, and carry out training and opening-up work for managers, so as to improve the quality of managers and create good conditions for the efficient use of libraries.

ACKNOWLEDGEMENTS

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Research on the Construction of Grass Roots Governance System of "Three Governance Combination"

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Abstract: "The combination of three governance" is a typical representative of promoting the innovation of grassroots governance in Zhejiang Province. The internal logical relationship of the grass-roots governance system of "three governance combination" is not a parallel relationship, but a grass-roots structure of "one core, one body and two wings", in which the leadership of the party organization is the core, the grass-roots autonomy is the main body, and the rule of law and virtue are the two wings. However, in promoting the "combination of three governance", the grassroots often ignore the internal logical relationship between Party building and autonomy, rule of law, and rule of virtue, resulting in the problem of "two skins" of theory and practice. Therefore, it is necessary to build a "three governance" system with the unity of "order" and "vitality", "legitimacy" and "effectiveness", "politics" and "sociality".

Key words: Combination of Three Governance; Grassroots Governance; System

1.INTERNAL LOGIC: THE RELATIONSHIP OF ELEMENTS IN THE SYSTEM OF "COMBINATION OF THREE GOVERNANCE"

The grass-roots governance model combining autonomy, rule of law and rule of virtue (hereinafter referred to as "the combination of three governance") is another achievement of Zhejiang province following the "Fengqiao Experience", "Houchen experience", "democratic talks" and other grass-roots governance innovation. Since the pilot project was launched in Tongxiang in 2013, it has gone through the stage of preliminary exploration within the provincial scope, the stage of comprehensive promotion across the country, and the stage of Grass-roots System Construction with the combination of autonomy, rule of law and rule of Virtue under the leadership of Party organizations. It fully demonstrates the interactive integration of innovation of local knowledge and experience and high-level top-level design, and provides guidance for promoting grass-roots social governance in the new era [1-4].

The grass roots governance model of "three governance combination" was written in the report of the 19th National Congress of the Communist Party of China in 2017, which rose to the strategic design of China's grass roots governance. At the 2018 central political and legal work conference, it was once again defined as the essence of "Fengqiao Experience" in the new era, which is the development direction of grassroots social governance innovation in the new era. However, in 2019, the CPC

Central Committee once again defined it as the grass-roots governance system of "combination of three governance" under the leadership of the party organization in the "Regulations on the work of rural grass-roots organizations of the Communist Party of China" and "Regulations on the work of rural grass-roots organizations of the Communist Party of China". So far, the core elements of the "combination of three governance" include the leadership, autonomy, rule of law and rule of virtue of the party organization. The basic logic of its core elements is "One core, one body, two wings".

1.1 "One Core": Taking the Leadership Of The Party Organization As The Core

The 19th National Congress of the Communist Party of China clearly adheres to the party's leadership over all work, which makes it clearer the fundamental requirement for Party organizations to lead grassroots social governance. In terms of the main and auxiliary relationship, "in the grass-roots governance system, the party organization is in the core leading position, while other governance subjects and governance forms assist the party organization to achieve cooperative governance." [1] The interaction and integration of grass-roots party building and governance can be seen from two dimensions. On the one hand, grass-roots party organizations are in the core leading position at the grass-roots level and reshape grass-roots governance with grass-roots party building. Especially in the new era, the governance efficiency of the traditional grass-roots governance mode is gradually declining, and it is difficult to effectively organize and integrate in the face of Grass-roots "fragmentation" and "polycentric" problems. It is necessary to strengthen the political guidance, service supply, organization participation and other functions of grass-roots party construction, reorganize and mobilize the grass-roots society, and reshape the new order of grass-roots governance. On the other hand, grassroots party building and governance can be interactive and integrated. Establishing the core position of grass-roots party building in grass-roots society is a leading role relative to other grass-roots governance subjects, which is the premise to ensure the grass-roots "orderly", but grass-roots governance is not only "orderly", but also needs "vitality". Its "vitality" often comes from the multiple subjects of grass-roots governance, which requires the party building at the grass-roots level to play a leading role while maintaining interaction, mutual embedding and consultation with other multiple subjects to jointly promote effective governance at the grass-roots level.

1.2"Unity": Autonomy as The Main Body

Grass roots autonomy is China's basic political system, which is endowed by the Constitution and the organic law of villagers' committees, which determines that the grass-roots masses are the direct and fundamental participants in grass-roots social governance, and autonomy plays a dominant role in grass-roots social governance. Grassroots governance can fully mobilize the subjective initiative of grassroots people, and fully release the vitality of grassroots, which is mainly reflected in two aspects. On the one hand, grassroots autonomy is an important carrier of grassroots democracy. This system design is a major initiative. By giving the right of autonomy to the grassroots, the grassroots people's awareness of participation and democracy will be improved, so that civil administration, civil business and civil deliberation can be truly implemented. On the other hand, grassroots autonomy is the magic weapon to improve the efficiency of grassroots governance. Under the leadership of grass-roots party organizations, autonomy is a major feature of our country, and it is also the guarantee of good governance at the grass-roots level. Under the political guidance of grass-roots party organizations, grass-roots people, based on practical problems, give full play to their talents and wisdom, boldly innovate, and introduce one effective and pragmatic new experience after another, which is the guarantee for the vitality of grass-roots society. In particular, through the institutionalized and standardized election mechanism, the grass-roots people elect a group of capable people with organizational ability, business acumen, knowledge and culture as village cadres, which is undoubtedly good for the development of grass-roots society and the increase of farmers' income.

1.3"Two Wings": Rule By Law And Rule By Virtue

Autonomy is the main body of grass-roots governance system, while rule of law and rule of virtue are the two wings to activate the main body of grass-roots governance. The rule of law is the guarantee and standard of the effectiveness of grass-roots governance, which ensures grass-roots fairness and social stability through compulsion and binding force. Grassroots society is often multi-faceted, complex affairs, is a place where contradictions and problems are concentrated, only relying on autonomy, rule of virtue cannot deal with the real situation of grassroots, so adhering to the rule of law is an essential element of governance in grassroots society. The rule of law can help regulate autonomy, which is a borderline autonomy and must be operated within the legal framework. At the same time, the rule of law can also set the boundary for the rule of virtue. In the traditional grass-roots society, village rules and regulations, rural culture and so on contain dross. It is difficult to remove them only by education. It needs the compulsory side of the rule of law to rectify and strengthen the grass-roots moral education. The rule of virtue is an important support for grass-roots governance, which can give full play to the binding function of informal system, supervise grass-roots affairs by public opinion and morality, make grass-roots governance more democratic and fair exercise of autonomy, and enhance the effect of grass-roots autonomy.

At the same time, the rule of virtue in a certain sense can make up for the lack of the rule of law, the rule of law has a mandatory rigidity, often the grass-roots society needs human factors, needs the long-term accumulation of folk rules to support, in order to better avoid the negative effects of rigid means.

2. REALISTIC DILEMMA: THE TENSION BETWEEN THE GUIDANCE OF PARTY CONSTRUCTION AND AUTONOMY, RULE OF LAW AND RULE OF VIRTUE

From the internal logic of the grassroots governance system of "three governance combination", we can see that the core element relationship of "three governance combination" is not a parallel relationship, but an integrated collaborative relationship of "one core, one body and two wings" in the context of system theory. However, in promoting the "combination of three governance", the grassroots often ignore the internal logical relationship between Party building and autonomy, rule of law, and rule of virtue, resulting in the problem of "two skins" of theory and practice.

2.1 Tension Between The Leadership Of The Party Construction And The Grass-Roots Autonomy

In the "three governance combination" system, the relationship between Party building leading and grass-roots autonomy is the core relationship, which is embodied in how to unify the core status of grass-roots party building and the basic status of grass-roots autonomy. One is the consistency of objectives. The goal of grassroots party building leading grassroots governance is to establish a correct direction and goal for the operation of grassroots social governance, and to regulate and correct the process of governance activities. In the actual governance, the grass-roots party building is more prominent in political guidance, and the grass-roots governance is more prominent in democratic demands. To a certain extent, there are inconsistencies, which are embodied in the contradiction between the "two committees". The second is organizational leadership. Grassroots party building mainly affects grassroots governance through organizational participation. Re organization of multiple subjects is one of the difficulties in grass-roots party construction. At present, the practice in some areas is to establish autonomous organizations, such as the Council of rural sages, the people's Counsellors' meeting, the householder's meeting, etc., to enhance the participation ability of grass-roots people. However, it is faced with the practical problems of grassroots participation mode and participation ability improvement, which need to be solved. Third, the adaptability of rules. The ultimate goal of grass-roots party building is to build an orderly grass-roots power order and highlight the construction of rule system. Especially in the face of the changes of grassroots political ecology and the needs of grassroots people, the rule system of grassroots party construction needs to be adjusted to establish rules for grassroots society.

2.2The Tension Between the Guidance of Party Construction and The Rule of Law at The Grassroots Level

As the core of the "three governance combination" system, grass-roots party construction mainly establishes the legitimacy of the party's leadership at the grass-roots level, while the rule of law is to ensure the effectiveness of grass-roots governance. In a certain sense, there is unity and tension between the two. On the one hand, grassroots party building needs to meet the needs of grassroots rule of law. The diversification of social contradictions at the grassroots level is gradually deepening, and the grassroots people's demands for the rule of law are also diversified. In this case, the construction of the center for the mediation and resolution of contradictions and disputes is rapidly unfolding in various places, and the reform of "at most one place" for the resolution of contradictions has achieved good results. However, the abilities of grassroots party construction organizations in the rule of law, the collection of legal talents, and the reconstruction of participation channels for the construction of the rule of law still need to be further improved. On the other hand, the grass-roots party construction needs to get through the channel of legal resources sinking. In a certain sense, there are still contradictions and conflicts between the rural customary law and the national law [2], which requires the grass-roots party construction to effectively sink the legal resources into the grass-roots society with the help of organizational advantages. For a long time, it undertakes the tasks of "sending the law to the countryside" and the construction of the rule of law at the grass-roots level, which plays a great role in promoting the rule of law at the grass-roots level. However, from the perspective of actual effect, due to the single channel of legal resources sinking, there are still many ways to go for the legal leadership of grass-roots party construction, the comprehensive legalization of grass-roots, and the improvement of grass-roots people's legal literacy.

2.3 The Tension Between the Guidance of Party Construction And The Rule Of Virtue At The Grassroots Level

Rule of virtue is the "lubricant" of social governance at the grassroots level. At present, the Moral Governance of villages is facing the dilemma of weakening moral control and loss of cultural norms [3], and the party building still needs to be strengthened to lead the grass-roots Moral Governance. First, the grass-roots party construction needs to be connected with the main body of grass-roots moral authority. It is an indispensable factor for grass-roots development that capable people govern villages. For example, new rural sages and highly respected elites participate in grass-roots activities and inject vitality into grass-roots governance. However, at present, grass-roots party organizations have not formally established a legal platform for grass-roots moral authority subjects to participate in grass-roots activities, especially given them the status and status of participating in politics. Second, the grass-roots party building needs to improve the moral guidance mechanism. In the ideological and moral education at the grass-roots level, Party building at the grass-roots level tends to be more political education, but it has not fully played its leading role in the moral education of Party members, cadres and the masses. In

particular, "the lack of an effective carrier of cultural forms, the lack of corresponding grasp of grass-roots party building, its ideological guidance is difficult to penetrate into the deep life of the masses." [4] Third, the grass-roots party building needs to improve the grass-roots moral conflict coordination mechanism. At present, the grass-roots social ecology has undergone structural changes. The main body of grass-roots activities tends to be diversified, which leads to different moral values of different subjects and is prone to conflict. At present, the grass-roots party construction has not been able to act as the main body of its moral judgment, and it is difficult to play the role of grassroots mass action standard and value orientation.

3. PATH OPTIMIZATION: THE STRATEGY OF BUILDING "THREE GOVERNANCE COMBINATION" GRASS ROOTS GOVERNANCE SYSTEM

3.1 We Should Build A "Three Governance" System With The Unity Of "Order" And "Vitality"

The "three governance combination" system under the leadership of the party organization is an innovation based on the practical problems of grass-roots governance, especially in areas with prominent social governance problems such as Zhejiang. If the government blindly emphasizes management, it will fall into the situation of "one management, one death, one release, one disorder". Based on this situation, the grass-roots governance system of "three governance combination" is a good policy to balance the relationship between "order" and "vitality". At present, the construction of "three governance combination" grass-roots governance system is important to clarify the boundary between the order led by Party construction and the vitality of grass-roots governance. First, establish a list system of village level principal cadres. It is a beneficial exploration to carry out "one shoulder responsibility" for village leaders in various places, but only by clarifying the power boundary of village leaders and clearly dividing the basic party building and basic autonomy can we effectively stimulate the grass-roots autonomy. The second is to establish a system of discussion and consultation between the party and the masses. From the perspective of consultation, we should establish a platform for discussion between the party and the masses, fix the agenda of the party and the masses consultation through institutional forms, and let the grassroots participate in the consultation of major issues. The third is to establish autonomous organizations led by grass-roots party construction. Autonomous organization is a bridge to build grass-roots party building and grassroots people to solve and communicate problems. Through the construction and sinking of grass-roots autonomous organization, mass organizations such as two representatives and one member, xinxiangxian, respected old people and ordinary people are absorbed into autonomous organization to participate in grassroots social governance.

3.2 We Should Build A "Three Governance" System With The Unity Of "Legitimacy" And "Effectiveness"

The "three governance combination" grass-roots

governance system should not only reflect the legitimacy of grass-roots party organizations at the grass-roots level, but also highlight the effectiveness of grass-roots governance. It needs to grasp the relationship between the authority of Party organizations and the efficiency of grass-roots rule of law. On the one hand, we should give full play to the organizational advantages of grass-roots party organizations and open up the channels for legal resources to sink. The advantages of mass work of grass-roots party organizations are mainly reflected in the vertical organization, which can contact and spread to grass-roots people in various fields, which provides an organizational basis for the sinking of legal resources. At present, we need to actively build the work implementation framework of "Party committee and government - Party branches - Grassroots Party members - Grassroots masses", and put legal talents, funds and projects into the grassroots. On the other hand, we should put the rule of law into the work of Party building at the grassroots level. The construction of the rule of law at the grass-roots level is led by the party construction at the grass-roots level, which will also promote the legalization of the party construction at the grass-roots level. Bringing the rule of law into the whole process of grass-roots governance led by grass-roots party organizations is also one of the basic requirements of the Communist Party of China in Party building, especially in the grass-roots election, decision-making, supervision and strictly promoting the legitimacy review, which will be of great significance to grass-roots party building and grass-roots democracy building. In a word, the party construction leading the grass-roots rule of law focuses on realizing the vertical connection of the rule of law resources and the horizontal connection of the rule of law scale, and promoting the legalization of grass-roots party construction.

3.3 We Should Build A "Three Governance" System With The Unity Of "Political" And "Social"

In the basic governance system of "combination of three governance", each element has its own advantages and disadvantages. "The rule of law is too hard, the rule of virtue is too soft, and autonomy is too willful". Therefore, we should combine the political nature of grass-roots party construction with the social nature of grass-roots rule of virtue, and maintain the balance and stability of the "combination of three governance" system. The first is to

establish a grassroots moral elite participation mechanism led by Party construction. Grass roots moral elites are not only the main body of social capital, but also the key body of amplifying the resource effect of grass-roots Moral Governance. In grassroots governance activities, grassroots party organizations can make grassroots moral elites participate in grassroots decision-making, supervision and other activities through consultation and discussion platform. The second is to activate the local traditional culture. Local traditional culture provides rich soil and realistic foundation for effective governance at the grass-roots level. The grass-roots party organizations guide industrial and commercial capital into the integration of culture and tourism by creating characteristic cultural industries, so as to promote local employment and at the same time, the grass-roots people participate in cultural activities. The third is to build a grass-roots moral evaluation mechanism. Whether the grassroots are in the acquaintance society or the semi acquaintance society, the time and space and ties between people still exist, which provides practical feasibility for the establishment of moral evaluation mechanism. For example, local governments are exploring the establishment of village style committees to hand over matters beyond the control of laws and regulations to village style committees to safeguard public order and good customs at the grassroots level.

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Research on The Development of Middle School Physical Education Examination from The Perspective Of "Schools-Student-Parents"

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Abstract: Physical education, one of the important components of education, has become the focus of discussion in the educational circle, and the middle school physical education examination will receive people's attention. In recent years, along with the national education department implemented a series of reform measures to strengthen primary and middle school students' physical quality, physical education in the status of the family education also constantly improve, many primary and high school students' parents to let children grow up healthy, take the initiative to actively encourage children to participate in the leadership of physical training, to improve the child's physical quality, despite the greatly development in middle and primary school sports present situation, but there are still some shortcomings. This article from the school leaders, students, parents three points of view, in view of the physical education examination, respectively carried on the physical education teaching attention degree and the effect of research. In the present stage of the physical education examination score distribution, the unified test content of the physical education examination, the school, students, parents of the importance of physical education teaching, and the implementation effect of the physical education examination in the process of research, the use of statistical analysis software, reliability analysis and single sample T test. The research shows that schools, students and parents attach high importance to PE teaching, and the results of high PE teaching level of schools, students and parents can be accepted with high probability through the single sample T test.

Keywords: Physical health; PE middle school examination; Statistical analysis; Sample T test

1. INTRODUCTION

In contemporary society, student' examination stress has been growing, examination subjects have been increasing, and general cultural course points have also been growing. Heavy learning stress causes that many student appearing nearsightedness, rickets, and spondylolysis as well as other body unhealthy growth symptoms, the more serious is psychological problems also come. Many students will show fear, anxiety and other symptoms because of not able to bear heavy learning stress when confront high points, high school, furthermore some will select to end life because of so poor psychological enduring capacity. As an important path to relax and pacify, and meanwhile also a key path, physical education has become key

teaching task to propel to student' healthy growth, happy learning in present stage. [1-5] While compulsory measure to propel to physical education development is physical education exam, it lets physical education to possess compelling force and executive force to a certain extent in the form of exam, and further improves its development speed. The paper targeted at physical education test, firstly conducts its scores distribution and test contents' researches, whose importance has been verified in many scholars' research results. Such as Tian Chan's article "Shanghai city junior high school entrance exam physical education exam implementation situation and development measures", she went into deeper analysis of Shanghai city physical education exam implementation, by comparing Shanghai city primary school, junior high school and senior high school physical education, analyzed physical education course' class hour amount, academic credit system and lecturing ways, and combined with physical educators' basic information, got present Shanghai city physical education exam popularization degree and care degree, and further put forward countermeasures for issues that were founded; [6-9] And also as Lu Hui's article "Shanghai city physical education senior high school entrance exam current situation and countermeasures research", by specific analyzing Shanghai city senior high school entrance exam physical education exam situation, including physical education exam events, contents, scores as well as their proportions of cultural courses, highlighted physical education exam importance. Implementation of physical education exam has grown into key subjects in modern large, medium and small size exams, but for its reform results evaluation, it should start from its effectiveness to analyze. The paper bases on above researches, and further analyzes physical education exam obtained effectiveness, and goes deeper into researching from school, student and parents the three perspectives. [10-13] The point has also been reflected in lots of literatures, such as Xu Yu-Ming's article "Study on junior high school graduate further entrance physical education exam reform to school education impacts", he conducted whole article spreading on physical education exam reform achieved effectiveness, conducted comprehensive and deepen research with clues of school education changes after physical education exam reform. The paper establishes on the basis of referencing lots of formers' research results; it not only proceeds with theoretical reviews for current stage Chinese physical education exam status statistical results, but also utilizes

SPSS software, implements reliability analysis and single sample *T* test, and further studies physical education exam effect and strength.

2. MODEL ESTABLISHMENT

Research on physical education is a key to current stage Chinese physical education development. All development is from education, and also uses education as carrier. In physical education, school and parents are three independent groups; every group has different thoughts and attitudes toward physical education, and meanwhile

Table 1: Research background and significance

Item	Content
Research background	World sports development has been faster and faster, sports power has gradually become the tide, China's development is faster and it's all aspects levels have been among the world level.
	Physical education is foundation of sports development; all development should start from education.
	Physical education exam has gradually fused into all sizes exams, and physical education proportion of education has increased.
	National pursuit of healthy life has grown; teenagers' healthy growth has become focus of society.
Research significance	Research on school physical education is helpful for reforming school physical education system, improving leaders' emphasis and promoting physical education.
	Research on students' physical education learning attitudes is helpful for considering physical education existing problems from the perspective of students and putting forward improvement measures for the problems.
	Consider physical education's physical education contents and criterion problems from the perspective of parents can timely collect parents' useful information and timely adjust policies.
	Research physical education exam's evaluation standard and exam contents are helpful for reforming physical education at the very root.

Combine with Table 1 regarding physical education research background and significance; it proceeds with the paper's researches.

2.1 Chinese physical education exam scores distribution at present stage

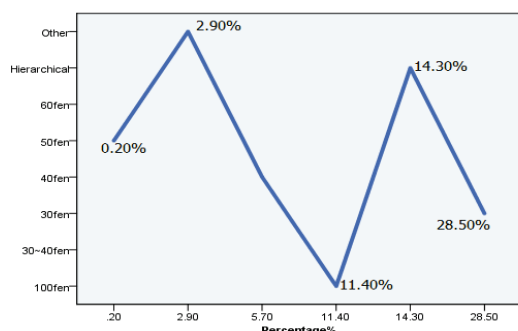


Figure 1. Physical exam score distribution

In physical education exam, most provinces and cities in China base on 30 points academic credit system, the proportion is 28.5%, besides, according to all provinces and cities' education development extents differences, it can classify into 40 points, 30-40 points 50 points 60

will also affect physical education system construction.

After basically understanding Chinese physical education system construction, the paper carries on physical education exam criterion research from the perspective of "school, student, parents", and respectively goes deeper into analysis of the three groups, regards physical education exam as entry point and further gets Chinese physical education exam scores of exam and criterion of contents.

points 100 points and grading system, under physical education exam hard-and-fast rules, lots of middle and primary schools, senior high schools and other universities have regarded physical education course as emphasis in teaching, occupied phenomena has also gradually decreased.

By Figure 1 Chinese physical education exam scores distribution statistical analysis and reliability analysis, it can get that Chinese physical education exam scores distribution is relative reasonable, 30 points 40 points, 30-40 points 50 points 60 points 100 points and grading system distribution is relative reasonable, and statistical results have reliabilities.

2.2 Chinese physical education exam unified test contents Nowadays, physical education proportion has gradually expanded; physical education exam has become decisive factors that decide students' exam total performance. Therefore, in physical education exam, medicine ball, standing long jump, big ball, techniques, rope skipping, pull-up, sit and reach and other events, due to their owned technical capacity training and physical ability improvement features, all have been contained in physical education exam basic testing events.

Table 2: Physical education exam contents statistics

	800/1000m	Medicine ball	Standing long jump	Big balls	Rope skipping
Percentage%	21.3	19.1	17.0	14.9	12.8
	Pull-up	50m	Techniques	Sit and reach	Others
Percentage%	10.6	8.5	6.4	4.3	4.3

Above statistical Table 2 is physical education exam content, in statistical table, 800/1000m is main content in physical education exam, secondly is medicine ball, standing long jump, three big balls, and rope skipping.

Besides, pull-up, techniques, sit and reach and others have also become main test contents.

2.3 School, student, parents' emphasis on physical education

School, student and parents are three main groups, in physical education system construction, the three attitudes and opinions are the key to propel to physical education development and perfect physical education system. Thereupon, now it makes statistics of the three main groups' physical education attitudes, statistical result is as following Table 3:

Table 3: Physical education emphasis statistics

Percentage%	School leader	Student	Parents
Very support	57.9	28.1	37.9
Relative support	30.4	57.9	41.1
General	42.1	7.0	18.6
Nonsupport	10.1	1.8	1.3
Quite not support	0.9	5.3	1.1

Since it is statistical investigation result, to ensure its reliability, now carry out reliability analysis of it, analyze above Table 3 data through SPSS software, and get following result Table 4:

Table 4: Reliability statistics

Cronbach's Alpha	Standardized Cronbach's Alpha	terms-based	Number of terms
.854	.802		3

Because when $0.7 \leq \text{Cronbach } \alpha = 0.854 < 0.9$, statistical result is very reliable, then it can carry out further analysis.

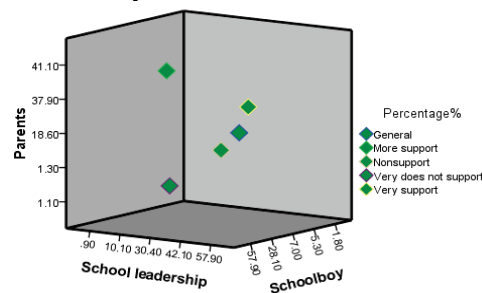


Figure 2. Sports teaching the importance of statistics

For above statistics and SPSS analytic result Figure 2, it

Table 5: Physical education exam implementation effectiveness

Percentage%	Promote physical education position	Improve school leader attention	Improve student attention	Improve parents' attention
Effect is very good	45.8	51.1	47.0	51.5
Effect is good	41.3	39.0	40.0	38.6
Effect is general	9.3	6.8	8.9	7.0
Effect is not obvious	1.9	1.3	2.3	1.5
Basically has no effects	1.7	1.9	1.7	1.5

Physical education exam implementation can arrive at following effectiveness: Implement physical education exam is helpful for improving physical education position in the society, through physical education, it comprehensive improves physical education impacts and lets sports upsurge to prevail among whole society; Physical education exam is foundation to propel to physical education development, through education mean, it fuses complete developing physical education into the mind of people in the society; In the eyes of school, student and parents these three groups, physical education exam is a method that directly and intuitionally impel physical education, it improves physical education position in the three groups in the form of exam, and promotes physical education consciousness at the very

can get following conclusions:

For school, student and parents' physical education emphasis statistics, the reliability is higher, reliability analysis coefficient is among 0.7~0.9, it is very reliable and so worthy analyzing;

From the perspective of school leader, proportion of very support physical education is 57.9%, it is relatively higher, and the nonsupport only accounts for 19.1%. It shows Chinese school physical education work is relative going well that is beneficial to leader's highly values;

From the perspective of student, his attitude towards physical education is relative supporting, supporting strength is relatively little, and there are 7.1% students' groups don't support physical education. It indicates Chinese school's educational degree on student physical education is not very high and should be further improved; Analyze from the perspective of parents, their supporting strength is far less than that from school leader, which mainly because parents' comprehension level on physical education is not very high, their physical education consciousness is not so strong that only simply understand school physical education as physical education exam;

As far as overall analysis is concerned, school, student and parent's emphasis on Chinese physical education exam is better, only a little part of people doesn't pay much attention, so we should strengthen physical education on such people, and strive for physical education comprehensive spreading and enjoying popular support.

2.4 Physical education exam implementation effectiveness

Physical education exam implementation effectiveness is one of main symbols that directly reflects physical education exam. By physical education exam, it can improve physical education position in whole society; let school leader, student and parents' physical education focus to be further promoted and then let physical education to comprehensive spread.

root, and provides foundation for physical education.

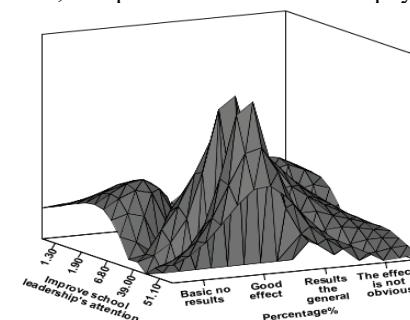


Figure 3. The effect of physical examination

For above Figure 3 indications, it can respectively discuss on physical education exam implementation effectiveness

from school leader, student and parents the three aspects, firstly, it gains following statistical result Table 5:

In order to test above statistical result reliability, now carry on reliability analysis of it, utilize SPSS software to realize and get conclusions as following Table 6:

Table 6: Reliability statistics

Cronbach's Alpha	Standardized terms-based Cronbachs Alpha	Number of terms
.999	.999	4

Because when *Cronbach* $\alpha = 0.999 > 0.9$, statistical result is very reliable, so above statistical result reliability is very high and can be used for further analysis.

2.5 Physical education exam analysis from the perspective of school

School leader attitude towards physical education exam and effects on physical education exam is the key to physical education system can be successful constructed or not, and meanwhile is also one of factors that should be considered in analyzing physical education development process. By learning school leader emphasis on physical education, it analyzing physical education effect significance and further builds up foundation for analysis. By above utilization of SPSS software, proceed with single sample *T* test on result, it can get conclusion: bilateral *Sig* = 0.008 < 0.05, so under significance level of 0.05, school leader focus on physical education has significant differences with physical education effect, and it is supposed that school leader focus on physical education is higher with the acceptance of 95% probability.

2.6 Physical education exam analysis from the perspective of student

Student is direct beneficiary in any education reform, student views and attitudes are the key to reflect one education reform results, and meanwhile are also the direct reflection. For physical education reform, whether student supports or not, how the effect is, all are important factors to evaluate physical education exam criterion. By above utilization of SPSS software, proceed with single sample *T* test on result, it can get conclusion: bilateral *Sig* = 0.016 < 0.05, so under significance level of 0.05, student focus on physical education has significant differences with physical education effect, and it is supposed that student focus on physical education is higher with the acceptance of 95% probability.

2.7 Physical education exam analysis from the perspective of parents

Except for school leader and student, parents are also one crucial link in education system. Parents' attitude affects teaching task spreading in teaching process. If parents can endeavor to support physical education reform, vigorously support physical education exam contents, focus on physical education course, follow through physical education exam together with school leader then physical education exam will achieve its maximum and optimum effects. By above utilization of SPSS software, proceed with single sample *T* test on result, it can get conclusion: bilateral *Sig* = 0.012 < 0.05, so under significance level of 0.05, parents' focus on physical education has significant differences with physical education effect, and it is supposed that parents' focus on physical education is

higher with the acceptance of 95% probability.

3. CONCLUSION

The paper researches on physical education exam, starts from school leader, student and parents three perspectives, respectively conducts physical education emphasis and its effectiveness researches, and gets following conclusions. In physical education exam researching process, including present stage Chinese physical education exam scores distribution, Chinese physical education exam unified test contents, school, student and parents' emphasis on physical education, through statistical analysis of above theories, it finds that in physical education exam, most provinces and cities in China base on 30 points academic credit system, the proportion is 28.5%, medicine ball, standing long jump, big balls, techniques, rope skipping, pull-up, sit and reach as well as other events, all are contained in physical education basic test events.

In analyzing physical education exam implementation effectiveness process, it respectively analyzes from school, student and parents three perspectives. By SPSS software and single sample *T* test, it specific researches on three groups' emphasis on physical education exam and obtained corresponding effectiveness, and then gets that school, student and parents' physical education emphasis has significant differences with physical education effectiveness, therefore it is supposed that school, student and parents' emphasis on physical education is higher with 95% probability acceptance.

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Research on The Current Situation and Strategy of Cross-Cultural Communication of Wushu Performance Under the Belt and Road Initiative

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Abstract: Wushu is one of the excellent traditional culture of the Chinese nation, in putting forward the Belt and Road initiative, China's cultural exchanges with foreign countries has developed by leaps and bounds, but the spread of Chinese Wushu is not satisfactory, Wushu performance is an effective way and means of spreading Wushu cultural communication. By means of Literature Review and logical analysis, this article conducts the research to the transcultural dissemination of Wushu performance, and provides an effective way for the Wushu internationalization output. In view of the deficiencies in the cross-cultural communication of Wushu performance, this paper puts forward some relevant suggestions to provide reference for better promotion and inheritance of Chinese Wushu culture and Wushu ethos.

Key words: Belt and Road initiative; Wushu performance; Cultural Communication

1. INTERPRETATION OF THE "BELT AND ROAD" INITIATIVE

In September 2013 and October 2013 respectively, Chinese President Xi Jinping proposed the cooperation initiatives of building the "new Silk Road Economic Belt" and the "sea route of Silk Road of the 21st century". This initiative has enabled China to establish cooperative partnerships with relevant countries and countries along the belt and road, to learn from each other in a culturally inclusive manner, to trust each other politically and to integrate each other economically, it should be a road of peaceful development, mutual benefit and inclusiveness. In the process of Belt and Road development, China not only pays attention to "hard power", but also to "soft power". The idea of commonality in public opinion is consistent with the concept of Wushu Development, and Wushu performance is guided by the "Belt and Road" policy, to promote Wushu internationally, to present the excellent traditional Chinese culture to the public through performances, to let people all over the world know about Wushu and Chinese culture, so as to achieve the goal advocated by the "Belt and Road".

The Belt and Road, Belt and Road, stands for The Silk Road Economic Belt and the sea route of Silk Road of The 21st century. The ancient Silk Road was an ancient land trade route that originated in ancient China and connected Asia, Africa and Europe. It was originally used for the transportation of silk, commodities and other commercial routes by ancient China, later, it became an important channel for economic development, political exchange and cultural blending between ancient China and other

countries.

Today, it has gradually retired from the stage of history, but its cultural imprint has always affected China's relations with other countries, and to a certain extent, affected the perception of Chinese people around the world. For example, the story of Xuanzang, Jianzhen and Treasure voyages has long been well-known, for Chinese culture to the world, telling a good "China story" provides material. In today's complex and ever-changing world, the proposal of the "Belt and Road" initiative is not simply the development of economic and trade cooperation, but the expansion of cultural influence on the basis of history and culture. Cultural development is the comparison of the soft power of countries, it is the vanguard of economic development, the Silk Road is the world recognized Chinese culture, which helps to promote China's excellent traditional culture to the world.

The construction and development of the "Belt and Road" brought back the ancient Silk Road of China, which was a manifestation of the cultural spirit of China, further strengthened the opening-up of China's culture, and played an important role in enhancing the soft power of China's culture. Therefore, the promotion of the "Belt and Road" initiative is charged with the mission of spreading Chinese culture, and the responsibility of leading Chinese culture out is to use cultural communication to bridge the gap between cultures, so that the concept can be recognized.

2. THE INTERPRETATION OF MARTIAL ARTS TRANS-CULTURAL DIFFUSION

During the Trans-cultural diffusion of Wushu performance, Wushu is artistically embellished, and the culture and spirit of Wushu are presented through performance. This is a way for Eastern culture to spread to the West, by seeking common ground while reserving differences, it is also a process of transition from traditional culture to modern culture, both of which are the transmission direction of martial arts performances in the Trans-cultural diffusion.

The "Belt and Road" initiative is an effective approach to the integration of cultural diversity and provides new opportunities and challenges for Martial Arts Trans-cultural diffusion. There are many countries along the "Belt and Road", each with its own cultural atmosphere, while Chinese martial arts are influenced by Taoism, Confucianism, military strategists, Buddhism and so on, a variety of martial arts performances can meet the needs of different countries along the route, and can combine local culture with martial arts performances for different

regions, such as India and other Southeast Asian countries where Buddhist culture is prevalent, shaolin-style performance will be more acceptable to them. Therefore, under the promotion of the "Belt and Road" policy, Wushu shows the advantages of its own cultural communication, and holds the Trans-cultural diffusion systematically from the time and dimension.

3. THE STATE OF TRANS-CULTURAL DIFFUSION

3.1 lack of talent for Trans-cultural diffusion

Martial arts performers not only need to have high-level technical conditions, but also need to have the tension of performance. The simple display of martial arts routines only shows the technical actions of martial arts, and it is difficult to highlight the martial arts culture and spirit, but many martial arts practitioners lack the ability to perform and present the martial arts culture to the public. Only by spreading the culture can the world understand China and improve its cultural soft power. Now many colleges and universities of physical education have set up the martial arts performance specialty, but it is difficult to achieve the expected training effect when the culture spreads.

The spread of culture also needs language exchange, martial arts performance talents in addition to the wonderful program to the public, but also need to communicate with fans, language ability is particularly important. The technical terms in martial arts add national characteristics to martial arts, but in the process of dissemination has become a major obstacle. Sometimes martial arts performers can understand the cultural connotation and movement requirements of martial arts, but the audience has difficulty in understanding the connotation. This requires extremely high language expression ability of martial arts performers, only clear expression, to be truly understood by the audience in the Trans-cultural diffusion, so language is also a requirement for evaluating martial arts performers, few people can articulate the essentials of martial arts in a foreign language and get the cultural message across to a foreign audience. This has also affected the development of martial arts culture in the "Belt and Road" initiative, so martial arts Trans-cultural diffusion need professional support.

3.2 single channel of transmission

The main channel of the Trans-cultural diffusion is the official propaganda of the National Government, which has always played an important role in the Trans-cultural diffusion, as well as the official permission to perform abroad. However, with the development of the society, the communication channels and media are increasing, the needs of the audience are also changing, and the limitations of official communication are becoming more and more obvious. In an era of rapid development of information technology, the channels and channels of martial arts Trans-cultural diffusion not only need the official dissemination of the government, but also need the diversified dissemination of non-governmental Organization and major media, this can make Wushu performance from all-round, three-dimensional, multi-way international communication, so that foreign audiences better understand the martial arts culture,

understand Chinese culture.

3.3 emphasis on modernity over tradition, emphasis on sameness over difference

Wushu has a long history and has many schools. There are as many as 129 types of boxing handed down from ancient times to the present. Each type of boxing has its own unique training style, which is the advantage of Wushu Development, it can meet the needs of different regions, different cultures, different countries and different lovers, and show the charm and national characteristics of Wushu. However, in the process of Wushu performance spreading, only a few types of boxing can be selected for the unified arrangement of performances. Although the performances are rich in content, the movement techniques are becoming more and more unitary, mainly relying on some difficult and beautiful movements with a more modern style, for example, the difficult movements such as the turning of the rotator 720 ° and the shuttlecock catching the back somersault have deviated from the inherent power and connotation of traditional Wushu, which will result in the incomplete understanding of Wushu by foreign audiences, it influenced the development of Wushu under the initiative of "Belt and Road", and also influenced the essence of Chinese traditional culture.

Under the "Belt and Road" initiative, the martial arts Trans-cultural diffusion aims to attract people from all over the world by "going global" guided by China's excellent traditional culture. But what attracts the masses must have its own characteristics, which means national culture and difference. If both are unified national culture, they lose their own attraction. Therefore, in the face of the need for cultural diversity in the world, martial arts Trans-cultural diffusion process can not be uniform and featureless, only the national cultural characteristics of the show, in order to attract more foreign audiences.

3.4 backward industries

Compared with football industry, basketball industry, tennis industry and other Sports Industries, Wushu performance industry has a late start, but it has great development potential. In recent years, the martial arts performance industry has risen and developed rapidly. Although it has made some achievements, the development of the industry has not yet matured. As a new industry, Wushu performance industry lacks a systematic, comprehensive and scientific development model and rules, and many markets have not been developed, and the public awareness is not high. The lack of innovative ability and brand awareness of the martial arts performing industry, unable to do like Li Ning, Jordan and other brands in the international publicity efforts, which also makes the martial arts performing industry in the international competition does not have an advantage.

Martial arts performance industry is built on the basis of martial arts industry, martial arts add artistic features, and then show to the public, the core or martial arts culture-based. This is different from other sports, Wushu is the representative of Chinese culture, but also a kind of national feelings, so to some extent, martial arts more representative of China's image. However, commercialization has gradually entered the martial arts

performance industry, and many merchants' management ideas are not in line with the development of martial arts culture. They only pay attention to economic benefits and ignore the connotation of martial arts, thus harming the rights and interests of many consumers, so that the martial arts performance industry is misunderstood by the audience, which will also have a serious impact on the martial arts performance industry. The martial arts performance industry is a long-term and sustainable development industry. It is not a single cycle or several years. If it only pursues economic benefits and does not pay attention to the inherent innovation and development of the industry, it must be difficult for it to go on, no longer trusted by the public.

4. THE STRATEGY OF MARTIAL ARTS TRANS-CULTURAL DIFFUSION UNDER THE "BELT AND ROAD" INITIATIVE

4.1 establishment of a domestic and international talent training system for Trans-cultural diffusion

Martial arts performance in the "Belt and Road" initiative under the Trans-cultural diffusion, first of all to do their own well, professionals are essential, the lack of talent will directly affect the performance of martial arts Trans-cultural diffusion effect, and the development of the Belt and Road initiative.

In China, there is a lack of comprehensive professional talents in the Trans-cultural diffusion of martial arts, and there is a general problem of high technical level but low performance ability and foreign language level among the performers. When performing on the stage, the professionals who have studied martial arts since childhood lack performing tension in their performances, many expressions of emotion are difficult to impress the audience, and when the performers communicate with the audience, failure to communicate effectively can also hinder the spread of culture. Or the performer language ability and performance ability to achieve, but poor technical level, it is difficult to reflect the essence of martial arts. Therefore, to do a good job of martial arts Trans-cultural diffusion and to play an effective communication purpose, it is necessary to establish a targeted, scientific and effective training system suitable for martial arts Trans-cultural diffusion, we have trained comprehensive talents who meet the technical requirements, language ability and performance level.

Abroad, the Belt and Road initiative covers 136 countries and regions, 53 of which have established 137 Confucius colleges and 130 Confucius classrooms. Wushu is an excellent traditional culture in China, and many of Confucius's colleges offer martial arts courses. On the basis of Confucius, it is possible to set up a martial arts performance program to train the talents, thus further deepening the export of Chinese culture, not only for the martial arts Trans-cultural diffusion to train talents, it has also given a strong boost to the Belt and Road initiative.

So, we need to strengthen the professional training, not only need domestic institutions of higher learning to carry out talent training and transportation, but also need to cooperate with Confucius College along the line to train, to help promote the martial arts Trans-cultural diffusion of

"Belt and Road. ". In order to achieve this goal, we should carry out the talent training under two modes simultaneously.

4.2 establishment of the communication system of the Trans-cultural diffusion

Today, the Trans-cultural diffusion of martial arts is only through cultural exchanges between countries to spread martial arts culture, such cultural exchanges in the beginning will play a role, but with the development of society, the continuous progress of science and technology, the audience's demand is also getting higher and higher. It is difficult for the single communication mode to meet the public's demand, which affects the cross-cultural communication of Wushu performance. This needs to establish a complete, adapt to the social development of a set of communication system. First of all, we can use scientific and technological means to collect and sort out a large number of martial arts materials. Relying on the era of big data internet, we can set up a network database of the integrated audio materials and let the audience through the network, you can look up information and watch performances anytime and anywhere, which is convenient for the audience while allowing them to enjoy the cultural charm of Wushu slowly.

In addition to using the Internet to perform martial arts, Trans-cultural diffusion can also fully grasp the overseas Chinese compatriots, which is a huge potential resource. There are now a large number of overseas Chinese, who are distributed in various countries. They are the pioneers in bringing Chinese culture out of the country, including professionals of all kinds, including some of the martial arts predecessors, they are also quietly contributing to the internationalization of martial arts. In the process of "Belt and Road" martial arts Trans-cultural diffusion, we can engage overseas Chinese through government communication, so that they can have a better understanding of local culture, language, religious beliefs, customs, etc., at the same time, they have a dual identity, in the process of communication, can avoid many unnecessary trouble, dilute the national color, thus reducing the people of the countries along the foreign culture of exclusion psychology, eliminate the prejudice of Chinese martial arts performance.

4.3 promotion of international competitiveness of Wushu performance industry and establishment of brand

The Trans-cultural diffusion wants to expand its international reach, to be recognized by its audience, and to work on industry development and brand building. First of all, we should strengthen the development of martial arts performance market resources and establish an industrial development system to ensure the development and production of martial arts performance related products. Secondly, a martial arts cultural exchange center will be set up along the "Belt and Road" line. Regular martial arts performances will be held so that foreign audiences will have a visual impact through watching, and then they will gradually understand the cultural connotation of martial arts. Once they have a certain mass base, can Hold International Martial Arts Exchange Games, so that the audience from watching to participate.

It can be combined with commercial activities to form commercial industrial chain and expand the influence of Wushu performance industry, so as to promote the influence of Wushu Culture in the world.

Martial arts performance industry can be combined with other related mature industries, such as clothing industry, Film and Television Industry, Tourism Industry, animation industry. In particular, the foreign film and Television Industry, which is very interested in Chinese martial arts culture, has launched a Kung Fu panda, Mulan and other Film and Television Works, these works are the art of martial arts, in the form of martial arts performances, and has made a good reputation at the box office. Finally, we must build brand awareness, under the "Belt and Road" initiative, we must seize the opportunity, Wushu is already a brand symbol of China, the mention of Wushu can be associated with Chinese Kung Fu, martial arts performance industry can be innovative on the basis of martial arts culture industry, based on such a brand height, and "Belt and Road" policy support, martial arts performance Trans-cultural diffusion process, can carry on the brand operation to the dissemination content, establishes the brand consciousness, the brand must establish in the Chinese Martial Arts Culture Connotation Foundation, also must carry on the innovation to let the foreign audience accept, this needs us to create in the content elaborately, in the way of communication, we should widen the channels, pack the external image, carry out the martial arts Trans-cultural diffusion around the brand consciousness, make the brand power penetrate into the foreign countries, promote the international spread of Chinese culture, and improve the soft power of the national culture.

4.4 construction of a development model that combines tradition and modernity

It is both an opportunity and a challenge for martial arts Trans-cultural diffusion to go global under the "Belt and Road" initiative, to Do "not forget the original, absorb foreign", "take its essence, to its dregs" and other views, learn to learn from foreign excellent culture, so that Wushu performance better go out. Now some of the international martial arts performance has been separated from the traditional martial arts, mainly difficult to the beauty of the action-based, no martial arts connotation, so that many foreign audiences on martial arts understanding and understanding of bias.

Modern Wushu and traditional Wushu are the two systems of Chinese Wushu, which have their own style and characteristics. Modern Wushu evolved from traditional Wushu. It combines some of the aesthetic characteristics and technical styles of today's world and is very innovative. It is an important part of Chinese Wushu, but not the whole of Chinese Wushu, although conforms to the present world performance form tendency, but lacks the traditional martial arts cultural connotation, the traditional martial arts cultural inside information can manifest the Chinese culture superiority. Therefore, the combination of the two is very important, not only can not lose its own cultural charm, but also must conform to today's world development trend, the martial arts

performance cross-cultural communication must let the two combine in the dissemination content, neither can the tradition heavy modern, and can not step by step lack of innovation, the two go hand in hand to show the true charm of Chinese martial arts.

4.5 a return to "one-dimensional pluralism"

There are many countries along the "Belt and Road", involving a wide range of regions, different countries and regions have their own religious beliefs, customs, living habits, aesthetic concepts. In the process of performing martial arts, we need to fully understand the differences of each country and region, communicate more with the people of the countries along the "Belt and Road", and combine our favorite style of performance with martial arts, to increase the diversity of communication content and accelerate the spread and development of martial arts performances along the "Belt and Road".

5. CONCLUSION

The "Belt and Road" initiative has been recognized by the world and opened up a new mode of globalization. In the future period of time, it will continue to heat up, continue to expand, international influence will continue to increase. The martial arts Trans-cultural diffusion took the "Belt and Road" train of the times, which provided advantages and conveniences for their own development, reduced the obstacles in the dissemination, and played a strategic guiding role in the international dissemination of Chinese culture. It is believed that with the development of Trans-cultural diffusion, while spreading the Chinese martial arts culture, it will also show the Chinese style to the world and make the Chinese martial arts culture recognized by the whole world.

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Research on the Value-added Role of Internal Audit

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Abstract: The multiple functions of internal audit are undergoing transformation to the changes in corporate operating environment, which incrementally transcends from traditional financial audit to value-added audit. However, the transformation of internal audit in China is influenced and restricted by several factors, which includes corporate operating environment, institutional function orientation in internal auditing, corporate internal duty segregation, concern from management and the competence of auditors. This paper aims to testify the influences from the above factors to value-added internal audit by adopting empirical method. The empirical findings indicate that the clarity of duty segregation, competence of auditors and the influence audit opinions over business activities play a significant role to the increase of corporate value.

Keyword: Internal audit; Audit function; Value-added; Performance valuation

1. INTRODUCTION

In 2014, China Institute of Internal Audit (CIIA) revised the *Internal Auditing Standards of the People's Republic of China*, which states that internal audit is an independent, objective assurance and consulting activity to facilitate corporate governance, increase corporate value and fulfill corporate objectives by adopting systematic and disciplined approaches in terms of evaluating and enhancing corporate risk management, control and governance[1-3].

Two approaches could be adopted to reflect the function of internal audit in the increase of corporate value, attestation services and audit evaluation. With respect to attestation services, it helps corporate management to faithfully fulfill their duties and largely avoid the occurrence of agency problems through clear affirmation of management performance. Compared to corporates in lack of independent internal audit infrastructures, IPO corporates with independent internal audit have better governance after listing (Geng et al., 2006). Internal audit is involved directly in auditing financial report, reduces risk of external audit and eventually reduces audit cost (Goodwin-Stewart & Kent, 2006). The scale of internal audit is positively correlated with the number of branches and external audit fees. Internal audit plays a positive role in corporate governance (Liu et al., 2008). The higher the quality of internal audit, the less the earnings management of enterprises (Prawitt et al., 2009). Audit evaluation is another approach to manifest the function of internal audit, as it can help corporates reduce operational risk and improve economic benefits when evaluating operational risk, internal control and operational efficiency, assisted

by reasonable suggestions to problems in operation and management

In China, the majority of internal audit departments are directly subordinate to the audit committee or general manager, and they are relatively superior and independent within the corporate. Factors influencing internal auditor to play their value-added role are as following.

1.1 Management environment of organizations

An important aspect of internal audit to create value for organizations is to provide consultation and suggestions to help corporates improve their business environment and mode of operation and improve economic benefits.

1.2 Functional orientation of internal audit

Sarens (2007) claimed that the more importance senior management attach to internal audit, the larger the scale of internal audit.

1.3 Division of internal audit responsibilities

The clarity of responsibility division of internal audit department directly affects the operation performance of internal audit department.

1.4 Performance level of internal audit

The performance level of the internal audit department is mainly affected by two factors: the quality and competence of the internal auditors and the devotion of internal auditors.

1.5 Attention and adoption of audit opinions

Whether the audit results of internal auditing departments can increase the value of corporates depends on the importance and adoption of audit recommendations by the management.

2. METHOD

2.1 Proposed hypotheses

Based on the above theoretical analysis, the following assumptions are proposed:

Hypothesis (a): The worse the level of management, the higher the possibility of increased value by internal audit.

Hypothesis (b): The higher the probability of violation within an organization, the higher the possibility of increased value by internal audit.

Hypothesis (c): The clearer the organizational responsibilities are, the more likely the internal audit will create value.

(i) The clearer the organizational responsibilities are, the more likely the internal audit will create value.

(ii) The clearer the internal staff's understanding of their responsibilities, the more likely the internal audit will create value.

Hypothesis (d): The stronger the performance level of internal audit, the higher the possibility of value creation of internal audit.

(i) The more competent the auditor is, the more likely the

internal audit will create value.

(ii) The better the evaluation system of internal audit, the higher the possibility of internal audit creating value.

Hypothesis (e): The more influential the auditing department, the more likely the internal audit will create value.

(i) The stronger the influence of audit department on business operation, the higher the possibility of value creation by internal audit.

(ii) The stronger the deterrence of audit department to irregularities, the higher the possibility of value creation of internal audit.

2.2 Research methodology

2.2.1 Model design

This paper constructs a model from two perspectives: internal audit consultation and deterrence to verify the impact of various factors on the value creation of internal audit. Model 1 is used to verify the impact of internal department management consulting activities on value-added effect, and model 2 is used to verify the impact of audit deterrence on value-added effect.

$$\text{ologit}(\text{value}) = \beta_0 + \beta_1 \text{admin} + \beta_2 \text{auditprf} + \beta_3 \text{prfapp} + \beta_4 \text{autoagen} + \beta_5 \text{dutyclar} + \beta_6 \text{famirity} + \beta_7 \text{able} + \beta_8 \text{edu} + \beta_9 \text{influen} + \epsilon \quad (1)$$

$$\text{ologit}(\text{value}) = \beta_0 + \beta_1 \text{irregular} + \beta_2 \text{auditprf} + \beta_3 \text{prfapp} + \beta_4 \text{autoagen} + \beta_5 \text{dutyclar} + \beta_6 \text{famirity} + \beta_7 \text{able} + \beta_8 \text{edu} + \beta_9 \text{influlaw} + \beta_{10} \text{influfin} + \epsilon \quad (2)$$

2.2.2 Variable description:

2.2.2.1 Dependent variable

In order to evaluate the value accumulation of auditing in investigated units, three questions were set up in the questionnaire: the effect of auditing 1) on increasing the return of assets; 2) on improving the reputation of corporates; 3) on improving management efficiency; 4) on reducing the risk of corporates. According to the results of the questionnaire, a comprehensive ranking of corporates is given by calculating the above four indexes with analytic hierarchy process.

2.2.2.2 Independent variable

Table 1 indicates the meanings of each independent variable and the regression coefficient symbols expected.

Table 1: Independent variable description

Factor	Variable name	Expected symbol
Management Environment	admin	—
	irregular	+
Institutional independence	autoagen	+
Jurisdiction	dutyclar	+
	famirity	+
Performance level	auditprf	+
	prfapp	+
	able	+
	edu	+
Acceptance of audit opinions	influlaw	+
	influgov	+
	infludeci	+
	influop	+
	influrisk	+

2.2.3 Data source and data processing method

In June 2018, a questionnaire survey was conducted

among the main auditors of corporates. A total of 150 questionnaires were distributed, 146 questionnaires were actually recovered, 15 invalid questionnaires were excluded, and 131 valid questionnaires were obtained. The questionnaire used Likert scale to measure each variable, the maximum value of the variable is 5 and the minimum value is 1.

Because the four variables of the impact of audit opinions on corporate governance (influgov), the impact of audit opinions on business decision-making (infludeci), the impact of audit opinions on business processes (influop), and the impact of audit opinions on risk management (influrisk) reflect the impact of audit opinions on business management activities from four different aspects. Therefore, this paper uses factor analysis method to extract a common factor from the four variables, the impact of audit opinions on management activities (influen). After testing, the KMO index value is 0.772, the factor loads of the four variables are above 0.84, the internal consistency α value is 0.881, and the factor influen's interpretation of the four variables reaches 73.9%, which means that the four variables can extract the common factor audit opinion's influence on management activities. In order to reduce the impact of multiple linear correlation on regression results, the empirical model will directly use factor influen to study its impact on the value creation of internal audit.

3. RESULTS

3.1 Descriptive statistics

The value of variable audit is between 1 and 5, with an average score of 3.8, which indicates that most auditors believe that internal audit can create value for the organization. Variable management capability (admin) is between 3 and 5, which indicates that most auditors think that the management level of their organization is better. The irregular of variable employees ranges from 1 to 5, with an average of 1.95, indicating that the probability of violation within the organization is generally low. The average value of auditprf is about 0.595, which indicates that about 40% of organizations do not carry out internal audit performance evaluation. The scientificity of variable performance appraisal (prfapp) ranges from 1 to 5 with an average value of 3.4, which indicates that the internal audit performance appraisal system is reasonable, though further improvements are necessary. The average value of variable-setting specialized audit agency (autoagen) is 0.588, which indicates that nearly 42% of organizations have not set up audit departments independently. Dutyclar ranged from 2 to 5 with an average value of 3.8, indicating a clear division of responsibilities among departments. The average famirity of variable audit objectives and tasks is 2.76, which indicates that auditors are not clear enough about audit objectives and tasks. The average values of variable competency (able) and education (edu) were 3.8 and 3.6, respectively, which indicated that most auditors thought they were better qualified for audit work. The mean values of variables influgov, influrisk, infludeci, influop and Influlaw all exceed 3.6, which indicates that internal audit has a strong influence on organizational business activities and internal control activities.

3.2 Multiple regression analysis

Table 2: Internal Audit Consulting Suggestions and Value Creation

Variable name	Coefficient	Standard deviation	Z Score
admin	0.124	0.345	0.360
auditprf	0.889	0.413	2.150**
prfapp	-0.0823	0.291	-0.280
autoagen	0.229	0.428	0.540
dutyclar	0.491	0.289	1.700*
famirity	0.423	0.252	1.680*
able	0.762	0.361	2.110**
edu	0.548	0.343	1.600
influen	0.938	0.288	3.250***
Pseudo R ² = 0.1757***		LR chi ² (9)= 52.25	

Table 2 shows the ordered logit regression results of Model 1. Pseudo R² is 0.1757, F test is significant at 1%, indicating that independent variables can better explain dependent variables. Among them, the significant level of variable performance appraisal (auditprf) at 5% is positively correlated with the value of variable auditing, which indicates that the evaluation of internal audit helps to strengthen the audit work of internal audit institutions and promote internal audit departments to create value for organizations; the significant level of variable *dutyclar* at 10% is positively correlated with value, indicating that the clearer the authority and responsibility of internal audit departments, internal audit The higher the value created by departments; the significant level of variable *famirity* at 10% is positively correlated with value, indicating that the clearer the internal auditors understand audit objectives and audit tasks, the higher the value created by internal audit; the significant level of variable *able* at 5% is positively correlated with value, indicating that improving auditors' competence affects the value added effect of audit; and variable audit opinions affect management activities. Influences on *influen* are positively correlated with value at a significant level of 1%, which indicates that the more internal audit opinions are adopted, the more room for internal audit to create value. This means that in order to create value, internal audit needs to put forward constructive suggestions, and actively communicate with business departments to promote the adoption of audit recommendations and play a practical role.

Table 3 is the regression result of Model 2. Pseudo R² is 0.1467, F test is significant at 1%, indicating that the regression equation is significant in general. Among them, the *influlaw* of variable audit opinions is positively correlated with value at a significant level of 10%, which indicates that auditors' inspection and reporting of violations helps to enhance the value of corporates.

In Model 1 and Model 2, there is no significant relationship between *irregular*, *edu*, *prfapp*, *autoagen* and

value, which is incomplete with expectation, and needs further study.

Table 3: The institutional safeguard of Internal Audit System and Value Creation

Variable name	Coefficient	Standard deviation	Z Score
irregular	0.0723	0.218	0.330
auditprf	0.997	0.415	2.400**
prfapp	0.107	0.276	0.390
autoagen	-0.117	0.402	-0.290
dutyclar	0.550	0.290	1.900*
famirity	0.467	0.250	1.870*
able	0.802	0.366	2.190**
edu	0.539	0.341	1.580
influlaw	0.439	0.256	1.720*
LR chi ² (9)= 43.63***		Pseudo R ² = 0.1467	

4. CONCLUSIONS

Based on the assurance and consultation function of internal audit, internal audit creates value for corporates by exerting deterrent function and providing management consultation suggestions. Based on two different ways to realize intrinsic value of audit, this paper uses Logit model to empirically study the assurance and consultation functions of internal audit. The empirical results show that:

4.1 The internal and external environment of the organization does not have a significant impact on the value creation of internal audit.

4.2 The performance of appraisal system in audit department helps improve the performance level of audit department.

4.3 The adoption of audit recommendations or opinions affects the realization of auditors' value.

4.4 The competency of internal auditor directly affects the quality of audit.

The results of the study also reveal the auditors' education background, the scientificity of internal audit performance evaluation and the setup of independent internal audition department have no clearly influence on value-added audit. These issues should be explored and studied further.

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Research on Translation of Title and Key Words in Dissertation of Master of Physical Education

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Abstract: Utilizing the method of literature review, mathematical statistics, case analysis and so forth, together with translation strategies and techniques of scientific English, this study took 200 English abstracts of master's degree thesis in physical education in Shanxi Province from 2015 to 2019 as research objects, respectively conducted the study from the aspects of grammar, discourse, translation methods and normalization, and put forward some feasible suggestions. **Keywords:** Sports science; Master's paper; Translation; Shanxi province

1. RESEARCH BACKGROUND

The basis for awarding academic dissertation is highly normative. Determining the title is the starting point of dissertation research, and also determines the academic level and research value of dissertation [1]. It requires accuracy, brevity and clarity [2]. Key words are essential elements in dissertations and play an important role in academic exchanges and literature retrieval [3]. In recent years, with the rapid progress of globalization, academic papers and dissertations have become an important carrier of world scientific and cultural exchanges. English titles and keywords are very important in expanding international academic exchanges [4]. It is found that in recent years, the English titles and keywords of master's degree theses of physical education in China lack sufficient understanding of grammar, syntactic structure and standardization, and there are many errors in

translation, which can not achieve the effect of "effective communication". Therefore, the research on the translation of English titles and keywords of master's degree theses of physical education in Shanxi Province, explores the reasons and puts forward reasonable countermeasures, which has reference value for improving the English translation level of master's degree theses of physical education, and also has important help for improving the overall quality of thesis writing.

2. ANALYSIS OF ENGLISH TITLES OF DISSERTATIONS

2.1 Case analysis of English title letters

The title of an academic paper is highly concise to the whole paper. It can comprehensively summarize the main content and characteristics of the paper with the most concise words, and can most concisely and appropriately reflect the main direction of the paper. The case of Title letter includes the following three forms:

2.1.1 All in capitals.

2.1.2 The first letter of the first word and proper noun is capitalized, and the other letters are lowercase.

2.1.3 The first letter of a notional word is capitalized, and the conjunction (and, but, or), the article (the, a, an) and the preposition (of, for, on, in, at) are lowercase. If the conjunction, article and preposition are at the beginning of the title or subtitle, the first letter is capitalized. In addition, if there are more than 4 prepositions (including 4), the first letter should be capitalized [5].

Table 1 A list of major part of speech case errors in English titles of master's theses of Physical Education

Error types of function words	Quantity (article)	Percentage (%)	Error types of notional words	Quantity (article)	Percentage (%)
Preposition	71	35.50	Verb	41	20.50
Article	46	23.00	Noun	39	19.50
Conjunction	29	14.50	Adjective	7	3.50
No error	54	27.00	No error	113	56.50

It can be seen from table 1 that the case errors of function words (73.00%) and notional words (43.50%) are more prominent in the English titles of master's degree theses of physical education, which indicates that the master's degree theses of physical education don't pay enough attention to the problem of case of English Titles and don't have a deep understanding of the rules of case of English titles. When writing English titles, the errors of function words are mainly reflected in the improper capitalization of prepositions, articles and conjunctions, especially when there are more than 4 prepositions (including 4), and the errors of notional words are mainly reflected in the improper capitalization of verbs, nouns and adjectives.

For example, first, "study on the influence of the change of learning space on the teaching effect of College Basketball". The title adopts the second rule of case, that is, the first letter of the first word is capitalized, the first letter of proper noun is capitalized, and the other letters are lowercase. It can be seen from the title that the initial letters of "learning", "teaching" and "College Basketball" are capitalized. "Learning space" means "learning space", not a proper noun, "teaching effect" means teaching influence, not a proper noun, the same as "College Basketball" Basketball "means college basketball, and it's not a proper noun, so the first letter of each word doesn't need to be capitalized. Besides, "learning space" and

"teaching effect" are just the initial capital of the first word, which does not conform to the writing standard of proper nouns. Second, "a criticism about sport ethics in the perspective of Western Body Philosophy", reading the title, we can see that in the title, "about" is a preposition, which is composed of five letters, and its initial letter needs to be capitalized, that is, "about" should be changed to "About". Third, "a contractual research of Public Physical Education in China Taiyuan University of technology and Vietnam Haifeng" After analyzing the title, we can see that the preposition "of" and the conjunction "and" in the title are in capital form, but they are not at the beginning of the title, nor are they prepositions with more than four letters, so they should be changed to lowercase form.

Table 2 list of the number of English titles in master's degree theses of Physical Education

Company	Number of names required for Chinese questions	Number of English titles required
Shanxi University	≤20	No requirement
Taiyuan University of Technology	≤36	No requirement
Shanxi Normal University	≤25	No requirement
North Central University	≤20	No requirement
Shanxi University of Finance and Economics	No requirement	No requirement
Shanxi Agricultural University	≤25	No requirement

Table 3 list of English titles of master's theses of Physical Education

Number of Chinese title	Quantity (article)	Percentage (%)	Number of English title words	Quantity (article)	Percentage (%)
<20	131	65.50	<12	43	21.50
20-25	16	23.00	12-15	92	46.00
26-30	21	10.50	16-20	65	32.50
>30	2	1.00	>20	-	-

It can be seen from table 3 that the number of Chinese titles of master's degree theses of physical education in Shanxi Province basically meets the normative requirements, and 88.50% of them are less than 25 words; 67.50% of them are less than 15 words, and 32.50% of them are more than 15 words. Compared with the number of Chinese and English titles, it can be seen that the number of Chinese titles required by Shanxi Sports Postgraduates is more accurate, and the number of English titles is not accurate enough, so it is necessary to strengthen the requirements and reasonable guidance.

2.3 Composition analysis of English titles

The English titles of papers are mainly noun structures, that is, the whole title is composed of nouns modified by attributives, and then connected by prepositions or conjunctions, which are generally presented in the form of noun phrases. If there is a verb in the title, it is usually converted into gerund, present participle or past participle. For example, "building and adaptation of training assessment indicator system for the first age team simulative Aerobics athletes", in the title, "building" means "building", and "building" belongs to verb in Chinese. Here, the verb "building" is replaced by the verb "building" with the verb "building". Similarly, "training" is the same.

In addition, special attention should be paid to the following: the title should not be written as a declarative sentence, and the word order of declarative sentence will have some shortcomings in expressing the title, such as: the expression is not concise enough, the definition is not high enough, and it is not easy to highlight the key points.

2.4 Analysis of articles in English titles

2.2 Analysis of the number of English titles

English topics should not only fully and accurately express the meaning of Chinese topics, but also conform to English language habits [6]. The number of words in English titles of papers should not be too many. Generally speaking, the titles of foreign journals should not exceed 15 words, and the number of notional words should not exceed 10. For example, the title of a medical journal in the United States should not be more than 42 lines, and the title of a medical journal in the United States should not be more than 12 lines. Due to the influence of habitual thinking, colleges and universities in Shanxi Province only limit the number of Chinese titles, but there is no specific requirement for the number of English titles, only that they conform to the norms of translation (Table 2).

In recent years, the title of thesis is more and more concise and focused. Therefore, the dispensable content in the title should be omitted as far as possible, especially the omission of the article (a, an, the). For example, "a research on aggressive defense on the forth champion of the nickel Chinese university men's Basketball League", all the articles "a" and "the" in the title are optional and can be omitted to make the title more concise.

2.5 Analysis of abbreviations in English titles

With the rapid development of science and technology, a large number of scientific and technological words come into being. They are all composed of many words, whether written, oral, or printed, all bring a lot of inconvenience. Therefore, since the Ministry of Education released the first batch of Chinese translations of foreign language words in October 2013, it has published eight batches of 138 groups of words [7], and abbreviations mainly composed of the first letter of each word have been widely used. In the title of dissertation, not all abbreviations can be used in the title, only internationally recognized abbreviations or common abbreviations can be used in the title. Generally speaking, the abbreviations of major events and national names are mostly used in the titles of sports papers. These abbreviations can be made of multiple words or abbreviations of a certain word.

2.5.1 Abbreviations of important events in the title. For example, "Cuba", its full name is: "Chinese University Basketball Association"; another example is "NBA", its full name is "National Basketball Association"; another example is "CUFL", its full name is "China University Football Association". These abbreviations are composed of multiple words, and take the first letter of each word,

which can be used in the title.

2.5.2 Abbreviations of Chinese names in titles. For example, common Chinese "China" can be abbreviated to "CHN"; Japanese "Japan" can be abbreviated to "JPN"; American of United States "can be abbreviated to"USA".

3. ANALYSIS OF ENGLISH KEYWORDS

The specification of English keywords includes two parts: the number of keywords and the specification of case.

3.1 Quantitative analysis of English keywords

According to the national standard gb7713-87: the number of keywords in academic papers is 3-8, the number of keywords in master's degree papers is 3-5, and the number of keywords in English abstracts corresponds to Chinese keywords one by one [8].

Table 4 list of English keywords in master's theses of Physical Education

Number of keywords	Number of Dissertations	Percentage (%)
3-5	173	86.50
>5	27	13.50

It can be seen from table 4 that 86.50% of the postgraduates can follow the national standard when writing and translating keywords, and 13.50% of the postgraduates do not pay much attention to the number of keywords. For example, "Keywords: dividing; the high level divers; the International Master of sports; temporary characteristics; the master of sports; spatial distribution characteristics; development countermeasures" has seven key words. Another example is "Keywords: Shanxi Province; track and field teaching; the teaching reform; physical education; teaching ability; track and field specialty". The number of keywords in this abstract is 6, which exceeds the national standard of 3-5.

3.2 Case analysis of English keywords

According to the national standard gb7713-87, the English key words of scientific and technological reports and academic papers are in lowercase. Except for articles, short prepositions and proper nouns, the first letter of the words headed by notional words should be in lowercase, and other notional words should be in lowercase.

Table 5 list of English key words in the master's thesis of Physical Education

Keywords initial case	Quantity (article)	Percentage (%)
All capitals	29	14.50
All lowercase	23	11.50
Mixed case	148	74.00

It can be seen from table 5 that the case of the first letter of the English keywords in the dissertations of the master of physical education in Shanxi Province basically meets the normative requirements (85.50%), but there are still 14.50% of the English keywords in the dissertations have all capitalization errors. For example, "key words: the 14th Aerobic Gymnastics World Champion; the arrangement; aerobic dance" has no problem in the number of keywords in the abstract, but there are some problems in the case of the first letter, that is, the first letter of notional word, function word and the first word in all keywords are capitalized, which is obviously inconsistent with the standard specification. Another example is "key words: the master of sports; dividing; In this keyword, first of all, "the" in "the master of sports" is a definite article, which belongs to a functional word, so the initial letter

does not need to be capitalized; second, "development counter measures" means "development strategy", which is not a proper noun, so it only needs "development strategy" "Counter measures" does not need to be capitalized.

4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

There are some problems in the grammar, syntax, translation methods and standardization of the English abstracts of the master's theses of physical education in Shanxi Province.

4.1.1 The cases of function words (73.00%) and notional words (43.50%) in English titles were not standardized.

4.1.2 The number of English title words (more than 15 words, 32.50%) exceeded the limit.

4.1.3 English titles are mainly noun structures, which are generally presented in the form of noun phrases.

4.1.4 The article (a, an, the) in English titles is not omitted, which is not concise enough. The abbreviations are mostly concentrated in the translation of major events and national names.

4.1.5 The case (14.50%) and number (13.50%) of English keywords were not standardized.

4.2 suggestions

4.2.1 The National Standardization Management Committee shall clearly regulate the number of words in English titles of master's degree theses and academic theses (within 15 words and within 10 notional words).

4.2.2 When translating English titles and key words, Sports Postgraduates need to strengthen their study, improve their understanding, strictly abide by the norms and requirements of English titles and key words translation, use concise and accurate English professional terms to translate titles according to the translation principle of "faithfulness, expressiveness and elegance", and eliminate the use of "machine translation".

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Research on The Construction of Cultural Communication Platform of Ancient Villages in Southern Anhui In the Era of Media Integration

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Abstract: The ancient village culture in southern Anhui province has become the first batch of intangible cultural heritage with its long history and unique architectural style. Through the research on the construction of digital communication platform of ancient village culture, the sustainable development and protection of intangible cultural heritage resources are explored.

Key words: Ancient village culture; Digital communication; Platform construction

1. INTRODUCTION

With the development of intangible cultural heritage protection and dissemination, the content and scope of cultural dissemination of intangible cultural heritage resources in China are constantly enriched and expanded, the participation groups and working experience are also increasing, and the collection, investigation and dissemination methods are becoming more and more diversified. It can be said that the protection of intangible cultural heritage has achieved good results. However, we still need to be aware that the protection and dissemination of intangible cultural heritage resources are becoming more and more important the work is still in its infancy. The dissemination of intangible cultural heritage resources through network media has become the main channel of digital dissemination of intangible cultural heritage resources, which plays an irreplaceable role. How to carry out effective digital communication through network media remains to be further investigated and studied. Only by making full use of the Internet for digital communication and establishing the Internet digital communication platform, can we continuously enrich the communication channels of intangible cultural heritage resources, break the traditional singleness, and improve the interactivity and sense of experience of intangible cultural heritage resources communication. Therefore, we should make clear the management standards and norms of digital communication platform, so that it can operate orderly and efficiently, and continuously improve and develop. Only in this way can we fundamentally solve the problems encountered in the cultural dissemination and development of ancient village cultural resources.

2. GIVE FULL PLAY TO THE LEADING ROLE OF THE GOVERNMENT

The government has an unshirkable responsibility for the management standards and norms of the construction of the digital communication platform of ancient village culture. The government and relevant departments should actively play their leading functions, speed up the

formulation of relevant implementation regulations and implementation plans for the digital protection of ancient village cultural heritage resources, and give full play to their management functions, so as to protect and disseminate the ancient village cultural resources. We should give full play to the function of public cultural resources management and provide public cultural services.

The government and relevant departments should actively formulate relevant normative documents, strengthen the development and management of ancient village cultural resources, and establish cultural research institutions, so as to promote their inheritance by means of family inheritance or apprenticeship, which is more limited to the continuation of the internal technology of the inheritance cultural system. But for the spread of traditional culture such as ancient villages, it should not only be limited to internal circulation, but also have radiation effect. In order to improve the enthusiasm of the masses to participate in the protection and dissemination of resources, we should enrich the ways of inheritance, expand the channels for social forces to participate in the protection of ancient villages, and carry out different forms of cultural exhibitions.

3. PAY ATTENTION TO THE INFORMATION SECURITY OF INTANGIBLE CULTURAL HERITAGE DIGITAL COMMUNICATION PLATFORM

The construction of digital communication platform of ancient village culture can realize the maximum sharing of resources among different regions in China and even countries in the world. The public is the main force of inheriting and developing traditional cultural resources, and also the user of digital communication platform. The public can contact, understand and use the resources in the platform. Through the platform, people can not only search and browse the cultural resources of ancient villages, but also participate and interact. In the process of data resource sharing, information security problems are everywhere, such as information leakage, information theft, information tampering and so on. For some ancient village cultural resources, it involves the inheritor's personal intellectual property or economic interests or their family customs, and belongs to private property, which can not be shared and stolen at will. Therefore, it is necessary to access, copy, modify and other operations of this part of resources, encrypt them at different levels, and set their permissions, so as to prevent illegal stealing, copying and stealing of resources in the platform.

Therefore, in the digital communication platform, we should pay attention to the information security of the platform, not only to meet the different needs of users and realize resource sharing, but also to effectively safeguard the interests of inheritors and inheritors of ancient village cultural intangible cultural heritage resources and pay attention to the information security of the platform.

4. FULLY TAP THE POTENTIAL OF MAJOR MAINSTREAM MEDIA AND TAKE ADVANTAGE OF THE DEVELOPMENT TREND OF INTERNET

The official media is one of the important platforms to publicize the ancient village culture. We should make full use of major media resources, increase the awareness and influence of ancient village cultural resources, and create a strong cultural environment and discussion atmosphere of ancient village cultural resources. The ancient village culture resources are very rich, various, unique style, each characteristic. Online, the official account of the registered ancient village cultural resources and micro-blog, increase the public's understanding of the ancient village culture, and enhance their participation. First, a digital smart museum will be established. At the same time, we can also combine the protection and inheritance of ancient village culture with the teaching content of local primary and secondary schools. In this way, we can not only cultivate the awareness of protection and communication from childhood, but also be influenced by traditional culture, so as to form the good habit of consciously protecting the excellent national cultural resources. Secondly, to build a digital communication platform, we should learn to fully tap the potential of the media, integrate the major mainstream media resources, and constantly expand and develop the influence of the platform with the help of the Internet. Combined with the advantages of new media and traditional media, from the perspective of integration, so as to continuously expand the influence of digital communication platform and maximize the communication effect!

5. ESTABLISH PARTICIPATORY PROTECTION SYSTEM

In every link of the construction of digital communication platform of ancient village culture, we should fully "decentralize power", that is, give inheritors and inheritors the right to know, the right to supervise, the right to express and the right to speak. In the process of introducing them into the intangible cultural heritage digital protection, we should let them participate in it personally, let them give full play to the right of digital culture construction, and actively encourage them Their attitudes and opinions. In addition, on the basis of construction and expression, let them participate in the construction and improvement of digital communication platform. On the basis of understanding the cultural knowledge, cultural logic and life experience of inheritors, the relevant staff of the platform will discuss and research with them, so as to design and improve the system and experience of the platform, so as to make the digital technology more mature and humanized, and reflect its function of guidance and cultural inheritance; at the same

time, it is necessary to establish an open self-learning platform The main resource exchange and communication platform ensures that resource inheritors, owners and groups can have friendly exchanges and cooperation through the platform, so as to realize the mutual inclusion of cultures and seek common ground while reserving differences.

6. CONCLUSION

The digital communication platform of ancient village culture is not only a large storage platform, but also a bridge. It connects and integrates the cultural heritage resources around the world with digital technology, endows it with a sense of the times, so that the cultural resources of ancient villages will not be swallowed up and eliminated by the progress of society and the development of high technology, and makes the cultural resources of ancient villages constantly updated, improved and integrated With the development of time, we can gradually integrate into the modern cultural and technological life, and get sustainable development. The development of Internet technology and the progress of modern science and technology are not only the means to inherit and protect intangible cultural heritage resources, but also provide a broader development space and new focus for the development of intangible cultural heritage resources.

With the rapid development of new media digital technology, digital technology will continue to play a more powerful role in the protection and inheritance of intangible cultural heritage resources in China. So as to promote the development of traditional culture of intangible cultural heritage resources of all nationalities as a whole, and then improve China's cultural soft power. It leads the reform of China's economy, society and cultural industry. Its development, inheritance and protection methods and means should be constantly innovated and improved.

ACKNOWLEDGEMENTS

This paper is the research result of the subject of the university-level innovation training project of Hefei University of Technology, "Exploring cultural Communication Strategies of ancient Villages in southern Anhui in the Era of Media Integration" (project No.: X202010359611).

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Research on The Influence of Smart Phones on College Students' English Mobile Learning

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Abstract: With the continuous development of economy and science and technology, mobile phone as a new technology product is gradually popularized in people's life, its convenience is of great help to college students. But it will also affect college students' English learning, so how to face up to the role of smart phone and regard it as a teaching tool is the task that college English teachers need to pay attention to. This paper first discusses how college students rely on smart phones to interfere with their English learning, and then puts forward some suggestions.

Key words: Smart phones; College students; English Mobile Learning

1. INTRODUCTION

The emergence and development of smart phones has gone through a long period of time, and many of the functions of mobile phones have been triggered out, so this is undoubtedly a temptation for college students, but from the perspective of teaching, the network communication and online cloud platform of mobile phones can be used as auxiliary tools for teaching, how to use them scientifically is the goal. It is an urgent problem to be solved in the life and study of former college students.

2. COLLEGE STUDENTS RELY TOO MUCH ON SMART PHONES

Nowadays, information internet technology has been widely used in people's life, it not only brings people a lot of convenience, but also enriches people's life. The functions of smart phones are interactive, real-time and portable, which is a great attraction for college students. Moreover, many students are gradually dependent on mobile phones in their lives, and they will place their emotions on the virtual network to a great extent. Even some students will feel very empty if they go out without mobile phones, and they will feel uncomfortable and can't sleep without playing with mobile phones before going to bed, and they will browse all kinds of things with mobile phones when they have nothing to do. And in today's network developed, such as movies, TV dramas, games and variety shows and other entertainment, this is to attract the attention of college students, so the emergence of mobile phone family. According to the relevant survey, whether college students take their mobile phones to class has reached 100%, and only about 5% of the students turn off their mobile phones or turn them into flight mode in class. Nearly 70% of the students think that they can't stand the temptation of mobile phones in class. Even if they don't know what to browse, they will have a look from time to time, which has formed a habit. 10% of the students spend 8 hours a day watching mobile phones, which largely consumes most of their time and makes

them have no energy to study or do other things [1].

3. THE INTERFERENCE OF SMART PHONES ON COLLEGE STUDENTS' ENGLISH LEARNING

In College English class, English teachers basically no longer ask students whether to play with mobile phones, because they know that it is impossible to let students leave their mobile phones, so they also give up the management of letting students put down their mobile phones. There are also many students who have been playing with smart phones in class, but complain that the teacher's lectures are boring. Some students directly sit in the corner or in the back row to play games or watch TV. These entertainment projects have been full of College Students' daily life. Some English teachers are also racking their brains to curb this situation, but there is no way, and some teachers will take some signal blockers to the classroom, thinking that this can prevent students from playing with mobile phones, but students can download them first and continue to play. Some teachers will prepare mobile phone bags for students to hand in their mobile phones in class and take them after class. However, some students leave their mobile phones as if they lost their souls. They don't listen to class, but they are in a daze or sleep. Therefore, in the current college English classroom, teachers' teaching is basically like a repeater. Teachers talk about them, students play with them, and the classroom is lifeless. All of them are waiting for the end of class. In this way, the efficiency of classroom teaching will be reduced, and teachers' teaching will be more and more difficult. Nowadays, with the development of information technology, smart phones have shown a variety of functional features. For example, if you want to go to a certain place and open the map software, you can go directly to it, or flashlight and computer, etc., which are more and more rich and powerful in the support of Science and technology. However, from the perspective of College English teaching, whether these have an impact on teaching still needs to be further explored [2].

To some extent, smart phones have become a part of College Students' life, and it is not feasible to confiscate mobile phones or block signals, because students only focus on mobile phones. Therefore, how to make use of smart phones to help students complete their English learning is the direction that English teachers need to explore. The Internet can be used to establish a connection on mobile devices, that is to say, teachers and students can form a whole to realize online communication through smart phones. With the emergence of app, English teachers should consider the enthusiasm of mobile terminal app for college students' learning. It has become a living habit for college students to check and hold their mobile phones every day. It is impossible for them to

separate by force. Therefore, English teachers should make changes from their teaching concepts, use smart phones as carriers, and use app to set up English mobile learning mode. The software designed on mobile phones is more attractive to college students. Coupled with teachers' skillful use of games, videos, pictures and other rich functional features, college students feel like playing games to enter learning. This is very beneficial for their interest and enthusiasm in learning. Moreover, there are many developed app terminals on the mobile phone, among which the functions are very rich. It is easy for students to be attracted in the process of learning. In addition, the level learning content will make the English teaching app become the mainstream form of Contemporary College English education.

4. EFFECTIVE SUGGESTIONS OF SMART PHONES IN COLLEGE STUDENTS' MOBILE LEARNING

The first is the blue ink cloud class mobile teaching app. Teachers can establish a class system according to the class, in which they can share teaching resources and assign assignments by themselves. In this way, teachers no longer need to be restricted by the classroom when teaching, and they can pass the resource lecture and online assessment anytime and anywhere. Moreover, college students can also communicate in real time on the platform, so as to make entertainment more convenient. It is integrated with learning. The second is English dubbing app, which can help students improve their English listening ability. Through the repeated play of some short videos or voice in the software, students can also watch some foreign movies to strengthen their oral English and pronunciation. In this way, they will be immersed in the world of an English language, so that learning is no longer

monotonous. Finally, there is the hundred word chopping app. Teachers use this software to let students memorize and recite a single word. It matches all the words with some interesting sentences or pictures, and shortsighted frequency. When students learn words, they will emerge, which can greatly arouse students' interest in learning and make their English learning more efficient [3].

5. CONCLUSION

To sum up, now that smart phones are inseparable in college students' lives, College English teachers should update their teaching ideas, innovate teaching methods from the perspective of the network, build various app software platforms, and enrich the content, so that students can not only meet the habit of inseparable from mobile phones, but also participate in English Learning under the guidance of interest. This is the real rationalization of teaching.

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Research on The Ways and Methods of Trade Union Propaganda and Education Under the New Media Era

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Abstract: In this paper, in order to expand the method of school propaganda and education workers' Union in the new media era, consider the needs of employees for the purpose of trade union activities, according to the new form of environmental characteristics, use the existing advantages of effective alliance, combined with new media technology, aiming at the new era of school alliance, under the new form of new needs, through a variety of new media models, methods, Further play the positive role of the school trade union in maintaining stability, building a harmonious campus and improving the well-being of the staff, and improve the overall combat effectiveness of the staff.

Keywords: Union; Medi; Education

1. INTRODUCTION

As a bridge between the school departments and teachers, the school trade union provides a space for communication, relaxation and entertainment for teachers and students. The trade union organization is the representative of the workers and bears the responsibility of speaking to the trade union members. As the bridge and link between the party, the workers and the masses, the trade union in colleges and universities has a special position in the trade union organization, which condenses the strength of the staff and promotes the better and faster development of colleges and universities. The staff union members in colleges and universities generally have higher education level, professional and technical level, higher ideological and moral quality and stronger rational thinking characteristics, so they have higher requirements for spiritual and cultural life. In recent years, the level of social economy, culture, science and technology has made great progress. With the development of the times, the trade union organization of the school is also growing. With the vivid and rich educational activities carried out by the party and government departments of the school, people-oriented has brought a very positive role to the work and life of the staff[1-5].

However, at present the school union organizing union activities, discussion and research about problems is more traditional in the form of a single, did not make full use of modern science and technology, especially in the school after just two campuses, and under the influence of the outbreak this year, people cannot organize activities of gathered, the union traditional forms of offline activities to carry out. The emergence of media provides good technical support for the innovation work of university trade unions. The use of new media to build a good

interactive platform enables people to communicate more conveniently and efficiently, without being affected by space and time, and can communicate and interact anytime and anywhere. Union activity under the new form, new problems need further research, to keep pace, enhance school union overall effectiveness, thus weakening the school union activity level of the influence of objective condition, improve the feasibility and adaptability of the special situation the school union organization activities, give full play to the school guidance education union of faculty.

2. THE EXISTING ADVANTAGES OF THE TRADE UNION ANALYSIS

2.1 Structural advantage: the school trade union organization structure is perfect, the university departments at all levels have trade union groups. Each department of trade union groups are responsible for the special person organization, to assist the school trade union to carry out all kinds of activities, the trade union structure is closely organized, strong extension, can do long handed down, to facilitate the overall planning of the activities.

2.2 Functional advantage: trade unions in colleges and universities have the education function, maintenance function, construction function and participate in the function of the four major functions of universities union adhering to the four functions, as well as enhance staff cohesion into the thought education work, rich faculty in school life, stimulate staff work enthusiasm, reform, development and make greater contributions for the school.

2.3 Organizational advantage: the university trade union has a wide range of forms of propaganda positions, can carry out the trade union work in combination with the characteristics of the staff, combined with a more flexible way to carry out. Therefore, college unions are more attractive to most of the faculty and workers, and they have more influence among the faculty and workers in colleges and universities.

3. INNOVATIVE MEASURES OF UNIVERSITY TRADE UNIONS UNDER THE BACKGROUND OF NEW MEDIA

In the new era, great changes have taken place in the team structure of university staff, the proportion of young teachers continues to increase, and the values of staff are gradually diversified. At the same time, with the rapid development of the information age, higher requirements have been put forward for the organization and management ability of the school labor union. Under the

background of new media, the college labor union can make use of its own advantages, combined with the advantages of new media, adapt to the requirements of the information age, strengthen innovation practice, further play the positive role of the school labor union in maintaining campus stability, building a harmonious campus, improving staff happiness and so on, and improve the overall combat effectiveness of the staff.

Give full play to the advantage of new media, the Internet as the medium, to carry out online activities combined with the faculty of new forms, the truth, according to the school for the union during the outbreak and two campuses mode of the disadvantages of offline activities, give full play to the advantages of new media, complementary with traditional offline activities form, for example, the worker can could not be online cheered for employee participating in the activity, the activity can online, offline, at the same time to stimulate the staff unity and sense of mission to the greatest extent, improve the school union activity participation in the special situation and adaptability. Medium for mobile terminals at the same time, combining with the school "I light" and so on the online platform, using a variety of forms, carrying out staff demand research, widely solicited staff views and requirements, the formation of duplex communication of information, protecting the faculty lowe's enthusiasm, to carry out the maintenance staff rights and interests, active worker culture life, strengthening school cohesion and centripetal force.

Give full play to the position role of new media and make use of the powerful propaganda ability of new media to form a virtuous circle situation where "old" brings "new" and "new" helps "old". As a veteran of the school labor union, the old worker has richer experience and more excellent practices, and can become an example for the new worker to learn. With the flexible and diverse communication characteristics of new media, by the way of information push or video publicity, vigorously publicize the honorable deeds of the advanced individual and the advanced collective of the faculty and staff, set up the example of the faculty and staff, guide the new staff to learn the model example around, strengthen the construction of teachers' ethics, carry forward the spirit of model workers, and prosper the campus culture. The new staff are generally young, can access more cutting-edge information, skilled in the use of various media equipment, can guide the old staff to adapt to the new information and new forms of trade union activities as soon as possible, help the old staff to keep up with the pace of The Times. The two complement each other, guide each other, and enhance the overall combat effectiveness of the faculty and staff together.

Make full use of the diversity of the new media, develop different propaganda mode and the propaganda, for example, a short video, vlog, video, etc., adhere to the correct political orientation, new era of socialism with Chinese characteristics in jinping thoughts as the instruction, to national policy, the propaganda of socialist core values, both in the publicity to give full play to the leadership of the party organization leading role, and meet

the demand of worker masses spiritual culture diversity, diversity, also can make staff keep in step with the party organization. At the same time to build a platform of sharing the unions, encourage the staff around the school, the teachers care about the hot issues, making the media upload to share feeling and experience, in the platform to increase staff communication frequencies, each part to enhance the staff engaged in the trade union and mission, faculty condensed wisdom and strength, better play to the school union in democratic construction, service to the masses, maintain the rights and interests and the role of propaganda and education.

Make full use of the high interactivity of new media and enrich the forms of education with recreational and sports activities as the carrier. In view of meaningful festivals, online knowledge contests, reading sharing sessions, photography exchanges, poetry recitations and other activities with theme and significance are held, with no limits on venue and time, to maximize the working schedule of different staff and improve the opportunities for faculty and staff to participate. At the same time, through the activities to increase the attention of the staff to the traditional festival, to achieve the propaganda of ideological culture, carry forward the mainstream values, advocate the staff civilization and Tao Yi staff sentiment purpose. Multimedia records of the activities, and encourage the faculty and staff to publish summaries and feelings of the activities, publicize and reward the high-quality summaries and feelings, summarize the activity contents in stages, and enhance the topic and recall of the trade union activities.

The school labor union is the important organization department of the school. It is the bridge that contacts the teaching staff and the party organization. not only needs to continuously improve, perfect own business function level, propaganda plays the role of the party organization, also assumes the rich teaching staff life, guides the new teaching staff, inspires the old teaching staff responsibility. So under the background of new media, the development of the trade unions needs to take the initiative to meet the development of new era tide, working content and working mode, innovation teaching all according to the actual needs and interests of workers. We sincerely provide services for the majority of teachers, strengthen the cohesion and attraction, strengthening the vitality of the union, so a faculty group can rely on solid backing.

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Visualization Analysis of Domestic College Counselors in Recent 20 Years Based on Cite Space

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Abstract: In order to understand the dynamic changes of the development of college counselors, this paper takes 1941 studies on College Counselors published in CNKI core journals from 2000 to 2020 as the object, draws the knowledge map with the help of citespacev software, and visually analyzes the institutions, authors and hot topics of school sports research in China. The results show that: first, the degree of cooperation between institutions is not high. Normal universities play an important role in the research. The second author is Feng Yongxu, and the second author is Li Ganping and Qin Haijun. Thirdly, the research focus of college counselors mainly focuses on professional construction, team building, student affairs management, role positioning and so on.

Key words: College counselors; Citespacev; Research institutions; Research hotspots

1. RESEARCH PURPOSE

College counselors began in the war years, grew up in the early days of the founding of new China, and have made great progress after the 21st century. As a guide to the growth of college students, facing the continuous expansion of the scale of colleges and universities, the increase of enrollment, college students' psychological problems and other factors. Colleges and universities pay more and more attention to the importance of full-time counselors. In 2014, the Ministry of Education issued the "professional ability standard for College Counselors (Provisional)", which further promoted the development of college counselors, and the research of college counselors has increasingly become a hot spot for scholars. Therefore, this study explores the context of the research on college counselors, combs and summarizes the research on College Counselors published in domestic core journals from 2000 to 2020, analyzes the research hotspots of college counselors with the help of citespacev, and aims to explore the research trend of College Counselors in recent 20 years in China, and hopes to provide new perspectives and new ways of thinking for the development of college counselors [1-7].

2. RESEARCH METHODS

2.1 Data sources

In order to ensure the comprehensiveness of the data, this paper selects the subject words as the retrieval scope, and deletes the papers, meetings, compositions and news on non school sports topics through reading. In order to ensure the quality of scientific research, the core journal papers are selected. A total of 1941 papers were published

in 2020.

2.2 Research procedure

This research adopts CiteSpace V developed by Chen Chaomei, which is a software program that can be updated from multiple perspectives and dimensions, especially for intuitive analysis. To transform abstract research into quantitative research, its software can draw the map of scientific knowledge, show the key words and research hotspots in various research fields in the form of charts, take a panoramic view of the overall situation of research, and more intuitively understand the current development trend of research.

In this study, college counselors as the theme, 20 years of literature on the field of college counselors as the research object, using the core journal database of CNKI as the data to search, and then delete and select, finally get 1941 pieces of data, export the retrieved items through ref format, import the data into the software, select the conditions, get the map.

3. RESULTS AND ANALYSIS

3.1 Analysis of research institutions

Select the time interval of one year, select the node institution, draw the map, and get the knowledge map of domestic core journal research school education institutions from 2000 to 2020. Institutions are represented by each point. The larger the area of nodes, the more papers published, the more obvious the lines, and the closer the cooperation between institutions [4]. From the generated knowledge map, we can see that there are 90 institutions ($n = 90$), there are 8 links between research institutions ($E = 8$), and the network density is discrete. Based on the statistics of research institutions, it is found that most institutions have 1-2 papers in the table, accounting for 85%, indicating that the degree of cooperation between institutions is not high. 14 institutions published 3-4 articles and 6 institutions published more than 5 articles. Normal universities play an important role in the research.

3.2 Analysis of author knowledge map

In other words, the number of high-quality papers published can be used as one of the criteria for evaluating academic talents. Grasping the relevant situation of the authors is one of the bases for deeply grasping the research field and research trends. By studying the influential authors in this field, we can basically understand the dynamic development of this research field. The author is selected as the node of the atlas, one year is selected as the time zone, and the default value is selected for other

related parameters. The author's knowledge map of school physical education research from 2000 to 2020 is obtained. The results showed that: there were 118 authors, of which 5 authors published more than 5 articles, accounting for 4.24%; 112 authors published 2-4 articles, accounting for 94.91%. This shows that most scholars pay attention to the research of College Counselors in China, and the representatives in this field are relatively concentrated. According to price's law, if the number of articles published is more than 5, it is a high-yield author.

Because the graph is too discrete to export a complete picture, the author who published more than 2 articles was selected to generate the knowledge map. The map has 118 author nodes and 27 cooperative links among authors. As can be seen from Figure 2, Li Yongshan has the largest number of articles (27 articles) and the largest number of nodes, followed by Qin Ganchao and Zhu Ping with 6 articles, and Feng Gang and Xu Haijun with 5 articles. On the whole, most of the school sports researchers are independent, and the degree of cooperation is not very high.

For a paper, key words are the focus of the paper. To a certain extent, it reflects the focus and dynamic changes of the research field. Therefore, the key words are selected as the nodes of the map, and the high-frequency keyword knowledge map of College Counselors' research field is obtained, which includes 256 key words ($n = 256$) and 581 key words ($E = 581$). Among them, the subject words of this study are 1362 times of college counselors, with a wide range of research; the second is colleges (210 times), which is closely related to various fields; the third is specialization (175 times). Due to the different ways of expression of the same thing in different academic articles, it is necessary to merge those with the same meaning, different names or the same theme, classify the hot words, and summarize the hot topics in the field of school sports

Table1 High Frequency keyword (Top 10) of college Counselors' Research from 2000 to 2020

Ranking	Keywords	Number of articles	Degree Centrality
1	College counselors	1362	0.54
2	Universities	210	0.22
3	Professionalization	175	0.24
4	Team instructor/Team construction	155	0.05
5	Ideological and political education	141	0.24
6	Professionalism	127	0.08
7	Undergraduates	66	0.09
8	Job burnout	63	0.09
9	Countermeasure	61	0.12
10	Vocational ability	51	0.06

4. CONCLUSION

The cooperation between institutions is not high. Normal universities play an important role in the research. The research institutes with strong comprehensive strength are the research center of Ideological and political education of Northeast Normal University, the College of Marxism of Anhui Normal University, and the center of Humanities and quality education of Hefei University of technology. The core authors are Li Yongshan, Qin Ganchao, Zhu Ping, Feng Gang, Xu Haijun and so on. The overall cooperation degree between the authors is low. The research focuses of college counselors mainly focus on professional construction, team building, student

research from 2010 to 2020 (Table 1).

Cluster # 0 is the research of "College Counselors", which mainly includes 38 cluster nodes. The average year of cluster members is 2013, and the research focuses are professional ability, resource awareness, network awareness, cultivation path, professional growth, emergencies, etc. Therefore, the research focuses on practice, science and the concept of the development of the times. Cluster # 1 is the professional research of "College Counselors", which mainly includes 30 cluster members. The average year of emergence is 2010. The research focuses are psychological counseling, quality, art students, policy, work ability, "post-90s" college students, conflict, problem, job burnout, adjustment, psychological pressure, mental health, specialization, happiness, etc. Cluster # 2 is the research on the team construction of "College Counselors", which mainly includes 30 cluster members. The average year of emergence is 2011. The research focuses are performance appraisal, evaluation system, multiple intelligences, career development, connotation construction, culture as the soul and system as the foundation. Cluster # (3) is student affairs management, which mainly includes 26 cluster members. The average year of emergence is 2012, and the research focuses are situation and policy education and basic dimensions. Cluster # (4) is the research on the role orientation of "professionalization of College Counselors", which mainly includes 18 cluster members. The average year of emergence is 2009, and the research focuses are the role status quo research, student structure and self-evaluation. Cluster # 5 is the training for counselors, mainly including 15 cluster members. The average year of emergence is 2017, and the research focuses are decision-making consultation, research base, degree education and base construction.

affairs management, role positioning and so on.

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Classic Reading and Cultivation of College Students' Humanistic Quality

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Abstract: Classical poetry is an important part of Chinese traditional literature, which plays a key role in inheriting Chinese excellent traditional culture. Colleges and universities should take the scientific outlook on development as a foothold, fully show the advantages of colleges and universities, connect classic reading with the cultivation of College Students' humanistic quality, improve college students' humanistic quality, and provide favorable conditions for the improvement of College Students' comprehensive ability as support. However, from the analysis of the actual situation, the connection between classic reading and college students' humanistic quality is not close to a certain extent, it hinders the improvement of students' humanistic quality, so it is necessary to formulate relevant countermeasures for improvement. This article briefly analyzes the role of classic reading in cultivating college students' humanistic quality, and puts forward some measures to cultivate college students' Humanistic Quality in classic reading, hoping to provide reference for the cultivation of College Students' Humanistic Quality in classic reading.

Keywords: Classic reading; College students; Humanistic quality; Cultivation

1. INTRODUCTION

Chinese classic culture is the crystallization of our national spirit. Carrying out classic reading activities can provide conditions for the inheritance and development of our culture, so that college students can love their motherland more, participate in social construction, and provide support for the development of society. Therefore, we must pay attention to the teaching of classic reading. The combination of reading classics and Cultivating College Students' humanistic quality can provide conditions for college students' all-round development and enhance their abilities in all aspects, so as to cultivate talents needed by the development of enterprises in the new era.

2. THE ROLE OF CLASSIC READING IN CULTIVATING COLLEGE STUDENTS' HUMANISTIC QUALITY

2.1 It plays a key role in improving the personality connotation of college students

The university period plays a very important role in the development of college students, which can consolidate the Three Outlooks of college students. In this period, insisting on carrying out classic reading activities can make college students learn more national spirit, and guide them to actively participate in the classic reading activities, which can make college students form a good habit of long-term reading, and make college students receive subtle influence To achieve the goal of carrying

forward the excellent traditional culture of our country. Enhance the national spirit of college students, so that college students can form a positive character, and improve the spiritual and cultural cultivation of college students, so as to improve the overall cultural level of college students [1].

2.2 It can improve the ideological and moral cultivation of college students

The sentences of classic poems are more beautiful, the rhythm is harmonious, and they have profound connotation, which can make college students establish patriotic feelings and improve their ideological and moral cultivation. Repeated reading of classic poems can make students feel the charm of the motherland and feel proud of their motherland. Moreover, there are many types of classic poems, among which there are more descriptions of love, family, friendship and other emotions, which can enhance college students' cognition of emotions, pay more attention to different types of emotions, adjust their psychology, and get better growth in a healthy psychological state. In Chinese classics, ambition is far-reaching. It not only pays great attention to cultural connotation, but also has certain philosophical and beauty. It can enhance the cultural heritage of college students, sharpen their mentality, and improve their ideological and moral cultivation.

2.3 It can promote the all-round development of college students

Holding classic reading activities in Colleges and universities can enable students to form a certain understanding of traditional culture, fully respect it, and consciously become the inheritors and promoters of traditional culture, which can effectively enhance students' love for traditional culture, make university students feel proud of the nation, and full of confidence in the nation, We should learn more firmly and become talents needed by social development [2]. Classical poetry contains many aspects of content, which can enrich college students' horizons, make college students form a more profound understanding of the Chinese classic culture, encourage college students to master more reading related skills, form a better reading thinking, and improve their language expression ability in the process of reading, which can effectively enhance students' language ability and ability Aesthetic appreciation level, so as to achieve the goal of promoting the all-round development of college students.

3. MEASURES TO CULTIVATE COLLEGE STUDENTS' HUMANISTIC QUALITY IN READING CLASSICS

3.1 Taking classic reading as a long-term work

Classic reading can make college students have a good

feeling for reading, explore their thinking ability, and improve their humanistic quality. Therefore, the relevant departments in China pay more attention to this content. Therefore, colleges and universities should pay full attention to the reading of classics and insist on it as a long-term activity. The school can require students to set aside some time every day to read the classics, and check the students to ensure that students can carry out the classics reading in strict accordance with the requirements, which can more effectively improve the effect of College Students' humanistic quality training, and promote the development of college students.

3.2 Build a team of teachers with high professional level

To carry out classic reading activities as an important part of teaching, we need a team of teachers with high professional level and skilled skills as support. Therefore, colleges and universities should carry out regular training for teachers with strong language, literature and reading ability to ensure that they can continue to learn and master more knowledge and skills related to classical poetry reading. In this process, the school should also lead the teaching team to participate in reading activities or learn other reading activities, and with the help of existing resources to provide conditions for students to learn poetry and ode, give full play to the advantages of resources, set up a team of teachers with strong professional ability, love classic reading, and keen on poetry creation, to learn Chinese classics in and out of the classroom To publicize the classical culture [3].

3.3 Carry out activities with classic reading as the core

In the process of teaching, teachers should not only assign tasks to ensure that college students can participate in reading classics every day. We also need to take classic reading as a foothold and carry out related activities, such as calligraphy competition, reading competition, reading classic experience and so on. This can not only make college students love reading classics, but also enhance their humanistic quality in the process of reading classics. This is mainly because with the help of classic reading activities, college students can understand reading,

actively participate in classic reading, and enhance the influence of Chinese excellent culture and national spirit on college students. Moreover, reading classical poetry can help students accumulate more beautiful words and sentences, which virtually enhances students' cultural heritage and makes them more charming. In addition, in the process of continuously carrying out classic reading activities, schools can form a suitable reading environment, which can provide favorable conditions for the smooth development of classic reading activities and improve the effect of talent training [4].

4. CONCLUSION

According to the above analysis, we can find that classic reading plays a very key role in cultivating college students' humanistic quality, which needs the full attention of relevant colleges and universities. However, from the reality, the effect of classic reading is not very obvious, there are still some problems, which is not conducive to the smooth development of humanistic quality training. Therefore, we must take measures to improve the status quo, so that the classic reading can play a maximum role, and provide conditions for the development of college students.

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Mechanical Engineering Automation Technology Problems and Solutions

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Abstract: With the continuous progress of modern society, mechanical engineering plays a very important role in the process of social operation. However, due to the influence of traditional concepts and other factors, the relevant units and industry personnel lack sufficient understanding and attention to mechanical engineering automation technology, which leads to the emergence of some adverse problems, affecting the progress and development of the whole field of mechanical engineering. To this end, the relevant units need to actively change the traditional ideas and working methods, strengthen their understanding of automation technology, and according to the policies and regulations of relevant departments, develop a sound management system, combined with professional talents and working team, solve related problems, and lay a solid foundation for the healthy development of mechanical engineering automation technology. The following mainly analyzes and explores the problems and solutions of modern mechanical engineering automation technology. **Key words:** Mechanical engineering automation technology; Problems; Solutions

1. THE SPECIFIC ROLE OF AUTOMATION TECHNOLOGY

Under normal circumstances, when automation technology is applied in mechanical engineering, firstly, it can effectively improve the application function of the internal equipment of the project, promote the operators to work more conveniently, and improve the efficiency and quality of mechanical manufacturing; secondly, with the help of automation technology, it can change the traditional mode of human and material production, and reduce the number of workers by strengthening the application of automation technology and equipment. In addition, by strengthening the application of automation technology in mechanical engineering, we can improve the production efficiency of mechanical products and guarantee the service life of products, so as to lay a solid foundation for the normal operation and development of mechanical engineering [1].

2. COMMON PROBLEMS OF MODERN ENGINEERING AUTOMATION TECHNOLOGY

2.1 Lack of attention to automation technology

Because some enterprise managers' own ideas and working mode are too traditional, they lack enough attention to mechanical engineering automation technology. In the process of manufacturing mechanical products, they still use traditional technology and equipment, which not only reduces the efficiency and quality of product production, but also cannot guarantee the accuracy of the product itself. Moreover, enterprise managers invest less capital and resources in mechanical

engineering automation technology, which can not meet the needs of their daily production work, and on the other hand, it affects the progress and development of the enterprise itself.

2.2 The professional level of relevant personnel is insufficient

Scientific and professional talents can improve the application level of mechanical engineering automation technology to a great extent, avoid the occurrence of related problems, and provide sufficient guarantee for enterprise production and operation. Due to the late development of this aspect in our country, the relevant enterprise managers are deeply influenced by the traditional ideas and ignore the importance of mechanical engineering automation technology, which leads to the lack of enough automation technology professionals in daily work, coupled with the lack of professional level of the existing staff, unable to meet the needs of modern mechanical design and manufacturing work. Step by step affects the needs of the enterprise's own production and operation.

2.3 Low level of automation technology

After a large number of mechanical engineering investigation found that a considerable number of units in the process of mechanical production, most of them use the traditional production process and equipment, the level of automation is low. At the same time, there is a lack of automation technology professionals, most of them use traditional ideas and methods for daily work, which leads to the low level of automation technology in related enterprises, which has a great impact on their daily production and operation and later development.

2.4 Lack of effective maintenance work

In addition, the modern mechanical design and production process needs to involve a large number of different fields and professions, which greatly increases the complexity of the mechanical production process. In order to avoid the failure of product application, relevant enterprises and personnel need to strengthen the maintenance work, so as to ensure the economic benefits of enterprises and promote the improvement of their social benefits. However, due to the great differences of equipment components involved in different products, the traditional maintenance methods and equipment can not effectively find out all the hidden dangers, which increases the probability of equipment failure problems, and then affects the progress and development of mechanical engineering automation technology [2].

3. STRENGTHEN THE SOLUTIONS TO THE TECHNICAL PROBLEMS OF MECHANICAL ENGINEERING AUTOMATION

3.1 Strengthen the clear direction of automation

technology development

In the current period, in order to solve the problems of mechanical engineering automation technology and improve the production efficiency and economic benefits of enterprises, the relevant enterprise managers need to actively innovate their own ideas and working methods, and make clear the development direction of automation technology. Based on this, the automation technology is applied to the production process of mechanical engineering to reduce the labor cost of enterprise employees. In order to lay a solid foundation for the healthy development of the enterprise itself, it is necessary to strengthen the management and guarantee its own safety.

3.2 Strengthen the establishment of professional work team

Usually, scientific professional staff can guarantee the level of related work to a great extent. Therefore, in practical work, in order to solve the problems of mechanical engineering automation technology and improve production efficiency and quality, relevant enterprises need to cooperate with relevant departments, organize a large number of training and education activities, cultivate a large number of automation technology professionals, and improve their own sense of responsibility to ensure the smooth progress of later work. Relevant enterprises can also strengthen the development of human resource management, recruit a large number of high-quality talents from the outside world, and form a more professional and effective work team combined with the internal staff of the enterprise, so as to provide convenience and guarantee for the development of mechanical engineering automation technology, and promote the improvement of the enterprise's own production efficiency and economic benefits.

3.3 Strengthen the introduction and innovation of modern mechanical automation technology

Compared with some western countries, the development of mechanical engineering automation technology in China is relatively late. Therefore, when the relevant enterprises apply mechanical automation technology, it is easy to cause some problems. In order to change this situation, the relevant enterprises can invest a lot of capital, resources and other costs, introduce advanced technology from outside, and cultivate a large number of professional

and technical personnel to optimize and innovate the mechanical automation technology, so as to meet the needs of daily production and operation of enterprises to the greatest extent, and ensure the healthy and stable operation and development of enterprises.

3.4 Strengthen the development of automation technology monitoring

In addition to the above measures, in the process of modern enterprise operation, in order to fully solve the problems of mechanical engineering automation technology and improve the production efficiency and quality, relevant enterprises and personnel also need to strengthen the application of modern technology and equipment, so as to carry out the automation technology monitoring work, and analyze the monitoring results, so as to clarify the operation requirements of mechanical engineering and related equipment. Specific state, so as to understand the location and cause of the fault, and then select the most effective solution, improve the application level of mechanical engineering automation technology, and provide sufficient guarantee for the healthy development of the enterprise itself [3].

4. CONCLUSION

To sum up, with the continuous development of China's industrial industry, mechanical products have a great impact on industrial production. Therefore, with the help of the industrial machinery automation department, we should fully understand the quality and service life of engineering machinery products, and improve the quality and service life of engineering machinery enterprises and so on, so as to promote the further development of the whole society.

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On Construction of the Methodology for Physical Education Majors Under Theories of Entrepreneurship Education

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Abstract: With the continuous development of information technology, the social demand for innovative talents and entrepreneurial talents is more and more urgent. In order to cultivate innovative and entrepreneurial talents, the reasonable integration of curriculum system, evaluation system, teaching method system and training objectives of physical education specialty must be deepened day by day, and the relevant and corresponding teaching design is also coming out. At present, the social demand for sports professionals provides new ideas and opportunities for the reform and development of teaching, and also promotes the diversification of teaching organization, teaching methods and teaching means. Based on the theory of entrepreneurship education, this paper studies the construction of the teaching method system for students majoring in physical education, so as to enhance the effectiveness and further development of the teaching reform of physical education, and then improve the teaching level of physical education.

Key words: Entrepreneurship education; Physical education major; Teaching methods

1. INTRODUCTION

The talent education of physical education major in Colleges and universities is an important part of carrying out the party's education policy in an all-round way, and it is also the foundation of China's physical education. When mankind enters the 21st century, it is a historical period of great and profound changes in our society, and sports major is also facing new opportunities and challenges. The continuous reform and opening up will not only bring about unprecedented contradictions and new achievements, but also bring about unprecedented problems. This paper discusses the problems existing in the traditional sports professional objectives, the current situation of sports professional reform, the role of teaching mode in quality education, and the ways to achieve the objectives of quality education. The purpose is to show that the construction of teaching method system for sports professional students based on entrepreneurship education theory will better meet the needs of the society with practical ability, innovative consciousness and innovative ability. To meet the demand of talents, sports majors will better implement the guiding ideology of "health first" in their future work and life, and better achieve the goals of knowledge, skills and participation. Promote students' harmonious and moderate development in body, physiology and social adaptation. Based on the theory of entrepreneurship education, it is very important to study

the construction of the teaching method system of sports majors and to make a systematic research and discussion, and strive to make a breakthrough in order to effectively improve the cultivation of sports talents.

2. ANALYSIS OF THE CURRENT SITUATION OF TEACHING REFORM OF PHYSICAL EDUCATION MAJOR IN COLLEGES AND UNIVERSITIES IN CHINA

With the deepening of China's reform and opening up, China's school physical education reform is also gradually deepening. The state has also issued relevant guidance programs for physical education majors, sports training majors, social sports majors, and so on. The training programs for sports professionals in Colleges and universities are guided by the regulations on school sports work, the guiding outline of national college sports and health curriculum, and the basic standards of college sports work. In order to make graduates better serve the society after graduation, China has a vast territory, different geographical locations, and different customs. Therefore, how to implement the relevant spirit must be adapted to local conditions. Therefore, why to teach, what to teach, how to teach and for whom to teach vary in different places. All kinds of teaching models come in droves, such as "happy", "inquiry", "club", "layered", "observation", "practice" and so on. In fact, strictly speaking, these "teaching models" can only be used as new teaching ideas and teaching examples, not real teaching models. Therefore, although the education of sports professionals has made great progress in some aspects, it is a drop in the bucket and has not made a big breakthrough.

2.1 There are many factors affecting the teaching reform of physical education major in Colleges and universities. Perfect teaching system is the accumulation of a process, which can not be completed overnight. Teaching ideas, theoretical basis, practical basis, teaching content, teaching organization, teaching methods and other links are closely linked and linked. In addition, the traditional teaching mode that has been fixed in the hearts of educators has been deeply rooted, and there is a long way to go to change it.

2.2 The reform of sports talents training in Colleges and universities is facing the contradiction between adhering to the tradition and the reform and development.

Tradition is the experience accumulated by many people over time. There are some excellent traditions, but there are also some aging ones that are out of date. Therefore, once the reform is carried out, it will inevitably touch the

"deep-rooted" interests of all aspects, which is closely related to the understanding of cultural background and educational ideas, and faces many problems. Therefore, it is particularly important to emancipate the mind. We should make a very detailed study of educational thoughts in different regions, cultures and periods, and make clear the goals and breakthroughs. The reform of P.E. teaching is the reform of P.E. teaching ideology. Only by changing our thinking and understanding can we carry out bold reform, innovate and develop P.E. teaching.

2.3 The reform goal and steps of sports professional training are not clear

Just like the traditional Chinese martial arts, there are many schools, self-centered, stubborn and rigid ideas. The development goals of each school are different, some of them are not in line with the scientific definition, and there are no clear research steps to make them adapt to the development of the times.

2.4 In quality education, the establishment of teaching mode is the foundation

We can regard the teaching mode as a relatively advanced method with the characteristics, structure, form and attribute of a specific subject, which is guided by certain teaching ideas and designed according to certain teaching principles. It can be seen that different educational thoughts and principles lead to different modes of construction. For a long time, in the public physical education of colleges and universities in our country, the teaching mode of Professor recurrence is almost regarded as the only teaching mode. In order to move towards quality education, the reconstruction of teaching mode has become an important basic work. Therefore, the most effective way to achieve the goal of teaching is to provide a bridge between thought and practice. Therefore, without the construction of quality-oriented teaching mode, the scientific practice of quality-oriented education can not be formed.

At present, there are still some problems in the construction of teaching mode. From the macro point of view, the understanding, theoretical research and teaching practice of the teaching mode are not enough; from the micro point of view, the construction of the teaching mode involves all aspects of the teaching link, and requires the organic combination of all aspects, such as the syllabus, curriculum plan, teaching system and teaching design, and also involves the organic combination of teaching form, organization and method. Today, the theory of quality education is still gradually deepening and the practice has just been carried out, it can not be said that the ideal model that can be widely recommended has been constructed.

2.5 Ways to achieve the goal of quality education in physical education program

To construct the content and project structure of College Physical Education Curriculum in line with the requirements of personnel training. The promulgation and implementation of the basic standard of college physical education puts forward new requirements for college physical education curriculum. The courses offered by many colleges and universities are not in line with the basic standards of physical education in Colleges and

universities (hereinafter referred to as the "standards"), which include "deepening curriculum reform, reasonably arranging teaching contents, opening no less than 15 sports" and "innovating education and teaching methods, guiding students' scientific exercise, and enhancing the attraction, characteristics and effectiveness of physical education". Therefore, based on the "standard" curriculum content reform, one is to reflect the quality of students' cardiopulmonary function exercise project as the test content. As the main teaching content and assessment content, fitness run reasonably standardizes the exercise and assessment standards of fitness run, organically combines process evaluation with result evaluation, so that students can complete fitness run in happiness and get exercise in happiness. The second is to innovate teaching methods and guide students to exercise scientifically. Set up the "big ball", ice and snow, "small ball", square dance, rope skipping, shuttlecock, rubber band and other projects in line with the school's regional characteristics, guide students to choose, purposeful, targeted scientific exercise, not to teach for the examination. The third is to enhance the attraction, characteristics and effectiveness of physical education. Selectively increase the inclusive sports games that are in line with the characteristics of contemporary college students' gender and age, so that male and female students can participate together, move in and enjoy themselves. Fourth, add national traditional sports or content to promote the inheritance and innovation of Chinese excellent sports culture.

3. THE CORE CONCEPT OF THIS STUDY

3.1 Definition of entrepreneurship education

Entrepreneurship education refers to a kind of educational activities in the form of curriculum and social practice activities in order to improve the comprehensive ability of college students, cultivate students' correct awareness of entrepreneurship, enrich the theoretical knowledge of entrepreneurship, and improve students' entrepreneurial ability.

3.2 Definition of physical education teaching method

Physical education teaching method refers to the means used in the teaching process to achieve the goal of physical education teaching more efficiently. It includes all kinds of methods taught by physical education teachers. Physical education teachers use sports knowledge, technology and skills to promote the process of students' learning and exercise, so as to achieve the physical and mental health of students.

4. CONSTRUCTION OF CLASSIFICATION SYSTEM OF PHYSICAL EDUCATION TEACHING METHODS BASED ON ENTREPRENEURSHIP EDUCATION THEORY

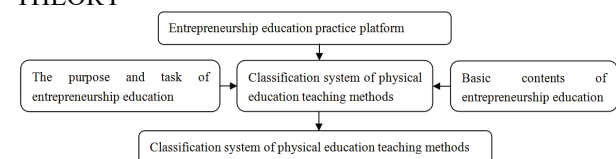


Figure 1 Construction of PE teaching method system platform of entrepreneurship education combined with school and society

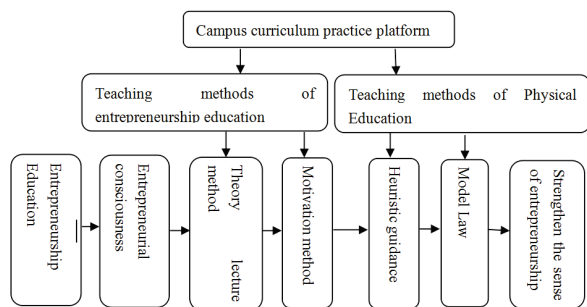


Figure 2 Construction of practice platform of education and teaching methods highlighting the entrepreneurial consciousness of freshmen majoring in Physical Education

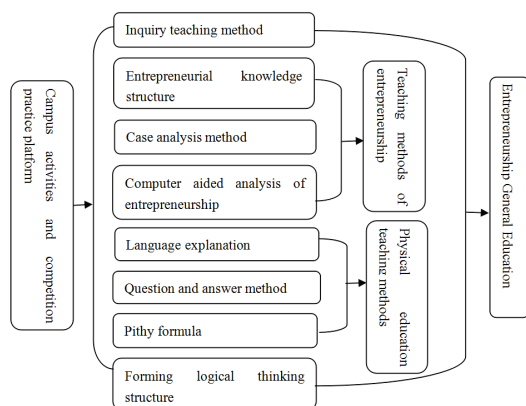


Figure 3 Construction of general education teaching method practice platform highlighting the entrepreneurship of sophomores majoring in Physical Education

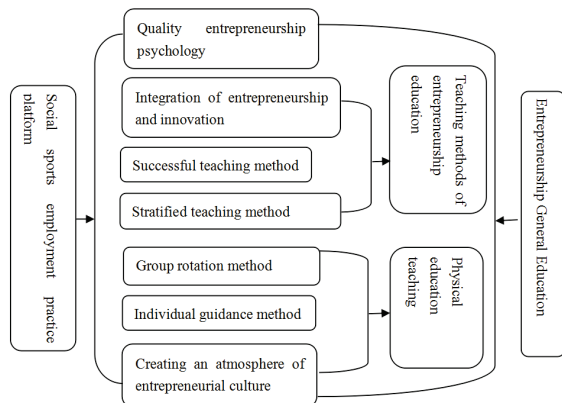


Figure 4 Construction of general education teaching method practice platform highlighting the entrepreneurship of junior students of Physical Education Major

5. SUMMARY OF THE CONSTRUCTION OF THE CLASSIFICATION SYSTEM OF TEACHING METHODS FOR UNDERGRADUATES MAJORING IN PHYSICAL EDUCATION BASED ON THE THEORY OF ENTREPRENEURSHIP EDUCATION

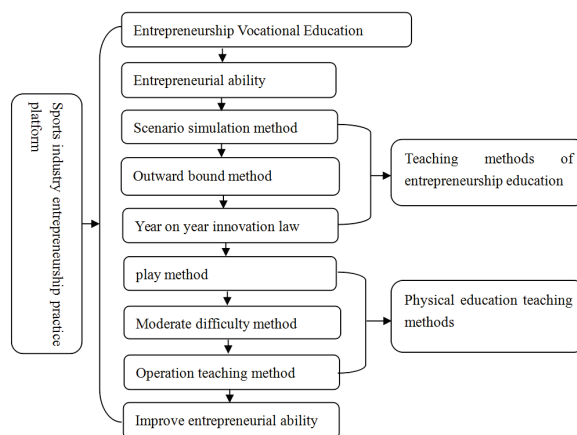


Figure 5 Highlight the construction of teaching method practice platform of entrepreneurship vocational education for senior students majoring in Physical Education

Based on the theory of entrepreneurship education, this paper constructs a classification system of teaching methods for undergraduates majoring in physical education. It combs the connotation, tasks, teaching tasks, development rules and objectives of different entrepreneurship education, and bases on the freshmen, sophomores, juniors and seniors of undergraduates majoring in physical education and the construction of entrepreneurship education practice platform combining campus and society. At different levels, combined with the teaching characteristics and actual situation of students majoring in physical education, the physical education teaching method and entrepreneurship education method are organically combined to form a set of effective physical education teaching method system. However, this method system still needs to be improved step by step. We should analyze the specific problems according to the school, the sports major and the local actual situation, so as to make the method system more specific and targeted, so as to achieve targeted.

ACKNOWLEDGEMENTS

General subject of Higher education and scientific research of Jilin Province, JGJX2019D79.

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Research and Practice of Tiktok Live Broadcast Course in Higher Vocational Colleges

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Abstract: The novel coronavirus pneumonia outbreak in 2020 has brought profound influence to all walks of life, and education and teaching work is also affected by the epidemic. Under the influence of the epidemic, online live course based on network platform has become a realistic choice for many schools. The tiktok live broadcast course in higher vocational colleges is generated under this background, and has brought a series of influences on the practical teaching of higher vocational physical education curriculum. The analysis and study of tiktok live broadcast courses in higher vocational colleges is of great significance for more scientifically handling the relationship between offline classroom and online live broadcast courses, and improving the quality of physical education teaching in higher vocational colleges.

Key words: Higher vocational sports; Tiktok live broadcast lesson; Research; Practice

1. INTRODUCTION

The sudden outbreak of novel coronavirus pneumonia has greatly changed the original teaching plan and teaching ecology. Under this background, schools at all levels, especially vocational colleges, have been using information technology to develop education and teaching. Online teaching and webcast have become one of the hottest topics in this field of education in the [1]. The tiktok tiktok tiktok course in higher vocational colleges is based on the platform of shaking the voice to develop online education, and to strengthen the research of the live broadcast of the vocalization in vocational colleges, which helps to make better use of the flare in the live broadcast courses of higher vocational education, and truly achieve "stop classes and learn" tiktok during the normal epidemic prevention and control.

2. BACKGROUND ANALYSIS OF TIKTOK LIVE BROADCAST COURSE

Tiktok live broadcast course is a live broadcast course based on the platform of shaking voice. As a name suggests, the tiktok course is a curriculum type [2] designed for schools to actively suspend the course and stop learning without the exception of the epidemic situation. Tiktok has been teaching live online in recent years. Under the guidance of the relevant guidance documents of the Ministry of education on the organization and management of online teaching in the period of epidemic prevention and control, many schools began to broadcast live broadcast with the highly popular video software. In February 3, 2020, tiktok began broadcasting live classes through the shaking platform, and the curriculum was jointly implemented by Tsinghua University. Covering international relations, public expression, traditional culture, interpersonal relations,

dance appreciation and other fields. Tiktok, tiktok tiktok, Peking University, also released the same news at the same time. Since February 5th, the live broadcast courses have been launched through the shaking platform. The tiktok live broadcast course is produced under this background. It can be said that with the help of the platform, the online education is a very effective way for vocational colleges to respond positively to the epidemic situation, and also a strategic choice to vigorously promote educational equity. It also plays an important role in ensuring the "tiktok not stopping" during the normal epidemic prevention and control. It promotes the sharing of quality education resources. But with the further promotion of the application of the live broadcast of the vocational training courses, it also brings a series of problems, such as how to integrate online courses and offline courses, and so on. In the theoretical level and practical level to think deeply and solve.

3. THE NECESSITY AND IMPORTANCE OF TIKTOK LIVE BROADCAST IN VOCATIONAL COLLEGES

At the beginning of 2020, the new crown epidemic situation is fierce, and "teaching without stopping" and "teaching without stopping" have been carried out in schools at all levels. For every school and even every teacher, online education has changed from the previous "multiple-choice questions" to "required answers" [3]. With the rapid development of 5G technology, the popularization and application of big data technology makes online education service more intelligent and precise, and this boosts the new teaching methods of tiktok live broadcast courses in higher vocational colleges. Compared with the traditional offline teaching mode, the tiktok live broadcast course has the following unique advantages.

3.1 Tiktok live broadcast class helps and optimizes physical education teaching in higher vocational colleges. The introduction of tiktok live broadcast course in vocational colleges will greatly help and optimize the teaching of the offline courses in higher vocational colleges. On the one hand, it can effectively break the restrictions on the number and venue of the traditional physical education in line, and realize online scale teaching, which can help to improve teaching efficiency and save teaching costs. At the same time, it can make more convenient checking and filling, and make more students online. Refined and individualized teaching guidance. The traditional physical education in higher vocational colleges is often based on average level of teaching activities. Sometimes the students' differences between individuals can not be timely and effective. The higher vocational physical education based on live broadcast of voice can gather high-quality teaching

resources tiktok, and record and analyze the individual's learning behavior, so that teachers can give students personalized guidance.

3.2 Tiktok live broadcast class promotes the reform of physical education teaching in Higher Vocational Colleges

Under the background of epidemic prevention and control, tiktok live broadcast course will greatly boost the teaching reform process of traditional physical education in higher vocational colleges, and effectively promote the overall change of curriculum teaching [4]. On the one hand, the role of teachers began to change, with the help of convenient Internet technology, students can more easily access to a variety of teaching information related to curriculum teaching, the role of teachers and teaching methods will change, on the other hand, the implementation of the whole curriculum will also change greatly, the real-time state of physical education curriculum will move towards online and offline interaction Combined with the development of the direction of complementary advantages, the implementation of the curriculum will also change greatly. Most of the knowledge teaching will turn from the previous offline to online, and the education of the curriculum is mainly carried out by teachers through the online, which is conducive to better promote the ideological and political implementation of the curriculum in the process of higher vocational physical education, and effectively improve the quality of higher vocational physical education. At the same time, the paradigm of education and teaching will also change correspondingly. The whole course teaching will change from the previous single teaching paradigm of teachers' speaking, students' listening and then practicing to the teaching paradigm of teachers' guidance, students' autonomous exploration and practice to construct knowledge. The whole teaching not only focuses on students' basic knowledge, sports skills and other aspects, but also pays more attention to students' learning in this field In the process, we can cultivate the awareness of physical exercise, develop the ability of lifelong physical exercise and the ability to find and solve problems.

4. Promote Practical Tiktok Live Broadcast Courses In Vocational Colleges.

At present, tiktok, including Peking University, Tsinghua University and other occupation colleges, has begun to test the water and live in the classroom. It has been welcomed by many students and parents in practice, and has achieved good results. But in practice, tiktok live broadcast courses in higher vocational colleges must do the following work if they want to really play the advantages of online teaching and truly promote students' knowledge and skills in sports.

4.1 Optimize curriculum implementation and ensure teaching quality

Although the tiktok live broadcast course has many advantages such as rich teaching content, stimulating students' learning enthusiasm and taking care of students' needs in many aspects, it is undeniable that how to guarantee the quality of the live broadcast courses is

guaranteed to be one of the practical problems that tiktok courses are not able to get around. Therefore, in the implementation of tiktok live broadcast course in higher vocational colleges, higher vocational colleges, especially two level colleges, should set up relevant online teaching leading groups, and set up teaching guidance group, quality assurance group, technical support group and resource guarantee group, etc., and regularly hold group meetings to coordinate the common problems and personality problems existing in the live broadcast teaching process, and promote the higher vocational sports as a whole. Tiktok live broadcast lesson effective implementation.

4.2 Do a good job in teacher training and promote curriculum implementation

Using the tiktok platform to carry out physical education is a challenge for teachers, especially for the older teachers. Therefore, higher vocational colleges should focus on Teachers' training, help teachers better adapt to this teaching paradigm and effectively promote teaching implementation. On the one hand, we should actively promote the teachers' first step in the concept, change the long standing educational and teaching concepts, and correctly understand the necessity and importance of implementing the tiktok live broadcast lesson in higher vocational colleges. Tiktok tiktok, on the other hand, should make overall efforts to improve the training of PE teachers in vocational colleges. We should classify and guide the P.E. teachers in Higher Vocational Colleges according to the actual teaching needs and teaching arrangements of the live training courses, and provide one-stop service for the first line PE teachers. Tiktok and other resources help teachers to use the jitter to develop physical education.

4.3 Strengthen supervision and inspection to optimize management efficiency

At the level of Higher Vocational Colleges and two level colleges, we should strengthen the supervision and inspection of the implementation of the live broadcast of the live broadcast of the vocational training courses, actively implement the system of online leadership such as school leadership and hospital leadership, tiktok, etc., and timely convene special meetings, etc., feedback the views of the lectures, and make timely rectification, and give full play to the functions of the online teaching quality assurance team at the departmental level, and timely introduce and adjust relevant incentives. Guarantee mechanism to ensure the quality of tiktok live broadcast teaching in vocational colleges.

5. CONCLUSION

Tiktok, in short, under the background of normalization of current epidemic situation, the implementation of tiktok live broadcast lesson in vocational colleges is of great significance for ensuring the quality of physical education. What we need to do now is to accelerate research in the daily teaching process, solve problems in the course of teaching in time, and constantly strengthen the safeguard measures and incentive mechanisms, so as to ensure that the live broadcast of the vocational training is stable and effective. Shi.

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Analysis on The Mechanism and Effect of Tourism Poverty Alleviation

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Abstract: In recent years, China's tourism industry has been developing rapidly, which has played a significant role in economic development. At the same time, under the background of the implementation of targeted poverty alleviation and Rural Revitalization Strategy, tourism also plays a key role in poverty alleviation. Tourism poverty alleviation really breaks the situation of rich ecological and cultural resources and backward economic development in poverty-stricken areas. On the one hand, it promotes the development of local tourism economy through the development of tourism, increases the economic income of people in poverty-stricken areas, and makes local people gradually get rid of the hat of poverty. On the other hand, it promotes the effective development of ecological and cultural resources in poverty-stricken areas. The development of the real estate tourism industry has played a good role in boosting. Therefore, this paper makes a detailed analysis on the mechanism and effect of tourism poverty alleviation, aiming to promote the economic development of poor areas, implement the strategy of targeted poverty alleviation and rural revitalization, and provide effective ways and lay a solid foundation for the construction of a harmonious socialist society.

Key words: Tourism poverty alleviation; Mechanism of action; Poverty reduction effect; Analysis

1. INTRODUCTION

In recent years, China's economy has been rapid development, with the improvement of people's living standards, the spiritual demand is constantly improving, and the demand for tourism is also changing imperceptibly, thus the tourism industry has been rapid development. For some economically backward areas, the development of tourism has driven the local economic market and improved the income level of residents. The poor areas have gradually achieved the goal of getting rid of poverty, which has attracted the attention of many scholars. Especially under the implementation of targeted poverty alleviation and Rural Revitalization Strategy, some regions have carried out a series of practical exploration and activities for tourism poverty alleviation. In the actual process of tourism poverty alleviation, it emphasizes the development of tourism industry and ignores the increase of residents' income, which leads to the poor effect of tourism poverty alleviation.

Tourism poverty alleviation is a special form of tourism development, which is different from other ways of tourism. The essence of tourism poverty alleviation is to get rid of poverty with the help of tourism development, and tourism development is the means and way to promote the economic development of poor areas, and helping

people in poor areas get rid of poverty and become rich is the fundamental and core. In recent years, many scholars have made a detailed study on the concept, content and objective impact of tourism poverty alleviation, pointing out that tourism poverty alleviation has a certain impact on economy, society and culture. In order to further improve the practicality and effectiveness of tourism poverty alleviation, some scholars elaborated a series of mechanisms, aiming to give full play to the role of tourism poverty alleviation through the participation of government, community and many aspects.

Based on the research of many scholars on Tourism poverty alleviation, this paper first analyzes the related concepts, characteristics and significance of tourism poverty alleviation, and then discusses the mechanism and effect of tourism poverty alleviation in detail, aiming to provide more scientific guidance and suggestions for tourism poverty alleviation and promote the development of tourism economy in poor areas.

2. OVERVIEW OF TOURISM POVERTY ALLEVIATION

2.1 Definition of tourism poverty alleviation

With the in-depth development of China's reform and opening up, people's living standards have been significantly improved, especially in the southeast coastal areas. But at present, some areas in China are still in the stage of poverty development. In order to build a socialist harmonious society, our government departments have formulated a series of development strategies, aiming to help the poor areas get rid of poverty and become rich. At the 2015 Central Working Conference on poverty alleviation and development, General Secretary Xi stressed that in the process of socialist cause, improving people's livelihood and gradually realizing common prosperity are our party's mission, and the proposal and implementation of Rural Revitalization and targeted poverty alleviation strategy are the effective guarantee to help us fight a tough fight against poverty. In the face of backward economic and social development and rich ecological and cultural resources in poor areas, the relevant departments in China put forward the concept of tourism poverty alleviation. It means to excavate and develop the rich ecological and cultural tourism resources in poor areas reasonably and effectively. In this way, it can promote the rapid development of local tourism industry, create tourism entities with economic benefits, and make tourism become the pillar industry in poor areas, so as to effectively improve the income level of local people and promote the development of local tourism economy. Nowadays, in the process of economic development in poor areas, tourism poverty alleviation has become a key development strategy, and even a breakthrough in some

poor areas.

2.2 Characteristics of tourism poverty alleviation

2.2.1 Excavation

Due to the influence of geographical location, the economic development of some remote areas is relatively backward. Due to the inconvenient transportation, the rich ecological and cultural tourism resources are not affected by the outside world, and the natural features are well preserved. The lack of material resources and economic development restrictions in poor areas have attracted the attention of tourists who live in the city all the year round. The poor areas, which are not affected by the outside world, can let outsiders experience different lifestyles and natural beauty. People in poverty-stricken areas can provide the necessary elements for foreign tourists, so as to attract more tourists to experience here, achieve economic income, and comprehensively improve the local economic level. It can be seen that tourism poverty alleviation has a strong excavation.

2.2.2 Constructive

The development of tourism needs to be step by step, combined with the local tourism infrastructure. Therefore, in the process of tourism development, the primary consideration is transportation, catering and accommodation, and then gradually carry out shopping, entertainment, play and other tourism activities. Taking Wuyuan in Jiangxi Province as an example, the original Wuyuan was just a small mountain village in a remote area. In the early stage of tourism development, it only provided the most basic accommodation and catering for tourists. With the development of the local tourism industry and the gradual improvement of the infrastructure, it catered to the needs of tourists and the market, and provided a series of tourism activities such as playing, entertainment and shopping, attracting a large number of tourists He went away in admiration. Nowadays, Wuyuan, Jiangxi Province is known as the most beautiful village in China, which not only promotes the income level of local residents, but also promotes the development of local tourism economy and tourism industry, all of which are due to the construction and improvement of infrastructure.

2.2.3 Protection

Protection is the foundation of sustainable development of tourist attractions. In the process of the development of tourism industry in poor areas, sustainable development and protection should be taken as the basic principle to realize the rational development and utilization of tourism resources. In the process of the development of tourism in poor areas, it not only brings the effect of poverty alleviation, but also has a certain negative impact. Especially for poor areas, if the scenic spots can not be reasonably protected, it may cause some damage to the scenic spots, and then have a certain negative impact on the local natural environment. Therefore, some measures should be taken to protect the local eco-tourism resources.

2.3 Significance of tourism poverty alleviation

2.3.1 Provide employment opportunities for them

The development of tourism industry has driven the development of tourism industry. In the process of production and sales of the industry, a lot of manual

services are needed. In addition to professionals with tourism knowledge, local people are also needed as the guarantee for the normal operation of the tourism industry, and labor demand is good employment opportunities for local residents. The third industry of tourism is service-oriented, and the demand for labor force is large, and the demand is not high, so the local residents can be competent in a short time. It can be seen that tourism poverty alleviation has provided great help to solve the employment problem of the population in poor areas.

2.3.2 Fully tap tourism resources

Tourism is a process of exploring the unknown[1]. Most of the poor areas have rich and unique tourism resources, so tourism poverty alleviation is the process of continuous development of tourism resources in poor areas. Taking the Loess Plateau as an example, the unique climate has formed a unique local customs and topography. On the Loess Plateau, there are not only more unique natural scenery, but also stories of revolutionary martyrs, as well as millennial culture. Therefore, tourism poverty alleviation promotes the in-depth excavation and development of local tourism resources.

2.3.4 Inheritance and development of traditional culture

With the impact of foreign culture, China has gradually formed a complex pattern of multi-cultural integration, which has a certain impact on Chinese traditional culture. Tourism is an effective way to bring modern people and traditional culture closer, especially in poor areas. Due to the influence of geographical location, traffic jams and relatively complete preservation of traditional culture, such as drama and folk songs, etc. Tourism poverty alleviation can not only help social residents to have a new and comprehensive understanding of Chinese traditional culture, but also promote the inheritance and development of Chinese excellent traditional culture. Combining traditional culture with tourism, it forms a tourism complex, which provides an effective way for its preservation and dissemination.

3. THE MECHANISM OF TOURISM POVERTY ALLEVIATION

The mechanism of tourism on poverty alleviation is mainly reflected in several aspects: first, it breaks the pattern of backward economic development and rich ecological resources in poor areas; second, through the development of tourism industry, it solves the problem of population employment in poor areas and improves the income level of local residents; third, it improves the quality of local population and breaks through the vicious circle of poverty, population and resources .

3.1 Breaking the inherent pattern

There are two reasons for the backward economic development in poor areas. On the one hand, the existing eco-cultural tourism resources are not fully utilized. On the other hand, the limited development has caused certain damage to the ecological environment, thus causing certain restrictions on economic growth [2]. The development of tourism poverty alleviation can give full play to the advantages of poor areas, through the reasonable development and utilization of its ecological and cultural resources, it can be transformed into tourism

products, promote the development of tourism industry, and form a new growth point of local economic development. In addition, in the process of tourism poverty alleviation, we have strengthened the protection of ecological and cultural resources, made economic growth sustainable based on the basic principle of sustainable development, broken the pattern of rich ecological and cultural resources and backward economic development in poor areas, made economic growth possible in poor areas, and really got rid of the hat of poverty. In addition, tourism is a comprehensive industry, which has six tourism elements: food, accommodation, travel, tourism, entertainment and shopping. It involves many industries and has a strong industrial relevance. The development of tourism can effectively drive the development of other related industries, promote the optimization and adjustment of industrial structure in poor areas, and help poor areas change the face of poverty as soon as possible.

3.2 Creating tourism revenue

In the actual development of tourism poverty alleviation in poverty-stricken areas, the development of tourism creates tourism revenue for poverty-stricken areas and effectively promotes the improvement of local financial level. On the one hand, fiscal revenue can be used for the construction of local tourism infrastructure and public facilities, on the other hand, it can increase the social welfare of poor areas through transfer payment, especially public services, social security and many other aspects [3]. In addition, tourism is a labor-intensive industry with large labor demand, which can absorb a large number of labor. These employment opportunities can be provided to local residents, especially to the local poor people. In the process of tourism development, a large number of managers and industry employees are needed. In a word, under the background of tourism poverty alleviation, through the construction of universal participation mechanism and system wide benefit distribution mechanism, it can absorb the participation of local community and population, protect their benefits, and help them get rid of poverty and become rich.

3.3 Breaking the vicious circle

Tourism economy is a kind of experience economy. Through the participation of tourists, it not only brings economic benefits to the local area, but also improves the closed and rigid state of the area. Through opening to the outside world, it promotes the social and cultural exchanges between poor areas and cities, as well as the exchange of talents and materials, and so on. To a certain extent, it promotes the development of local social culture. In the process of tourism poverty alleviation, attention is paid to the participation of the local population, especially the poor people, who provide their own capabilities through personal participation [4]. Through the cooperation with relevant community organizations and organizations, tourism poverty alleviation has realized the innovation of various business models, such as enterprises + farmers, enterprises + cooperative organizations, government + enterprises + travel agencies + agricultural associations, etc. In addition, the way of poverty

alleviation through tourism also plays a very key role in the education of poor areas, driving the development of education in poor areas, improving the ability and quality of local people and the competitiveness of human capital. In addition, tourism poverty alleviation also promotes the self-development ability of poor people in poor areas through a series of security policies and systems. For example, land policy, fiscal policy, benefit distribution mechanism, security mechanism and so on.

There is a vicious circle in the areas with relatively backward economic development. The poorer the population is, the higher the mortality rate and birth rate are; the poorer the population is, the higher the degree of resource destruction is; the population growth aggravates the poverty, and the resource destruction is more and more serious. Generally speaking, the poverty, population and resources in poor areas form a vicious circle, and tourism poverty alleviation effectively integrates the three. Since then, coordinated development has been achieved and a virtuous circle has been promoted [5].

4. THE POVERTY REDUCTION EFFECT OF TOURISM POVERTY ALLEVIATION

The poverty reduction effect of tourism poverty alleviation is mainly reflected in several aspects, namely, economic, social, ecological and cultural poverty reduction effect.

4.1 Economic poverty reduction effect

Tourism has six elements, food, accommodation, travel, travel, entertainment and shopping, which play a very important role in economic and social development. First, tourism poverty alleviation promotes infrastructure construction in poor areas. Affected by geographical location and traffic environment, poor logistics conditions and high cost of agricultural products and handicrafts in poor areas lead to the increase of sales cost. In addition, due to the influence of traffic conditions, the natural resources contained in poor areas can not give full play to its role. The development of tourism poverty alleviation provides an effective opportunity for the improvement of transportation and other related infrastructure in poor areas. Guided by poverty alleviation, it promotes the flow of people through tourism, and the flow of people is based on convenient transportation conditions, thus promoting the construction of infrastructure. Second, poverty alleviation through tourism can promote investment growth in poor areas. In the process of tourism development, there is a common phenomenon, that is, funds from economically developed areas flow to economically underdeveloped areas with rich tourism resources. Therefore, in the development of tourism, on the one hand, it can present the unique tourism resources of poor areas to the public, and it can also attract funds from outside the region, and drive the economic strength of poor areas by constantly mining business opportunities and attracting investment. In addition, in the context of global tourism, through a wide range of mobilization, it can attract relevant industries to join them, and provide more characteristic experience products and services for them through the integration of various local characteristic elements, so as to meet the experience needs of tourists.

Third, the development of tourism poverty alleviation can improve the economic income of people in poor areas. The development of local tourism also means the entry of consumption, which will inevitably bring tourism income to the region and increase certain economic income for local residents [6].

4.2 Social poverty reduction effect

The social poverty reduction effect of tourism poverty alleviation is mainly reflected in employment. It helps poor areas to resettle surplus labor force, so as to effectively improve the comprehensive quality of poor areas, change the spiritual outlook of poor areas from the root, promote the improvement of civilization, and provide effective guarantee for local harmonious development. First, the development of poverty alleviation through tourism can provide more employment opportunities for local residents. According to the relevant statistics of the world tourism organization, every additional employee in the tourism sector will increase five employment opportunities in the whole society. In the areas with relatively backward economic development, due to the limited land resources and single industrial structure, the phenomenon of labor surplus is very prominent, and restricted by labor skills, there are many difficulties in labor export. Tourism and related industries have low employment threshold and low employment cost, which can provide relatively simple employment opportunities for poor areas. Secondly, the development of tourism poverty alleviation can effectively promote the quality of local residents. For economically backward areas, poverty is mainly reflected in two aspects, one is material poverty, the other is ability poverty, and ability poverty is the most direct cause of material poverty [7]. Famous economists believe that the most fundamental reason for the poor people's inability to maintain their daily upgrading is the loss of opportunity and the deprivation of basic feasible ability. The deprivation of basic feasible ability is mainly manifested in premature death, long-term epidemic diseases, a large number of illiteracy and other related situations. However, in areas with relatively backward economic development, the cultural quality of residents is generally low, which not only leads to the spread of ideas In the face of the new tourism market, although they have rich tourism resources, they lack advanced marketing concepts, which leads to the poverty of the region. The development of tourism poverty alleviation is poverty alleviation oriented, which provides employment opportunities for local residents, and enables them to master a variety of skills and gradually improve their cultural literacy. On the one hand, with the development of tourism and the improvement of the overall economic strength, the increase of local government finance and taxation can promote the investment subsidies such as education, training and technology to a certain extent, providing opportunities for the improvement of local residents' cultural literacy [8]. On the other hand, tourism poverty alleviation also promotes the opening up of poor areas. Compared with the past backwardness, the development of poverty alleviation through tourism can effectively promote the

horizontal interaction and economic union between the poor areas and the developed areas, promote the mutual circulation of knowledge, information and other aspects between the residents of the poor areas and the outside world, and can change people's lifestyle and values in the process of latent change, thus producing a demonstration effect.

4.3 Effect of ecological poverty reduction

The poverty-stricken areas in China are mainly mountainous areas. From the perspective of agriculture, there are few land resources available for farming in mountainous areas, especially in Southwest China, which are ecologically fragile and not suitable for farming. The soil is relatively poor. If we blindly expand the scale of breeding and planting, we can increase the economic income of farmers in a short time, but from the perspective of long-term development If we look at it, it will cause certain deterioration to the ecological environment of the region, and it has not really lifted out of poverty [9]. From the perspective of tourism poverty alleviation, most of these areas are natural oxygen bars with rich natural resources, and some of them are listed as national, provincial and local scenic spots, forming a relatively large tourism resource system. In the process of tourism development, appropriate development can not only promote economic development, but also strengthen people's attention to the ecological environment, so as to ensure the long-term and effective protection of ecological resources. Therefore, the sustainable development of tourism plays a very key role in ensuring the sustainable development of poverty-stricken areas.

4.4 Cultural poverty reduction effect

Poverty is not only material and ability poverty, but also cultural and spiritual poverty, and cultural and spiritual satisfaction can often make up for the lack of material and ability [10].

Different places will form different cultures in the historical development. Different areas are affected by many factors, such as geographical features, natural resources and so on. There are also some differences in their lifestyles and values, thus forming different customs and habits. Especially in the minority areas, which contain a very rich cultural resources of ethnic minorities, with colorful ethnic culture and art, is a more valuable branch of the traditional Chinese culture. However, in the process of modernization, the national culture in most poverty-stricken areas has gradually declined, and the inheritance of traditional culture has been impacted to a certain extent. Coupled with the rapid development of market economy and the continuous impact of foreign culture, the lifestyle and values of ethnic minorities have undergone great changes. There are fewer and fewer villages with rich local customs, and the national traditional culture has gradually changed As a result, the poor areas have fallen into another kind of poverty - cultural poverty [11]. Tourism poverty alleviation provides a new opportunity for the development of traditional culture. Due to the strong rise of tourism, new market forces are implanted in the local area, which reinjects vitality into the development of national culture. On the one hand, the

market has changed our way of life and reduced the cultural differences. On the other hand, the market has revived the national culture, especially in the ethnic areas with more developed tourism industry. With the help of tourism channels and means, the national culture has been rediscovered and presented to the public after innovation and transformation, so as to produce again with the power of the market.

5. CONCLUSION

To sum up, tourism poverty alleviation has played a positive role in economic, social, cultural and ecological aspects, driving the economic development of poverty-stricken areas, promoting the economic income and comprehensive quality of local residents, and realizing the comprehensive poverty alleviation of poverty-stricken areas.

ACKNOWLEDGEMENTS

Research on Performance Evaluation and Model Optimization of Tourism Targeted Poverty Alleviation in Sichuan Minority Regions—Take Pingshan County of Yibin City as an Example. Supported by the Soft Science Program of Department of Science and Technology of Sichuan Provincial (2019JDR0023).

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Reform and Practice of Computer Application Technology Major Construction and Development in Higher Vocational Colleges in China -- Taking Jiangxi Vocational College of Applied Technology as An Example

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Abstract: This study takes the development path of computer application technology specialty construction in Higher Vocational Colleges under the background of high-level higher vocational schools and specialty construction plan with Chinese characteristics (double high plan) as the main research object, and puts forward the core concept of computer application technology specialty construction and development in Higher Vocational Colleges in China through the practice of computer application technology specialty construction and development reform in recent years. The main measures and construction objectives provide specific experience and solutions for deepening the reform of computer application technology specialty in higher vocational colleges.

Key words: China; Higher vocational colleges; Computer application technology major

1. INTRODUCTION

In recent years, with the rapid development of information technology at home and abroad, as well as the internal and external motivation of high-level higher vocational schools and specialty construction plan with Chinese characteristics (the "double high" plan), Jiangxi Vocational College of applied technology, on the basis of the comprehensive development of information specialty, has carried out multi angle, multi-level and multi-channel work, such as specialty construction, teaching reform, promoting learning by competition, and integration of production and education. It has gradually become the information technology fulcrum for the construction of national "double high" construction specialty group, the demonstration platform for the "1 + X" reform of higher vocational information technology education, the training base for the preparation of information technology events of various skills competitions at all levels and Ganzhou Electronic Information Industry Co., Ltd. It is the source of technical talents for the development of smart home industry and smart home industry.

2. THE CORE IDEA OF THE REFORM AND PRACTICE OF COMPUTER APPLICATION TECHNOLOGY

Through theoretical study and teaching practice, the teaching team of computer application technology in our

school has formed a relatively systematic teaching thought and concept in the aspect of computer application technology, which is mainly manifested in the philosophical orientation of seeking truth from facts, the application orientation of learning for application, and the practical orientation of combining knowledge with practice. These three complementary and consistent It is also a kind of new idea.

2.1 Combine dialectical materialism with computer science teaching

In the course teaching, we should constantly strengthen the education of dialectical materialism philosophy. With the idea of seeking truth from facts, we should teach, compare and confirm the concepts of computational science, such as the relationship between computer hardware and software, the understanding of variables and functions, and dialectical materialism philosophy, such as the relationship between material and consciousness, the understanding of things and laws. In teaching, the collection and mining of information and data are summarized as the abstraction and refinement of social and economic development phenomena. On this basis, big data programming and calculation are the generalization of the regular understanding of the numerous and complicated social phenomena, unifying the learning process of computer big data technology with the historical materialism of "cognition practice re cognition re practice". In the teaching of computer course, students are fully aware of the scientific nature and correctness of dialectical materialism and historical materialism. At the same time, it also promotes students' comprehensive understanding and deep understanding of abstract computer theoretical concepts.

2.2 Always combine the new achievements of international computer teaching and research with the teaching and research reform of our university

In the first half of 2016, python, as the dominant language in the field of mathematical statistics, is still a new thing in Jiangxi Province, especially in the field of computer teaching in higher vocational colleges. On the basis of studying the frontier development of international computer teaching, our teaching team resolutely proposed the project "Research on the teaching reform of higher vocational computer programming language based on

Python real-time simulation game system", which was officially approved in July 2016. From the perspective of wide application and strict standardization of Python language, this reform focuses on the analysis of the reform process of computer teaching represented by the United States, especially the transformation process of entry-level programming language from C language to Python language, and the application of code combat (<https://github.com/codecombat/codecombat>) And other open source computer real-time simulation game system for higher vocational students programming. In the process of programming language teaching in more than one teaching class in the following year, we have done a lot of in-depth and detailed comparative research, fully demonstrated the rationality, efficiency and applicability of the new teaching mode of Python language introduction combined with game system in computer programming language teaching, and published the relevant research results as the paper "reform of computer" Programming Language Teaching in Higher Vocational Colleges Based on the Characteristics of Python Language Grammar> Xie Yu-Fei, Zhong Dong- Bo. Reformation of Computer Programming Language Teaching in Higher Vocational Colleges Based on the Characteristics of Python Language Grammar[J]. *Advances in Higher Education*, 2017, 1 (1): 26-30. which has laid a solid foundation for the follow-up teaching reform and the construction of big data technology and application specialty.

2.3 Combine the practical ability of information project development with the recognition of students' learning effect

Over the years, the teaching team's criteria for students' mastery of knowledge and skills have always been based on whether they can solve practical problems and meet the needs of users. It not only emphasizes the unity of theory and practice, but also emphasizes that practice is the only criterion for testing truth. In the scoring standards of teaching courses, project-based and work-based graduation design accounts for at least 50%. Every student who has passed the examination must be able to use the teaching programming language to develop and design a small program, solve a small problem, provide a small function, and see the big from the small, step by step, continuously improve their technical confidence and learning confidence, and constantly cultivate their talents Computer technology application level and ability.

3. MAIN MEASURES FOR THE REFORM AND PRACTICE OF COMPUTER APPLICATION TECHNOLOGY MAJOR

3.1 International standards for professional construction

As the world's fastest-growing field of science and technology, the rapid development of information technology also drives the continuous reform of information technology education. In the top ten universities in the United States, python programming language has become the most popular language for teaching introductory computer science courses. Among them, eight of the top ten universities' computer science departments use python, and 27 of the top 39 universities use Python [2]. As China's computer technology

education has been following the development of education in Europe and the United States, there is a situation of secondary promotion. Until 2020, most of the entry-level computer language in higher vocational colleges are still using C language, a small number of them gradually start to use Java as the entry-level programming language, and only a few use pythons. Many higher vocational computer teachers are still very unfamiliar with Python. In order to build a high-level specialty with Chinese characteristics, we must learn, learn from and adopt the international cutting-edge teaching reform ideas and teaching methods, learn from each other's strong points to make up for the shortcomings and establish a new standard according to the actual development of computer education in China, and on the basis of integrating the cutting-edge achievements of computer education development, we can overtake and leap forward development In this case, we should explore a new path and mode to realize higher vocational education and even applied technology-based undergraduate computer professional education.

3.2 Teaching reform and implementation of "1 + X" project

In the national "double high" construction plan, "1 + X" certificate system reform is the leading hand in the direction of talent training and teaching reform, and it is also the basic, source and strategic reform of the national vocational education comprehensive deepening reform and lifelong vocational skills training system [3]. The formulation of the vocational skill level standard is not only a comprehensive clarification of the professional post responsibilities and vocational skill standards, but also a comprehensive normative guidance for the reform direction of vocational skill education and the talent training standards. In the next stage of teaching reform of computer application technology major in our university, we must fully implement the "1 + X" reform project in the field of computer application technology, take the vocational skill level standard in the field of computer application technology as the teaching standard, and take the five major subdivision categories launched by the Ministry of education in the field of computer application technology as the development direction. At the same time, we should focus on building a teaching reform and development mode with computer big data technology and application as the center, fully support the development direction of characteristic specialty groups such as natural resources big data and geographic information big data, and make more beneficial exploration and Practice for the Ministry of education to take the lead in proposing the vocational skill level standard with the characteristics of our school's professional development.

3.3 Build a professional team by promoting learning through competition

Taking the 19 disciplines competition of China's Higher Education approved by the world skills competition and the China higher education society as the scope of entry, we will take the national vocational college skills competition as the foundation, and take the innovation and

entrepreneurship competition such as "Internet plus" and "Challenge Cup" as auxiliary, to explore the breakthrough of ACM-ICPC International Collegiate Programming Contest, and the information technology of occupation world competition (In). Formation and communication technology). We have gradually established a selection and cultivation system to adapt to the talent cultivation mode of higher vocational education. On the basis of ensuring the fairness of education and opportunities for all students, we have enabled students with ability, perseverance and strength to stand out, to obtain more comprehensive technical skills through more time and more efforts, and to prove themselves by participating in various competitions the third is the teaching path. In the process of professional construction and development, through all kinds of competitions at all levels, the young teachers who want to work and can work together to form a competition to promote learning, to promote teaching, to complement each other and to improve together Good competition mechanism.

3.4 Industry education integration serves local economy

The development of higher vocational education and the development of local industrial clusters are interdependent and help each other. Under the guidance of the concept of industry education integration and school enterprise cooperation, we need to enhance the initiative and service in exploring the mode of school in factory and factory in school, actively enter the industrial park and economic development Zone, investigate the development needs of local and enterprise, and constantly calibrate the talent training mode, so as to promote the professional construction In the process of deepening reform, we should constantly explore new models and new paths for deepening school enterprise cooperation. At the same time, we should improve the pattern, broaden our vision, actively connect with the "Dawan district" and other areas leading the reform and opening up, absorb the advanced experience of domestic and international school enterprise cooperation, and serve the national strategy of deepening the reform and development of vocational education.

4. CONCLUSION

After years of efforts, the computer application technology major of our university has basically realized the upgrading and reform of the talent cultivation concept and teaching methods of "cross-border integration,

collaborative education, competency based, equal emphasis on morality and technology, individualized teaching, and integration of knowledge and practice", and has built the computer application technology major into an important supporting College for our university to undertake the task of national "double high" plan - land and resources investigation and management major group To build it professional and technical talents training highland to support the development of "Ganzhou electronic information industry belt", build a national ICT industry technology "double qualification" teacher training demonstration unit with relevant cooperative enterprises, focus on big data, cloud computing, Internet of things, artificial intelligence, mobile Internet and other new technology applications and "1 + X" certificate system, and jointly realize the integration of learning, training and teaching Finally, the education system and stable operation mechanism of school and enterprise, professional and industrial subject coordination, identity coordination, standard coordination, teacher coordination, curriculum coordination and environment coordination are constructed.

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Design of Alcohol Concentration Detector

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Abstract: With the development of science and technology, automobile has become one of the main means of transportation for the people. At the same time, the traffic accident rate is also rising, and the mortality rate is very high, which brings great security risks. The popularization of alcohol concentration detection and monitoring can reduce the traffic accident rate to a certain extent. In view of the different forms, types and interaction modes of alcohol detectors in the market, the existing design theories are analyzed. For this reason, the author designs an alcohol driving alarm system by using MCU and alcohol detection module. Different concentrations of alcohol gas are used to change the resistance of the sensitive film, and the change of resistance is converted into the change of voltage. The A/D conversion chip is used to collect voltage information, which is calculated and displayed in real time by single chip microcomputer. Through the button to set the limit value of alcohol driving and drinking driving, when the system detects that the alcohol concentration is higher than the limit value, an alarm response will occur and a beep will be generated.

Keywords: Alcohol detection; Single chip microcomputer; A/D conversion

1. DEVELOPMENT BACKGROUND OF 1 ALCOHOL CONCENTRATION DETECTOR

Studies have shown that alcohol can greatly reduce people's reaction time and judgment, and a small amount of alcohol can also increase the risk of traffic accidents [1]. In 2018, there were tens of thousands of traffic accidents caused by drunk driving in China, and more than 43% of the deaths were related to drunk driving. After drinking alcohol, the tactile function of drivers generally decreased, which showed tactile retardation and slow response. In the process of driving, the driver's feet can't always control the steering wheel, accelerator, and brake. Its visual function will also have a certain degree of decline, to achieve confusion, resulting in people can not quickly respond to traffic signals, signs and judgment [2]. World Health Organization statistics show that the probability of drunk driving accidents is as high as 27% [3]. Through the alcohol concentration detector to test the driver's alcohol, we can judge the degree of drunkenness, effectively curb drunk driving and drunk driving, and reduce the occurrence of traffic accidents. In addition, there are many special high-risk enterprises and commercial departments, such as coal mining enterprises, electric power departments, grass-roots troops, bus companies and so on. It is necessary to detect the alcohol content of employees before work in order to prevent such workers or employees from dangerous operation. There is a demand for alcohol detector in these scenes and people. Therefore, the development of alcohol content detector is very necessary for drivers and various industries.

2. OVERALL STRUCTURE OF THE SYSTEM

The main content of this chapter is to introduce the overall design and principle of the whole alcohol detection system. The meter is composed of STC89C52 microcontroller minimum system, digital tube, power module, buzzer alarm module, key module, MQ-3 alcohol detection module and ADC0832 analog-to-digital conversion module. The alcohol sensor MQ-3 detects the alcohol gas in the air in real time. It is connected to the channel 1 port of ADC0832 analog-to-digital conversion chip through resistance voltage division. After the calculation and processing of the single chip microcomputer, the alcohol concentration is displayed on the digital tube. The alcohol concentration alarm value can be set through two buttons. When the actual alcohol concentration is greater than the set alcohol concentration, the buzzer will give an alarm.

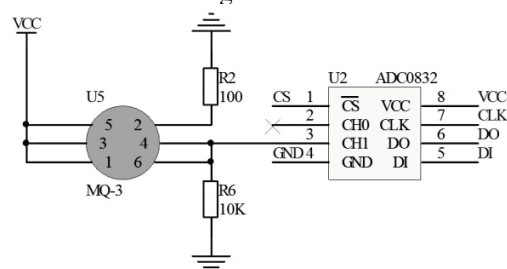
(1) The data acquisition system takes the single chip microcomputer as the control core. Without other computers, users can interact with it to complete the process of data acquisition, storage, calculation and analysis.

(2) The system has the characteristics of low power consumption, miniaturization and high-cost performance.

(3) The software is written in C language, which can process data conveniently while taking into account the real-time processing

2.1 CIRCUIT DESIGN OF ALCOHOL DETECTION MODULE

MQ-3 sensor is used in the alcohol detection system, which has 6 pins. Pins 1, 3 and 5 are connected to VCC, pins 2 to R2 to ground, and pins 4 and 6 to R6 to ch1 of ADC0832. After collecting by ADC0832, we can get the voltage value of alcohol concentration through R6 resistor. After calculation and analysis by MCU, the alcohol concentration is displayed on the nixie tube. The specific circuit is shown in the figure.



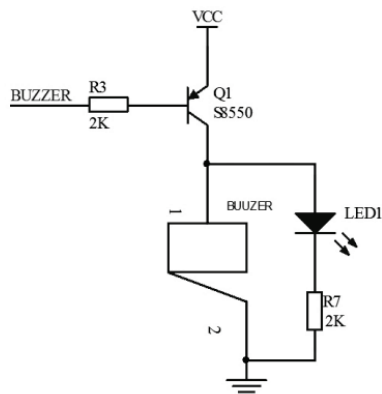
2.2 A/D CONVERSION CRICUIT

After the output voltage signal of the sensor passes through the filter circuit, the analog voltage signal is obtained. In order to facilitate the data processing of single chip microcomputer, it needs to be converted into digital signal, so a/d conversion circuit is connected afterwards. In the A/D conversion circuit, an 8-bit, single channel, low price ADC0804 A/D converter is selected. Its main features are that the analog-to-digital conversion time is

about 100 microseconds; convenient TTL or CMOS standard interface; can meet the differential voltage input; contains a clock generator; does not need to zero and other advantages.

2.3 SOUND ALARM CRICUIT

The system circuit of alcohol detector is driven by PNP type S8550 triode. When the 2 pin of P1 port of MCU outputs low level, the triode is saturated, the buzzer gives an alarm sound, and the alarm indicator flashes. When the 2 pin of P1 port of MCU outputs high level, the triode is cut off, the buzzer stops alarming, and the alarm indicator is off. The circuit diagram is as follows:

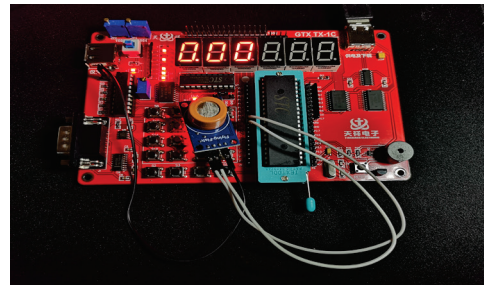


3. SYSTEM MAIN PROGRAM DESIGN

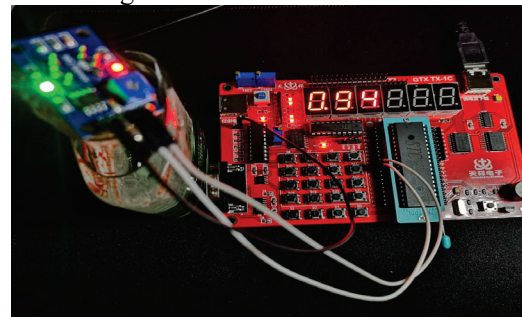
When the main program of the system is designed, STC80C52 is initialized first. By comparing with the set initial value to determine whether the monitored person is drinking or drunk driving. The specific process is as follows: first, preheat the alcohol sensor for 1 minute, when it works normally, use it to detect the alcohol concentration of the detected person. After the detection, the main controller will fuse the collected alcohol data, and finally get the fusion value^[3]. At this time, the alcohol concentration detected by the alcohol sensor and the final fusion value will be displayed on the digital tube of the MCU. Then the fusion value is compared with the initial value set before. If the fusion value exceeds the initial value, the driver is judged to be drinking and driving, and the buzzer "didi" rings.

4. TEST AND ANALYSIS OF THE SYSTEM

In this paper, the main hardware of alcohol concentration detector is composed of MCU and MQ-3 alcohol sensor. Because MQ-3 alcohol concentration sensors are all ready-made modules and are equipped with peripheral circuits, it only needs DuPont wire to connect them with MCU. When debugging, we should check whether the connection between the module and the serial port is normal. After debugging, the hardware can work normally. When the MQ-3 alcohol sensor is fully preheated to zero, the subjective hardware of the detector is shown in Figure.



When the MQ-3 alcohol concentration sensor module is close to the vessel containing liquor, the first three-digit nixie tube displays the alcohol concentration. When the alcohol concentration exceeds the set value of 20, the buzzer will give an alarm and give out the alarm sound of "didi". It is suggested that the tested objects have the behavior of drinking or drunk driving. The data detected by its alcohol concentration detector is shown in Figure.



When the MQ-3 alcohol concentration sensor module is close to the vessel containing liquor, the first three-digit nixie tube displays the alcohol concentration. When the alcohol concentration exceeds the set value of 20, the buzzer will give an alarm and give out the alarm sound of "didi". It is suggested that the tested objects have the behavior of drinking or drunk driving.

5. SUMMARY

This paper presents a novel design of alcohol concentration detection device, which can not only actively detect the alcohol concentration, but also timely stop drunk driving behavior.

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Game Theory Analysis of Development and Inheritance of Traditional Ethnic Sports Culture in All Asian Countries

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Abstract: In this paper, it firstly carries out necessity analysis of development and inheritance of traditional ethnic sports culture in all Asian countries, analyzes regional traditional ethnic sports events development's contributions to region's future that is local traditional ethnic sports events earnings in politics, culture and society thereof. And then by game theory, it gets optimal countermeasures between government and related sectors, finds out existing difficulties in regional ethnic sports development-issues in spirits and ideology and macro levels. Finally, by AHP analysis, it explores development orientation of all Asian countries' traditional ethnic sports culture, finds out difficulties in developing traditional ethnic sports events in Asian regions, and gets main measures are required to further develop traditional ethnic sports events-improvement of theoretical thoughts, spread of investment strength and publicity and obtains related weights of the three.

Keywords: Traditional Sports, Development and Inheritance, Weight Analysis, Game Theory

1. INTRODUCTION

Asia, the largest continent in the world, its countries cover a great part in the world, from which nations and culture are bred cannot be underestimated. Much cultural crystallization from ancient times to now has passed down and continued glorious history of all nations. With information globalization, economy in all Asian countries has developed to a different level, national strength of all countries has increasingly enhanced that contributed to rapid development of all walks of life. The integration of multiple elements and industries lead to all industries with unique vigor, including sports (Liu and Li 2017, He et al. 2018). However, Asian regions' ethnic sports culture that full of respective and unique culture and traditions cannot advance with times due to its existing drawbacks. Moreover, ethnic tradition, listed as intangible cultural heritage of the state now, neither attracts more people's attentions or receives their protection in the era centered on economic development (Chen and Zhang 2016). But sports events with implication of traditional ethnic sports culture are of very important significances in historical continuity and cultural inheritance of all countries and nationalities. Therefore, the paper carries out detailed analyses and study on the development and inheritance of all Asian countries' traditional ethnic sports culture.

2. ANALYSIS OF NECESSITY OF DEVELOPMENT AND INHERITANCE OF ALL ASIAN COUNTRIES' TRADITIONAL ETHNIC SPORTS CULTURE

In today's world, there is multiple information, all sports events have been booming, however, traditional ethnic sports events with all countries' characteristic historical culture have happened to various hinders and difficulties in the development process. The development of all regions' traditional ethnic sports events is of great significances in historical continuity and cultural inheritance in all regions. At this point, how government at various regions and related sectors think of ethnic traditional sports culture and which measures should be adopted have become emphasizes in their solution (Long and Liu 2017, Ma et al. 2015). In the following, it firstly analyzes causes of difficulties in organizing traditional ethnic sports events in all Asian regions and also sorts out advantages that all traditional ethnic sports events contribute to all regions. Figure 1 is future prospects on organizing traditional ethnic sports events in various Asian regions.

By F Fig.1, it is clear that there is good than harm to develop Asian regions' traditional ethnic sports events for the sake of their future. Since traditional ethnic sports, mostly developed by local people's social labor participation and accumulation for a long time, its cultural and practical values are very high. Therefore, to develop local ethnic traditional sports events will contribute to local politics, economy, culture and society to a great extent. For politics, there would be promotions to its improvement in guiding thoughts and progress in ideology; for economy, traditional ethnic sports events doesn't ask too much for fund and could better save sources and drive local economic development; for culture, local traditional culture could be well protected and there are favorable factors to their cultural inheritance; for society, ethnic traditional sports events have strong interests, development of traditional ethnic sports events could well improve people's entertainment environment and facilitate harmonious level of society. In facing with current status of good than harm in the development of traditional ethnic sports events for the sake of regions' future, how government in various regions and relative sectors adopt measures to solve difficulties in traditional ethnic sports events has become the focus.

2.1 Game analysis of the development and inheritance of traditional ethnic sports culture in all Asian countries

Above analysis suggests that how government in various regions and relative sectors adopt measures to solve difficulties in traditional ethnic sports events has become the focus in the issue of traditional ethnic sports events development. Therefore, game theory analysis of

government in various regions and relative sectors is the priority task for solving the problem. In the following, it roughly regards government and relative sectors as objects of game according to game theory analysis, strategies implemented are two types-encouragement and discouragement for government, and emphasize and ignore for relative sectors. Given government encourages while relative sectors ignore, government earnings is x_1 , relative sectors' is 0; in case relative sectors emphasize

while government doesn't encourage, relative sectors' earnings is x_1' , government ones is x_2 . In case government shows encouragement and relative sectors emphasize, government earnings is x , and relative sectors' is x' ; In case there is neither encouragement from government nor emphasis from relative sectors, earnings of the two is 0. Table 1 is earnings matrix between government and relative sectors.

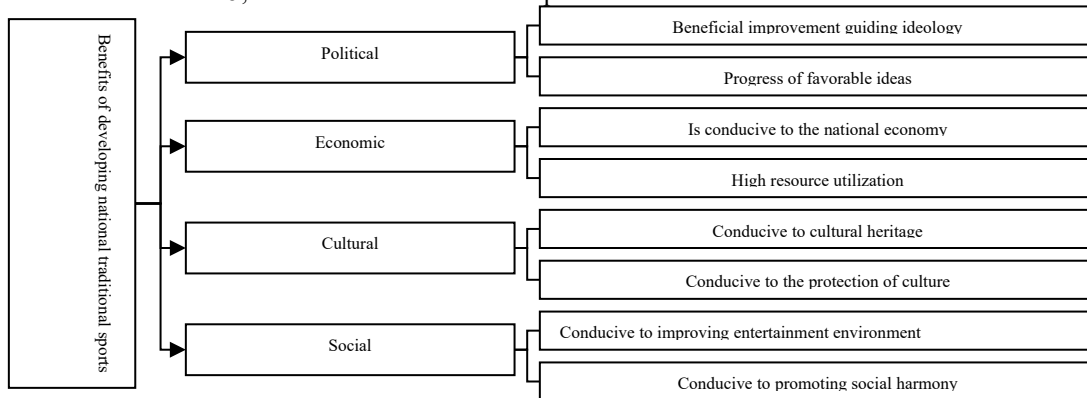


Fig.1. Favorable factors for Asian regions organizing traditional ethnic sports events

Table 1. Government and relative sectors' earnings matrix

Type		Relative sectors	
		Emphasize	Ignore
Government	Encourage	x, x'	$x_1, 0$
	Don't encourage	x_2, x_1'	0,0

Among them, $x > x_1 > x_2$, but size of x', x_1' cannot define, therefore the paper will adopt evolution game analysis to analyze government and relative sectors

Table 2. Balance points partial stability

Balance point (y,z)	trR		det R		Stability
(0,0)	$x_1 + x_1'$	+	$x_1 \cdot x_1'$	+	Unstable point
(0,1)	$x - x_2 - x_1'$	-	$-(x - x_2) \cdot x_1'$	Unknown	Saddle point
(1,0)	$x' - x_1$	-	$-x_1 \cdot x'$	Unknown	Saddle point
(1,1)	$-(x - x_2 + x')$	+	$(x - x_2) \cdot x'$	-	Stable point

By above table, it is clear (0,0) point is unstable point, (0,1) and (1,0) are saddle points, evolution stable point is (1,1). Therefore, in the issue of development of traditional ethnic sports events, government should increase motivation strength, relative sectors should

traditional ethnic sports events development issue, and make respectively strategies adjustment.

2.2 Evolution game analysis of development and inheritance of all Asian countries' traditional ethnic sports culture

As government and relative sectors' strategy selection in the development of traditional ethnic sports events are both independent and random, and can carry on repeated games. Table 2 is balance point partial stability.

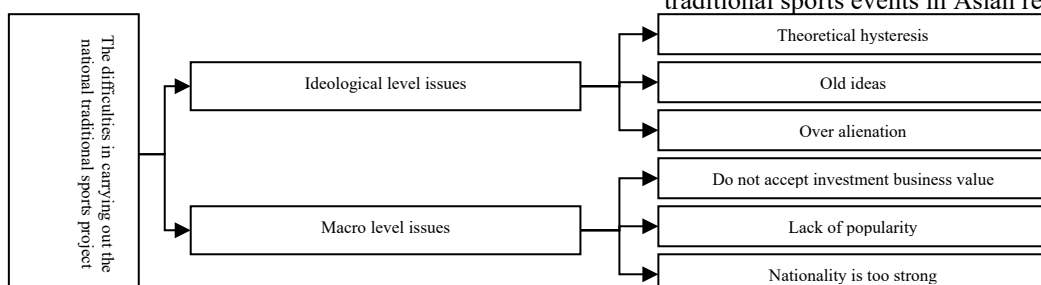


Fig.2. Schematic diagram of causes for difficulties in organizing ethnic traditional sports events in Asian regions

Fig.2 suggest that difficulties in organizing all Asian regions' traditional ethnic sports cultural events mainly are two levels-spirits and ideology and macro and material levels. In the level of spirits and ideology, main problems are obsolete theoretical guiding thoughts of various

support government policies, emphasize and positive develop traditional ethnic sports events. However, there are various difficulties occurred to various Asian regions' traditional ethnic sports events, Fig.2 is schematic diagram of causes for difficulties in organizing ethnic traditional sports events in Asian regions.

regions regarding traditional ethnics sports events development, deficient concepts and views on developing traditional ethnic sports events and their excessive alienation levels that lead to no unified recognition formed ; in the level of macro and materials, issues are

traditional ethnic sports events lacking of attractions on investors, insufficient popularity of traditional ethnic sports events, which leads to such sports event lack of popularization and national characteristics are too strong in traditional ethnics sports events to attract local government's concern. Therefore, further development of traditional ethnic sports cultural events should firstly solve above issues.

3. AHP STUDY ON DEVELOPMENT ORIENTATION OF ALL ASIAN COUNTRY'S TRADITIONAL ETHNIC SPORTS CULTURE

3.1 Establish hierarchical structure

In order to analyze development orientation of all Asian country's traditional ethnic sports culture, difficulties in Asian regions' traditional ethnic sports events development should be solved and main causes for that should be found and solved to find out development orientation. Therefore, in this paper, it firstly bases on analytic hierarchy process, make quantization on the development orientation of traditional ethnic sports culture. Establish target layer, criterion layer and scheme layer relations.

Calculation structure is as following:

$$i^{(1)} = (i_1^{(1)}, i_2^{(1)}, i_3^{(1)}, i_4^{(1)}) = \begin{pmatrix} 0.426 & 0.334 & 0.235 & 0.164 \\ 0.242 & 0.241 & 0.462 & 0.437 \\ 0.332 & 0.426 & 0.303 & 0.399 \end{pmatrix}$$

$$i = i^{(1)}i^{(0)} = \begin{pmatrix} 0.426 & 0.334 & 0.235 & 0.164 \\ 0.242 & 0.241 & 0.462 & 0.437 \\ 0.332 & 0.426 & 0.303 & 0.399 \end{pmatrix} \begin{pmatrix} 0.289 \\ 0.289 \\ 0.243 \\ 0.179 \end{pmatrix} = \begin{pmatrix} 0.356 \\ 0.336 \\ 0.308 \end{pmatrix}$$

On above analysis, to define development orientation of all Asian countries' traditional ethnic sports culture should firstly solve difficulties in traditional ethnic sports events' development in all Asian regions, finds out main causes and solve them, then further finds out development orientations. Through weight analysis, it gets that main difficulties in developing traditional ethnic sports events in all Asian regions are backward concept, excess alienation, fund shortage and insufficient popularity. Due to all regions' theoretical guiding thoughts on organizing traditional ethnics sports events doesn't advance with times, there are shortage existing on concepts and views on development of traditional ethnic's sports events. Together with excessive alienation levels in traditional ethnic culture, no unified recognition is formed; while in the regard of macro, traditional ethnics sports events lack of attractions on investors and insufficient publicity of traditional ethnic's sports events lead to deficiency in popularity and traditional ethnic sports events being too strong in national characteristics to attract concern of local government. Therefore, to further develop traditional ethnics sports events, priority tasks come to improvement of theoretical thoughts, investment strength and publicity increase for government in various regions, their weights are respectively 0.356, 0.336 and 0.308.

4. CONCLUSION

The paper firstly carries out necessity analyses of all Asian countries' development and inheritance of traditional

ethnic sports culture, finds out regional traditional ethnic sports events development's contributions to regional future that is local traditional ethnic sports events development gained earnings in politics, economy, culture and society. Subsequently, the paper adopts game theory and evolved game analyses, gets optimal countermeasures between government and relative sectors, finds out difficulties exist in regional traditional ethnic sports events development –issues in spirits and ideology and macro levels. In the level of spirits and ideology, main problems are obsolete theoretical guiding thoughts of various regions regarding traditional ethnics sports events development, deficient concepts and views on developing traditional ethnic sports events and their excessive alienation levels that lead to no unified recognition being formed ; in the level of macro and materials, issues are traditional ethnic sports events lacking of attractions on investors, insufficient popularity of traditional ethnic sports events, which leads to such sports event lack of popularization and national characteristics are too strong in traditional ethnics sports events to attract local government's concern.

Finally, through AHP analysis, the paper finds out development orientations in all Asian countries' traditional ethnic sports cultural development learns difficulties in all Asian regions' development of traditional ethnic sports events, finds out main causes to solve, and further finds out development orientation. Through weight analysis, difficulties in developing traditional ethnic sports events in all Asian regions are mainly backward concept, excessive alienation degree, fund shortage and insufficient popularity. To further develop traditional ethnics sports events, priority tasks come to improvement of theoretical thoughts, investment strength and publicity increase for government in various regions, their weights are respectively 0.356, 0.336 and 0.308.

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The Value and Path Choice of Red Sports Entering Campus

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Abstract: The growth of young people is related to the realization of the strategic goal of the Chinese dream of the great rejuvenation of the Chinese nation. Red sports are sports carried out by the army and the people under the leadership of the Communist Party of China in the revolutionary period. Red sports are introduced into the campus for the purpose of protecting and promoting the red sports culture, inheriting the red genes among teenagers, improving students' ideological and moral qualities, and enriching the characteristic campus sports atmosphere. All of them are in urgent need of red sports on campus. Through the research, explain the unique value of red sports into the campus, explore how red sports effectively "into the campus". Research shows that the introduction of red sports culture into the campus will give full play to the special functions and roles of red culture in guiding, arming, inspiring and shaping young people, so that young people can understand the revolutionary history, feel the revolutionary tradition, strengthen their ideals and beliefs, and help the realization of the "Chinese Dream".

Key words: Red sports; Sports into the campus; Path selection; Sports culture

1. RESEARCH OBJECTIVES

At present, with the accelerated development of China's social transformation, deep-seated problems and contradictions still exist in the process of the development of the cause of the Party and the state. The growth status of the youth is related to the realization of the strategic goal of the Chinese dream of the great rejuvenation of the Chinese nation. Red sports are a sports movement carried out by the army and the people under the leadership of the Communist Party of China in the revolutionary period [1-6]. It condenses, carries and records the glorious history of the Chinese revolution and has important historical significance and contemporary value. The purpose of red sports entering the campus is to protect and carry forward the red sports culture, pass on the red gene among the teenagers, improve the students' ideological and moral qualities, and enrich the characteristic campus sports atmosphere [7-13]. Therefore, red sports entering the campus is urgently needed. Through the research, one is to explain the unique value of red sports into the campus, the other is to explore how red sports effectively "into the campus", that is, into the campus of the specific ways and strategies. The introduction of red sports culture into the campus should give full play to the special functions and roles of red culture in guiding, arming, inspiring and shaping young people, so that young people can understand the revolutionary history, feel the revolutionary tradition, and strengthen their ideals and

beliefs, so that red culture can help realize the "Chinese Dream" [13-17].

2. RESEARCH METHODS

2.1 Literature method

By searching books, periodicals and newspapers related to red sports and campus sports on CNKI, Wanfang and Baidu, the paper collects, sorts out and analyzes the obtained data, which provides a more substantial theoretical basis for the writing of the value and path choice of red sports in campus.

2.2 Expert interview method

The experts concerned with red sports and the school professional physical education teachers to understand the urgent needs of red sports into the campus and the main value of the expert interview; And the red sports into the campus route selection for consultation.

2.3 Logical analysis

According to the investigation data and the reference literature, the logical analysis method is used to sort out and analyze, and the results are obtained and the feasibility suggestions are given.

3. RESULTS AND ANALYSIS

3.1 Realistic demand for red sports on campus

3.1.1 The need to protect and promote red sports culture
Culture is the source of moral nourishment and the blood of a nation. Red sports culture is the precious wealth formed in the great historical journey of breaking shackles, pursuing freedom and happiness and establishing the new China under the leadership of the Communist Party of China. It is also an important part of the outstanding Chinese culture with great characteristics. With the deepening of China's opening up to the outside world and the continuous improvement of its integration into globalization, the modern western culture with fashion and popular elements has a huge impact on the excellent Chinese culture. The red sports culture with rich historical and cultural connotations is also inevitably affected, facing the risk of being forgotten by the young people. Red sports into the campus, with the help of the school's strong teachers, to promote the young people to understand the red sports culture and personally experience. Make broad teenagers in sports skill learning, sports fitness and athletic feeling red culture, make the red genes in young students in the practice of sports culture inheritance, strengthening teenagers cognition to Chinese revolutionary history, the practice of the campus sports culture to play a red led culture guidance function, make the red sports culture among teenagers can get the heritage and development, in dealing with the impact of foreign culture is not only the school sports culture in red to take positive protection, is achieved by promoting red sports culture of the school educational target of important

education initiatives.

3.1.2 The need for red culture education and inheritance of red genes

Educating people is the fundamental task of school education. Adhere to cultural self-confidence, vigorously carry forward the traditional excellent culture of the Chinese nation, the value of "cultural revolution", "red culture" precious resources, red gene inheritance, carry forward the revolutionary tradition, the better "education", "literacy" is various and of all kinds school "khalid ents" education in the new period the ultimate goal of inevitable choice. Red sports not only have vivid physical activities, can maintain and improve the physical health of students, and enhance the physical health level of teenagers. Red sports revolution also has the profound historical culture connotation, embodies the Chinese revolution and the war of resistance through the joint efforts of the perseverance and unyielding will to fight, to enrich the young students knowledge of the Chinese revolution history, encourage teenagers to learn Chinese soldiers and civilians will to unite, heroism, such as steel, dare to fight, not afraid of sacrifice, to surrender, take the bull by the horns revolution fighting spirit, and make young students to study in red sports, exercise, become more determined love party patriotic red genetic inheritance, conscientiously adhere to the dream, hard struggle for national rejuvenation, strong independence and courage.

3.1.3 The need to practice red sports spirit and improve students' ideological quality

Sports is a special social and cultural activity phenomenon of human beings. Through sports practice, people constantly enhance their physical quality and promote the development of human society and civilization progress. Sportsmanship is a kind of style, quality, thought and consciousness that can promote the all-round development of human beings and is condensed in sports and displayed through sports practice. It has a unique value for improving people's ideological and moral quality. The spirit of red sports is the characteristics of faith pursuit, value insistence, mental outlook and psychological behavior of the people in the sports practice that the Communist Party of China leads in the great revolutionary history journey. Not afraid of difficulties, unity, spirit, never give up, fear no sacrifice, have the courage to win good quality is the kernel of red sports spirit, such as red sports into the campus, the campus spread and practice of red sports spirit, let students take exercise at the same time help by the red sports of the influence of the revolutionary spirit, gradually in sports strong body and mind, etiquette, temper the will of students, can make young students to revolutionary martyr for example, develop a bear hardships and stand hard work, have the courage to struggle, dare to challenge, such as good moral quality, for the future into national revival great cause and laying a solid foundation for the thought quality.

3.1.4 Need for strong characteristic campus sports atmosphere

Campus sports atmosphere refers to the relatively stable state and atmosphere formed in the campus sports work for a long time and manifested in the campus sports

facilities, sports spirit, sports activities and other aspects. It is the vivid embodiment of campus culture, and the shaping and extension of school personality and tradition. Red sports activities at school, is not only a kind of physical exercise of students, the more unique it is everywhere in the school can sow the seeds of a red, red sports can take root in the school campus, in a tangible physical form to describe, in an invisible spirit to spread, let the students use heart to feel it's magic. School sports into red, make the campus sports and red combination, the venue facilities, project name, apparatus equipment, sportswear, etc, can reflect specific s revolution history background, the sports, physical exercise in China during the resonant scenario, the great revolution history through sports and exercise recall, about, presents the revolutionary hero, is conducive to both red culture, and is helpful to form a profound revolutionary spirit on campus for the heritage of the unique atmosphere of the campus sports.

3.2 The main value of red sports in campus

3.2.1 The functional norms of red sports culture guide the establishment and realization of school sports objectives

School sports goal is the embodiment of national general education goal in the field of sports, has the character of long-term, abstract and profound, for the school sports training of talents should have the ability and quality, sports purpose must be rich and colorful content organization of sports course and specific activities to achieve them. When determining the purpose of school physical education, schools of all levels and types must adhere to correct ideological guidance. The content, scale and form of sports activities as well as the ideological connotation of sports activities directly affect the realization of the goal of school sports. Red sports have rich cultural connotation and is the precious wealth of Chinese modern sports. It pays attention to basing itself on the people and uniting as one. Build up your bones and defend your country; Hard struggle, struggle beyond. The guiding ideology and guideline of red sports is a national spirit with original meaning, and it is a great spiritual power to guide teenagers to practice patriotism and promote the development of school sports. The red sports with deep and fine revolutionary spirit connotation and bright red gene characteristics into the campus, its unique cultural value has a guiding effect on the purpose of school sports, and can make the talents trained by school sports more in line with the requirements of the national education policy.

3.2.2 The entertainment and interest of red sports can attract the participation of students

With modern western competitive sports as the core content of the traditional school sports emphasize competition and its result, sports teaching content is given priority to with the project technical training, several times repeated practice is the main means of teaching in, this makes the classroom teaching to a certain extent that is monotonous, boring classroom atmosphere is not active, dampened the enthusiasm of youth students' sports, exercise. Red sports entertainments, ideological education, physical exercise for the integration of new sports

activities, such as "brave enemy charge", "plagiarism fort", "chu pole", "line of fire to save the wounded, the brave soldiers of most every project or game is rich in the legend of the revolution, extremely exciting and effective. The development of red sports on campus is like a reproduction of the military and civilian sports life in the revolutionary period of China. It interprets the revolutionary history without reservation and is more like a narrative telling the young revolutionary forefathers their persistence, optimism and openness in the hardships and hardships of the revolutionary war. Such a sports with a story can better meet the nature of "active" and "fun" of teenagers, promote the effectiveness of physical and mental development of teenagers will be better, help students get a good emotional experience in sports, so as to be more interested in sports. Therefore, the school should according to their own actual situation, create conditions to bring red sports into the school, to attract more students to participate in the activities, let the red sports this flower of eternal sports bloom in every corner of the school.

3.2.3 The uniqueness of red sports can enrich the teaching content of school sports

At present, physical education teaching in some schools takes the teaching of competitive sports skills and tactics as the main teaching content. In the concrete teaching practice, the teaching content is often simplified into the repeated practice of a specific sports technology, which leads to the phenomenon of "like sports but don't like physical education" among young students. Red sports is a kind of sports rich in revolutionary stories, each event records the heroic figures or collective fighting stories in the eventful revolutionary years. Therefore, in the specific teaching practice, the situational teaching method is adopted to simulate the military-civilian production scenes or combat scenes in the Soviet area in that year. This kind of PE class not only supplements and enriches the original teaching content system, but also makes PE teachers have more choices when arranging teaching content. At the same time, it improved the monotonous teaching method of "demonstration and practice" in traditional physical education teaching, which significantly increased the interaction between teachers and students in the classroom, and made the atmosphere of classroom learning and practice more active, so as to enhance the investment of young students in physical education learning and improve the effect of physical education learning and exercise.

3.2.4 The red spirit of red sports is conducive to the creation of a new atmosphere of school sports

The communist party of China since it was founded in 1927, led the Chinese people to overcome concerns outside, the hard way and constantly striving to, are on the road to revitalize national comprehensive power construction of the important reasons is in "the may fourth enlightenment", "revolutionary base construction", "long march strategic shift" and "Anti-Japanese War" mammoth great revolution formed in the historical course of "the spirit of" rejuvenating the soul of, power red spirit. Red sports with red spirit qualities, to develop red sports on

campus, and that the movement of the school physical education is not just muscle, the body exercise, especially teenagers ideological quality, the spirit will wash away and ascension, school sports also therefore become the important position of ideological and moral education, change the past in the practice of school physical education attaches great importance to the sports skills, emphasizes the grand and lively sports stadium, ignore students' humanistic moral accomplishment of form and the situation of students' psychological and emotional experience, school sports brings out the "DE" and "skill" pay equal attention to the new atmosphere.

3.3 Path selection of red sports into campus

3.3.1 Enter the classroom and spread red sports through curriculum teaching

Classroom is the school to teach moral people, the main position of knowledge. The teaching situation in the classroom is related to the students' knowledge mastery, intelligence development, ideological and moral cultivation, and directly determines the quality of the school personnel training to a great extent. Teaching contents, teaching methods, learning methods, learning evaluation and so on affect the implementation of classroom teaching. Red sports are mainly in the form of walking, running, jumping, load-bearing, wrestling, carrying and so on. It is not difficult to teach and easy to organize, and every red sports item or red sports game has deep red culture connotation. So. Red sports can not only be used as the teaching content of technology and skills into the physical practice course, but also be adapted into the physical theory course. Red sports into the classroom, help to increase the thickness of the spiritual culture of sports class, to better develop the students' ideological and moral qualities, primary and secondary schools to carry out the "red in places such as Shandong sports" classroom teaching practice, due to the characteristic, the teachers and students to reflect good, news live broadcast by CCTV news channel columns to "feel the spirit of red on red gym special report for 95 seconds.

3.3.2 Join the school sports meeting and guide the development of red sports through competitions

It has become a tradition for schools at all levels to hold school sports meeting at least once a year. Through the school sports meeting can review the development of school sports work, promote the participation of teachers and students in sports, active campus sports atmosphere, stimulate and cultivate students' sense of honor of collectivism and so on. The school sports meet all over the country are often the majority of young students actively participate in the grand "sports festival". Red sports are based on the movement of running jump shot combined with major revolutionary historical events or typical production scenes adapted into a sports, simple and easy to learn, not high requirements for sports venues. Red sports to promote, in the form of competition in the school sports meeting set several red sporting events, and can not only enrich school sports competitions, still can make students feel the red sports culture at the same time in the exercise of its spiritual and cultural charm, making school sports students study the red culture, practice the red spirit

important positions.

3.3.3 Join interest clubs and promote red sports through students' independent activities

In order to improve students' ability of autonomous learning, autonomous management, stimulate the students to form a wide range of hobbies, meet the needs of young students' all-round development, schools tend to guide students according to their own interests and hobbies setting up various clubs or interest group, and arrange for teachers to guide students or interest group activities. Various societies and interest groups carry out colorful practical activities in their spare time, which is an important organizational carrier for the extension of the school education system from the classroom to the spare time. It is an "affinity" admission strategy for red sports to enter the campus by joining associations and interest groups. Young people are full of respect for the revolutionary hero predecessors, the people and things of the revolutionary era are full of curiosity, many young people imagine to be able to become like the glorious revolutionary predecessors as the hero, in the revolutionary cause to make a magnificent feat. So red sports is choosing the way of entering the club activities, interest group activities into the campus, in adolescent students looks like a red sports has the property of "fun", but also has revolutionary hero epic "narrative", can satisfy the nature of youth and active, fun, and therefore has strong appeal to the young.

3.3.4 Carry out after-school physical exercises to enrich the red sports atmosphere on campus

Compared with course teaching, extracurricular physical exercise is mainly organized and carried out voluntarily by students, and has stronger characteristics of autonomy, diversity and flexibility. Red sports is not limited by the venue and equipment, and it is suitable to local conditions, and it is interesting, for students to study nervous, pressure is a good way to decompress, in the spare time of learning, you can exercise through the red sports imperceptibly through the will exercise. Also, can carry out the corresponding after-school red sports competition, enhance the feelings of students, exercise students' ability to organize and communicate, cultivate solidarity, cooperation, hard-working life quality. A kind of outstanding thought activity is like a sharp blade, which cannot hide its sharpness after being polished by time and years. Red sports into after-school physical exercise, through the "interpersonal communication" between students to drive more young people to understand red sports and participate in red sports activities, making it possible to gradually form a strong atmosphere of red sports in the school.

4. CONCLUSIONS AND RECOMMENDATIONS

Red sports have unique value in educating people and is an important education resource in our country. Red sports can give full play to the role of the main channel of red sports culture into the campus by entering the classroom. Entering the school sports meeting, practicing the red sports spirit through activities; Entering the associations, enhancing the attraction and appeal of the red sports culture; It has become an important part of the school

education system to enter the campus through extracurricular physical exercise and competition and rich red sports atmosphere on campus. Practice in some schools, according to research the red sports through the "classroom", "into the school sports", "community", "into the free exercise" into the campus, not only make the red sports culture became the youth "tree quality", "strong physique" important nutrition, realize the "education" and "yukon heart" really effective combination; It also promotes the reform and innovation of school physical education, enriches the content of school physical education, and enhances the education effect of school physical education.

ACKNOWLEDGEMENTS

Foundation item: Jiangxi University Humanities and Social Science Research Project (Project No.: TY19101).

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Suitability Evaluation of Commercial Development in Historical and Cultural Blocks

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Abstract: Through the comprehensive cognition and evaluation of the environment to reflect, including but not limited to the local climate conditions, urban planning, Folk customs, tourism planning, people's livelihood, etc., the overall perception of environmental value is very important to attract tourists. Service value is the historical and cultural blocks meet tourists to eat jurisdiction, live, line, swim, buy, entertainment, each link's ability to demand, let visitors can taste the food in the process of sightseeing and enjoy the satisfaction of accommodation conditions and convenient transportation, to participate in the activities of interactive entertainment body and mind, also can buy local goods, all-round meet the demand of tourists of spiritual and material, this is the embodiment of the historical and cultural blocks service value.

Keywords: Historical Culture; Cultural Block; Commercial Development; Appropriate Evaluation

1. INTRODUCTION

Image value is the general impression given to tourists by the elements of politics, economy, culture, nature, history and folklore of the historical and cultural block. The image of a block includes its visibility, image concentration, high image generosity, image development trend, etc. A good block image can bring pride to tourists' browsing activities, and a positive image development trend can enhance the attraction of a historical and cultural block. Economic value refers to the high economic utility perceived by tourists in the process of visiting the historical and cultural blocks [1-6]. In simple terms, it is the measurement of tourists' economic support and overall harvest perception in the tour activities of the blocks. Economic value is the premise and goal for the historical and cultural block to realize tourism development, which depends on the resources and environment of the historical and cultural block, including but not limited to the convenience and accessibility of traffic, location conditions, residents' purchasing power, investment environment, local economy and tourism policy orientation, etc [7-12].

2. COGNITION ANALYSIS OF TOURISM VALUE OF HISTORICAL AND CULTURAL BLOCKS

The historical and cultural value is the physical record of a historical and cultural block experiencing a specific historical stage, which is reflected in its historical and cultural nature. The long historical witness and profound cultural deposits can arouse the visual and spiritual feelings and resonance of specific groups. For tourists, it is often reflected in the reproduction of historical scenes and the perception of historical and cultural inheritance, including historical celebrities, historical stories, cultural

sites, folk features and so on. The aesthetic value of landscape is the customer's perception of the value of natural or cultural resources in the historical and cultural street from the aesthetic perspective. From the perspective of value creation, the unique architectural style, unique regional culture and folk custom, beautiful ecological environment and so on are the important contents of the aesthetics of block landscape. From the perspective of meeting the needs of life, aesthetic appreciation is a higher level of value demand. The enjoyment of aesthetic feeling and spiritual relaxation can be obtained through tourism activities in historical and cultural districts. The value of entertainment and leisure is that tourists can release their pressure in the overall atmosphere or the participatory interaction of regional characteristics during the tour of historical and cultural districts, so as to release their body and mind and make themselves happy. The demand for tourism has shifted from simple leisure and sightseeing to deep participation. Therefore, the full exploration of local characteristic snacks and food, regional folk customs activities and so on in historical and cultural blocks can help tourists temporarily leave the pressure of work. The environmental value is the block ecology presented to tourists by the historical and cultural blocks, and the living environment is comfortable or suitable, which is often the overall impression of the block's livability and business. Environmental value is generally expressed through visitors' perception of the block's natural and social order and development goals; On the other hand, it can also improve the revisit rate of visitors and truly realize the value increment of historical and cultural districts as tourism products.

2.1 adhere to the principle of characteristic

An important feature of historical and cultural districts to attract tourists is that they are more or less with local regional characteristics and distinctive features. For tourists, a very important browsing motivation is to browse, experience, participate in the local characteristic activities, feel the folk customs, perceive the folk customs, so as to meet the psychological needs of seeking different and new, to achieve the purpose of leisure and entertainment, increase knowledge, broaden horizons. The development of historical and cultural blocks, is not only to highlight the historical and cultural blocks is different from other types of scenic area, such as the unique architectural landscape, highlight the characteristics of such education function, at the same time selection should be combined with local characteristics to represent the region characteristic of project development, such as characteristics of dance, delicacies, such as characteristic

folk experience endowed with new connotation of traditional culture, give the historical and cultural blocks new vitality.

2.2 the principles of sustainable development

The sustainable development of tourism in historical and cultural districts requires that, while not destroying the future development opportunities and the authenticity of heritage resources of the districts, various requirements of current tourists and local residents, including cultural appreciation, leisure and entertainment, knowledge and education, are met. As heritage tourism resources, historical and cultural blocks are not only limited in number, but also fragile, sensitive, non-renewable and irreversible in development. At the same time, they must be integrated into local folk culture, traditional customs and social and cultural activities, which requires us to handle the relationship between development and protection. The tourism development of historical and cultural districts is the objective requirement of national tourism and the inevitable trend of historical and cultural districts to fully participate in the market competition. However, the sustainable development of the tourism development of historical and cultural districts must be realized at the cost of wasting the tourism resources and destroying the cultural atmosphere of the districts.

2.3 Composition of tourism value elements of historical and cultural districts

Historical and cultural blocks are complex tourism products, and tourists' perception of the tourism value of historical and cultural blocks is multi-way and multi-dimensional, so sorting out the tourism value is the premise and basis of the measurement of tourists' perception. Is different because the scene and object, academic circles have some study of tourists perception scale there is big difference in item and measure the dimensions, but still be able to extract common perception dimensions, combined with the historical and cultural blocks in the present study the unique resources endowment and the recreational space make demands, and provides the visitors with unique value is different from other tourism projects.

3. COGNITION ANALYSIS OF TOURISM VALUE OF HISTORICAL AND CULTURAL BLOCKS

3.1 Sources of tourism value of historical and cultural blocks

The scientific understanding of tourism value often needs to be explained from two perspectives: the object of tourism value and the subject of tourism value. In terms of historical and cultural blocks, as a tourist object must accompany the latent value to show the change of value, rich historical and cultural heritage, unique architectural aesthetics, having a unique style of knowledge education forms are attracting specific subjects participated in the value of tourism activities in a certain way carrier, with the main body of the visit, browse, appreciation, study, consumer behavior, such as the value into reality. On the other hand, from the perspective of tourism value subject is a process of value creation in the opposite direction, simple object is tourism spatial process, tourism value creation is the historical and cultural blocks continuous

objectification of subject status, the realization of the tourism value is your visitors and embrace and spatial object identity, tourist consumption continuously in the leisure sightseeing block value, from which to enjoy meet, pleasure and ascend. Block value creation and value realization is indivisible, the two complement each other, value creation is the foundation and premise, the value realization is the continuation of value creation and improvement of the realization of no value, value creation itself is no meaning, not to destroy the value creation and value realization at the same time continue to supply, so the different forms and ways of value realization must after repeated weighing and planning, to achieve the mutual promotion and coordinated development and value creation.

3.2 Tourism Value Cognition and Development Principles of Historical and Cultural Districts

Tourists are the main body of tourism activities. Therefore, the development of any tourism resources should be guided by the needs of tourists, and marketable tourism products should be designed according to the needs of tourists. The tourism development of historical and cultural districts should be based on the perception of tourists as a new source of competitive advantages for tourism destinations, and the tourism projects that tourists are interested in should be designed according to the regional characteristics. Tourists' experience as the orientation, to meet the psychological participation of tourists in tourism activities, to create a happy time or stimulate some emotion, and then let tourists stay in it, can not forget.

3.3 The principle of development by stages

The tourism development of heritage resources is not only limited by human resources, material resources and financial resources, but also due to the scarcity and destructiveness of heritage resources themselves, so more attention should be paid to the pace of development. , an effective evaluation of historical and cultural blocks of tourism development on the basis of the reference block structure characteristics, neighborhood characteristics, geographic conditions and the change of the target market to determine the development theme, open order and development steps, so that both to protect block, and to realize the value of appreciation of the block, at the same time can also make more fully to old part or local characteristics of measure. The principle of development by stages enables the block to be adjusted in time according to the change of the target market, tourism demand and other influencing factors.

4. CONSTRUCTION OF THE EVALUATION INDEX SYSTEM FOR THE SUITABILITY OF TOURISM DEVELOPMENT IN HISTORICAL AND CULTURAL DISTRICTS

4.1 principle of index system building

As urban tourism resources, the value and function of the historical and cultural blocks is present include several aspects, besides of the historical background and architectural art, including sightseeing, entertainment, holiday, knowledge education and so on, so the construction of evaluation index to include not only the

heritage value of tourism resources itself, should also include the overall atmosphere, tourism services and other impact on tourism experience. A single evaluation index reflects a characteristic of block tourism development, so only the construction of a comprehensive index system can reflect all aspects of block tourism development. Therefore, the evaluation system must be comprehensive, so that the suitability of block tourism development can be measured systematically, objectively and justly.

4.2 Principle of perceptibility

During the field visit, we found that the feedback we could get from the tourists was mostly the most direct visual perception, but we did not have a deep perception of the essence of the block system., therefore, should be paid attention to study on the index system construction from the aspects of visitors easy to design, which let visitors easily perceive, relatively easy to quantify, such as historical and cultural blocks easily perceived service value in the value, historical and cultural value, knowledge value education, etc, only from the relatively easy perception dimension to design index, which can promote the tourists in tourism development block on the suitability of true embodiment.

4.3 Principle of development

Social economic environment and the block travel conditions are constantly changing and developing, so for the tourism development block suitability requirements of the relevant researchers to be able to jump out of the static landscape rendering, and constantly update and perfect evaluation system index, a dynamic and developing view to examine the suitability of district tourism development, clarify the characteristics of tourism development under the background of the new block and requirements, to block the suitability of tourism development initiative, objective, comprehensive and accurate evaluation.

4.4 Construction of suitability evaluation index system

The tourism value of historical and cultural blocks is the basis and premise of the construction of the suitability evaluation index system of tourism development. The scientific division of tourism value can enhance the scientific nature of the construction of the suitability index system of tourism development. Combined with the research of predecessor's achievements and summarized on the basis of repeatedly, in this paper, the historical and cultural blocks tourists into the historical and cultural awareness and landscape aesthetic perception, perception, for entertainment and leisure environment awareness, service awareness, image perceptions, knowledge education perception, economy aware of eight dimensions, contains 32 factors perception. In general, the historical and cultural districts of the region have rich cultural deposits, outstanding resource endowment, obvious traffic location advantages, and rapid promotion of external image, which provides better basic conditions and space for tourism development. At the same time, tourism development is also an important way for the revival of historical and cultural districts. Tourism development based on the principle of sustainable development is appropriate and feasible, and targeted development design and marketing suggestions can improve tourists'

satisfaction with the perception of tourism development of districts.

5. INNOVATIVE STRATEGIES FOR TOURISM DEVELOPMENT OF REGIONAL HISTORICAL AND CULTURAL BLOCKS

Positive innovation strategy is mainly aimed at quadrant III indicators of low importance and low performance, specifically including color matching, richness, leisure satisfaction, leisure convenience, attitude, overall feeling of service, and knowledge layer. Positive innovation is to change the status quo, break the routine, and find a new breakthrough and direction for improving the perception of street tourism. The improvement measures are as follows: creating multi-level accommodation services; Enrich the commercial form of the block. To improve the accommodation reception capacity of the blocks: the accommodation reception capacity of the surrounding historical and cultural blocks is relatively insufficient. As an important urban leisure space, its radiation radius covers the whole North China region. At present, the surrounding hotels and B&B facilities have been slightly improved, but the level is not even, and the following adjustments are still needed: Introduction of economic chain hotels. According to the results of the preliminary survey, the income level of tourists is more than the payment ability of budget hotels, so it is necessary to accelerate the introduction and construction of budget hotels to meet the accommodation needs of ordinary tourists. At present, the five avenue and the Italian area have strong demand for budget hotels, especially in summer and autumn, the quiet night of the five avenue and the small bourgeoisie of the Italian area are still good choices. Improve the service quality of the hotels. On the basis of improving the hardware facilities of the hotels already built, we will accelerate the improvement of service quality, create a good check-in environment, create a good check-in experience, streamline and standardize the service, and improve the satisfaction of tourists. CapitaLand Hotel (four stars), the only star hotel around the Italian wind area, actively participates in the competition of leisure and tourism hotel market through self-renewal, creating an unforgettable experience for tourists.

6. CONCLUSION

In the empirical analysis, the analysis was carried out on the basis of descriptive statistical analysis, reliability and validity analysis of data collection, and paired sample t-test. The evaluation dimensions and indicators were divided into four quadrants, namely, key improvement, continuous maintenance, active innovation and moderate adjustment. The key improvement includes: entertainment and leisure perception, knowledge education perception, economic perception, historical display, historical folklore, historical experience, leisure learning, safety, cultivation layer, potential layer, spiritual benefit; Continuing to maintain the perception of history and culture, landscape aesthetic perception, environmental perception, image perception, historical figures, historical sites, integrity, artistry, rarity, leisure decompression, neatness, coordination, authenticity, network payment, popularity,

external image, uniqueness, symbolism, prices and spiritual benefits; Positive innovation includes: service perception, color collocation, richness, leisure satisfaction, leisure convenience, attitude, overall feeling of service, knowledge layer. Based on the analysis of the importance and expressiveness of the suitability dimension of the regional historical and cultural district tourism development, this study puts forward the countermeasures to enhance the district tourism development. First, insist on protective development; Enrich the forms of cultural display and communication; Innovate the way tourists experience and interact. Second, excavate the historical and cultural connotation of the block; Create a good environment and enhance the overall perception. Third, to create multi-level accommodation services; Enrich the commercial form of the block. Fourth, improve service quality; We will strengthen supervision and administration.

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Reform and Development of College Physical Education Teaching Mode Under the Background of Big Data

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Abstract: Traditional college physical education is facing reform and development, the traditional teaching concept, teaching methods and teaching means need to be constantly changed. Studies have shown that using big data technology and carry out innovation and reform to the traditional physical education in colleges and universities, the reform of PE teaching in colleges and universities is of important theoretical significance and practical value, and put forward improvement under the background of big data technology and improve the traditional college PE teaching mode innovation measures, aimed at our country reform and innovation of the university sports teaching model reference value.

Key words: Big Data; College Physical Education; Teaching Mode

1. RESEARCH OBJECTIVES

With the application of big data technology in the field of teaching, the traditional college physical education has a huge impact, the traditional college physical education is facing reform and development, the traditional teaching concept, teaching methods and teaching means need to be constantly changed. Use big data technology and carry out innovation and reform to the traditional physical education in colleges and universities, the reform of PE teaching in colleges and universities is of important theoretical significance and practical value, and under the background of big data technology to improve and perfect the traditional college PE teaching mode innovation measures, aimed at our country reform and innovation of the university sports teaching model reference value [1-12].

2. RESEARCH METHODS

2.1 Literature method

By searching books, periodicals and newspapers related to big data technology and physical education teaching reform in colleges and universities through CNKI, Wanfang and Baidu, I collected, sorted out and analyzed the obtained data to provide a more substantial theoretical basis for the writing of this paper.

2.2 Expert interview method

Experts in related aspects of physical education reform were consulted to understand the opportunities and challenges brought by big data to college physical education reform, and the measures of college physical education reform and innovation under the background of big data were interviewed.

2.3 Logical analysis

According to the investigation data and the reference

literature, the logical analysis method is used to sort out and analyze, and the results are obtained and the feasibility suggestions are given.

3. RESULTS AND ANALYSIS

3.1 Challenges to traditional college physical education in the era of big data

3.1.1 Challenges to traditional teaching concepts and methods

With the progress of information technology and the application and development of big data in college teaching, large-scale online education platforms have emerged one after another, changing the way for students to acquire physical education knowledge. First of all, it challenges the traditional teaching concepts and methods. With the development of Internet technology and the improvement of the learning software, the use of online learning platform become students of sports knowledge, this is undoubtedly a certain impact on the traditional classroom teaching, students can online learning platform, choose their own learning, and big data also create conditions for personalized online sports teaching, online education platform for teachers and students to provide a lot of network teaching and learning resources, based on students' learning situation and the personality characteristics of individualizing teaching guidance, finally concludes the new teaching model suited to the student individuality development, Made it possible to the real "according to their aptitude", at the same time big data technology to build a good communication between students and teachers, broke the previous teacher centered, centering on the books, in the classroom as the center of the traditional teaching mode, to better promote the development of sports teaching in colleges and universities, this is the traditional teaching concept and method of has a huge impact.

3.1.2 Challenge to the authority of physical education teachers' knowledge and subject position

Traditional physical education classroom teaching is teacher-centered, teachers occupy the dominant position, unified by teachers' explanation and demonstration, students observe and study, more is to instill education to students, students passively receive education, students' subjectivity can not be reflected. With the integration of modern information technology and big data technology, the network and digital teaching of college physical education are constantly promoted. Big data era, online learning has gradually become students access to one of the main ways of physical knowledge and sports skills, students can no longer stick to the traditional classroom,

through mobile phones, tablets, mobile terminals such as learning, provides students with more flexible and convenient way to learn, also make the mobile learning place, while the teacher is no longer the only knowledge, make the authority of teachers' subject status is being challenged. Compared with the traditional teaching mode, online learning platform can provide students with a virtual learning environment, a virtual learning environment for students to create an immersive experience, this is better than traditional sports classroom can stimulate students' thirst for knowledge, and with the use of education in colleges and universities and big data technology popularization, the virtual learning environment will be huge impact on traditional sports class to make the teachers' knowledge and the authority of the subject status is being challenged.

3.1.3 Challenges to PE teachers' "big data" skills

In the era of big data, physical education teaching in colleges and universities has brought unprecedented challenges. In addition to requiring teachers to have better professional skills and complete knowledge of physical education, physical education teachers also need to change their ideas and improve data awareness. In the current informatization education reform in colleges and universities, the informatization reform in colleges and universities is still in a passive state. Existing in the sports teaching, information technology, network and intelligent degree is low, physical education teachers in colleges and universities still follow the traditional physical education teachers pay attention to the characteristics of motor skill learning, the study on the modern information technology and the development of sports information resources is very backward, and teachers in the processing, the low level of overall capability analysis of large data. Therefore, in the college physical education teaching, a large number of physical education websites, network courses are not paid attention to; The virtual learning environment is aging and in a stagnant state, and the learning subject of the network interactive platform lacks communication. Under the background of big data, teachers need to continuously improve its data collection, analysis, processing and using the ability of learning resources in the face of mass sports, can have on the network resources for effective screening, refining, processing ability, the use of information technology to make micro lesson, lesson for online video teaching, the teachers' ability to use big data level put forward higher request, also education of the college sports teachers teaching ability put forward higher requirements.

3.2 Opportunities for college physical education reform in the era of big data

2.1 Make the essence of school physical education return
With the application and development of big data in the field of education, it is bound to affect the development of college physical education. At present, the use of big data in the field of education study in education data mining and analysis of two aspects, both are in huge amounts of data on the basis of data modeling, the former through the cloud computing on large data analysis and processing, found that students in physical education learning results

through data modeling and physical exercise, the quantitative relation between the frequency, in order to predict the future study trend. The latter is to analyze the learning results of students to find out their learning rules, explain their learning performance, according to the timely feedback of the data to promote students to effectively conduct physical education learning. The application of big data technology changes the teaching mode of "big assimilation" in traditional classroom, and makes traditional classroom teaching gradually move towards digital personality education. Teaching methods and methods based on the analysis of massive teaching data will gradually be popularized, highlighting the "subjectivity" of students. Big data technologies applied in the field of physical education in colleges and universities, is helpful for teachers to carry out the digital personality education, based on the digital teaching, under the big data technology will speed up the return of the essence of sports education function, physical education is the essence of education, the concept of people-oriented, promote physical education teachers from the students' all-round development in order to develop the sports teaching, based on this is conducive to the return of the nature of school sports education.

2.2 It promotes the sharing of physical education resources

In the era of big data, one of the characteristics of college physical education is to promote the sharing of physical education resources. In traditional sports teaching in colleges and universities, colleges and universities sports teaching to a certain extent, it is difficult to realize sharing of resources, students only learn knowledge from teachers' classroom teaching, as the big data era, network resources and vast amounts of cloud platform for teachers and students teaching and learning resources, some new network teaching way, such as: small class, class, flip classroom, network course, etc., using online learning platform to realize the education resource sharing. On the one hand, vast amounts of teaching resource so that the students can learn anywhere anytime and anywhere to course, can according to their own interests and questions to find their desired learning content, learning resources and can realize unlimited repeated viewing, even can also learn online discussion, promote sports effective sharing of education resources. Desire under the big data technology class, on the other hand, such as online education platform can also promote exchanges and cooperation between universities, large quantities of institutions of higher learning institutions to join mu class teaching platform, constantly learning and absorbing foreign advanced idea, at the same time sharing high quality teaching resources both at home and abroad, for internal teaching reform in colleges and universities to learn from the advanced teaching contents and methods, greatly promote the communication between various colleges and universities. The sharing of massive physical education resources under the technology of big data has brought new opportunities for the physical education teaching reform in colleges and universities.

2.3 Accelerate the reconstruction of physical education

evaluation mechanism

Physical education evaluation guides the establishment of teaching objectives, content selection and every link of classroom organization and implementation. In the existing physical education teaching of colleges and universities in our country, the physical education teaching examination method is single, the subjective experience evaluation occupies the main position, and fails to form a reasonable evaluation system. The application of educational big data can provide more comprehensive, accurate and objective technical support for the evaluation of physical education teaching in colleges and universities. First of all, the teaching evaluation based on massive data will gradually become the mainstream trend. The use of big data to track and record the physical education teaching process breaks through the previous teaching evaluation system which relies too much on subjective experience judgment and makes the physical education evaluation system more systematic and objective. Secondly, the evaluation system based on big data technology makes the evaluation work of students more diversified. Existing evaluation system already can not meet the college PE teaching reform under the background of big data era demand, and based on the evaluation system under the big data technology can undertake to the student multi-dimensional evaluation, many consider the student's ability quality, such as: the students' learning behavior, emotion, learning attitude and scientific evaluation. Finally, the formative evaluation system is established. Big data technology is used to record students' learning in each teaching stage, including teacher-student interaction, skill mastery and sports theory knowledge application. Big data technology is used to make objective and comprehensive evaluation of students.

3.3 Measures for the reform and innovation of college physical education teaching based on big data technology

3.1 Innovate the concept of college physical education teaching

Idea first in education reform. On the one hand, we should actively learn new teaching ideas and take them for our own use. On the other hand, we should realistically recognize the negative impact of the old teaching concept on the teaching quality. The core of physical education teaching mode innovation lies in the change of teaching idea, the use of big data technology means to promote the innovation of college physical education teaching mode, pay attention to learning guidance while training students to use big data technology means to conduct independent learning ability, cultivate modern information technology application talents. Therefore, teachers should first establish the awareness of big data, actively change the concept of education and teaching, college physical education teachers should realize that big data is a very important teaching resources, should constantly promote the deep integration of big data technology and physical education classroom, and effectively play the use of big data technology in college physical education teaching. For example, teachers can make a comprehensive analysis of students' data and information with the help of big data analysis technology before carrying out teaching activities,

which can effectively predict, understand and evaluate teaching behaviors and promote the effectiveness of teaching and learning. Secondly, college physical education teachers need to change their own knowledge and the concept of the subject position authority. In the big data age of the Internet, students acquire knowledge approach is no longer limited to the teachers' teaching, students can get vast learning resources through online learning platform, to a certain extent, make the authority of the principal position of college PE teachers' knowledge and threatened, it need to be physical education teachers in colleges and universities to actively mentality to accept big data technology, changing the teaching attitude.

3.2 Actively build an intelligent physical education teaching platform

In the era of big data, the informatization of the whole people is an inevitable trend of development. College physical education must understand the inevitable trend of education development, actively build intelligent physical education platform, create big data technology education and teaching environment, and realize the sharing of network education resources. On the one hand, to build large data education teaching system, the introduction of more advanced teaching equipment, for the teachers and students to provide the corresponding hardware equipment, software system and the auxiliary teaching and learning resources, construction of modern "venue" wisdom, the use of intelligent teaching facilities, utilizing advanced sensing devices in the teaching, such as: students wear wearable sensors, such as information technology, software and mobile phones, tablets, mobile terminals, such as the implementation of real-time teaching effect evaluation, feedback, for the students to make personalized sports learning solutions. On the other hand, cultivate teachers' "data" literacy. Strengthen the modern information technology study of college physical education teachers. School should organize to carry out the modern information technology training, improve the ability of teachers to use modern information technology, college physical education teachers learn how to use the most basic Internet teaching software, making teaching software development and production of micro class, etc., can have a good ability of collecting, sorting, processing, analysis of data, information fusion technology and the depth of the sports teaching. On this basis, teachers can use information teaching software, through a large number of data analysis to grasp the learning situation and behavior track of each student in time.

3.3 Personalized teaching, innovative teaching means and methods

In the Outline of the National Medium - and Long-Term Education Reform and Development Plan (2010-2020) issued by the Chinese government in 2010, it is proposed to "pay attention to the differences of students' different characteristics and personalities, and develop the advantages and potential of each student". The application of big data technology in the field of higher education has created conditions for the innovative teaching means and methods of college physical education. Teachers should

actively use the advantage of big data on the students' interest in learning, learning behavior, skill mastering the situation thoroughly, the results of students' learning and learning content, learning resources and learning behavior were analyzed, and the quantitative relationship between mining students potential sports demand, based on the student's personality development, meet the physical needs of different groups, according to the actual situation of students take the personalized teaching mode, with unique teaching designed to stimulate students' thirst for knowledge, and improve the enthusiasm of the students initiative in learning, enhance the directivity of PE of universities and colleges, cultivate the students' lifelong sports consciousness. In addition, in the actual teaching process of college PE teachers should actively use big data technology to carry out the interactive teaching, an active sports education "cloud", etc. The advantages of online learning platform, enriched the contents of the class actively, build a virtual and reality, online and offline closely with personalized teaching training methods, provide powerful data for classroom teaching difficult point to grasp, colleges and universities sports and improve the teaching quality and efficiency.

4. CONCLUSIONS AND RECOMMENDATIONS

The era of big data brings challenges to college physical education teaching, and also provides new ideas for reform. College teachers must correct view education under the trend of development of The Times, constantly optimize the mode of physical education teaching, break the bondage of the traditional teaching mode, the courage to seek more efficient, accurate, real-time and personalized university sports teaching mode, improve university sports teaching pertinence, fully mobilize students in physical education learning initiative and enthusiasm, so as to cultivate more sport talents of high quality can meet the demand of times development. At present, China's school education and the trend of big data fusion is imperative, school sports as an important part of education is bound to be, no side wu, meanwhile the analysis data of the physical education teachers should constantly improve their comprehensive ability quality, effective use of big data information resources, the relationship between the increasingly closer and the educated, choosing scientific and reasonable teaching means and methods, constantly to integrate optimization of resources, realize the maximization of the college sports resources use big data and the leapfrog

development of school education.

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Study on "Personalized " Table Tennis Physical Education: A Perspective of Cultivating College Students' Lifelong Physical Ability

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Abstract: This study roots in a research background of a sharp rise economic development, with it, the public's material life is in a higher level. Nowadays, Teenagers and adults face a lot of health problems, such as declining fitness, a sharply risen obesity rates, rising incidence of myopia, poor posture, and so on. It is an unavoidable social topic to cultivate college students' lifelong sports ability. College study is the last stage of education before students entering society. The topic of the sports education plays a positive role in the cultivation of students' lifelong physical ability. This study focuses on the construction of the "personalized" table tennis physical education.

Key words: Individualized table tennis teaching; College students; Lifetime physical

1. INTRODUCTION

The significance of table tennis physical education lifelong sport is influenced by the thought of international lifelong education. With the development of sports, this topic become more important. Lifetime sports conceptually, it means that a person can accept lifelong exercise and sports education. Lifelong physical ability includes three aspects, these are cultivating lifelong sports consciousness, lifetime sports skills, the lifelong sports habits. As the national sport of China, table tennis sports teaching is the most suitable project to become lifelong sports options and cultivate lifelong sports ability.

1.1 Table tennis has the natural attributes of lifelong sports

Table tennis is a skill-based ball sport, originated in the United Kingdom. In the beginning, table tennis is popular in Europe and Asia, then it was introduced to China. Table tennis does not have high requirements on the site. The required facilities and equipment are relatively simple, cheap and durable. The sports skills of people are relatively low. It is not limited by age, height and weight. The public has a good foundation and a high popularity rate. As the international status of the Chinese table tennis sports has obvious advantages, the construction of social resources of table tennis project received strong support. It can be seen that table tennis sports spread in the community, in school, in the enterprise. In China, table tennis is one of the major public sports programs, and it becomes a veritable "National Sport". Of course, table tennis is also popular in all parts of the world, and the "ping-pong diplomacy" between China and the United States also reflects the unique value of table tennis. Due to rich social resources and mass participation of table tennis, it can be seen that table tennis has a strong foundation for

social sports and lifelong sport.

1.2 Table tennis has a strong endogenous power to cultivate lifelong sports ability

Table tennis is a type of sport that examines athletes' keen observation, body coordination ability and psychological quality of ball games. The restriction by innate physical condition is small, with not a lot of sports equipment and technical threshold. Playing table tennis sports can be started from scratch, also can begin from 1, or from 10, to studying and training, even without the limitation on the starting point or the ending. It's a sport that is easy to access, which you can get progress and constantly making breakthroughs as long as you practice. The fun is gained from easy entry. The excitement of making progress goes with a little effort, as well as the repeated practice and acquisition of a certain sport skill. All of these become the endogenous power to make the continuous training be the lifelong athletic ability. In addition, table tennis sports can also promote the improvement of physical quality, the promotion of physical and mental health, the progress of organization and coordination ability, collective sense of honor and many other levels of sports ability and emotional development. Finally, table tennis sport makes the sports participants advocate sports, love sports, enjoy sports, and be immersed in lifelong sports learning.

2. RESEARCH QUESTIONS: CHARACTERISTICS AND CURRENT PROBLEMS OF TABLE TENNIS PHYSICAL EDUCATION

Having lifelong sports ability to carry out purposeful, planned, systematic sports, playing the role of physical fitness. It needs to master the knowledge, technology, and skills of at least one sports project. Meanwhile, it is nectary to develop the active consciousness of sports and the habit of physical exercise. In the process of cultivating and developing lifelong physical ability, school physical education is an important part of the formation of lifelong physical ability. It is a key period of establishing the components of lifelong physical ability. The current table tennis physical education project still has the common problem like the traditional physical education and its own individualized characteristic and so on. It mainly embodies in the teaching purpose, the teaching form, and the examination and evaluation and so on.

First, it shows the individual characteristic of teaching philosophy, the ultimate goal of current table tennis physical education is to cultivate students some of the sports skills of a sport, and apply simple technical skills to carry out the final course assessment. It is a kind of exam-

oriented education and a kind of standard education. Under the leading test ideas, the teacher would only take the way of "granted to fish" to teach students, this way only makes the students learn the table, but, to a certain extent, they can't feel the charm of sports. This teaching way stifles the cultivation of the students interested in sports, it can no longer be formed that students are daily involved in the continuing appeal of the sport, or have the endogenous power.

Second, the characters and problems focus on teaching mode, mainly be organized in form of classroom teaching, indiscriminately one-way knowledge transmission of teaching and learning. The limitation is that the individual characteristics of different students can't take into account, such as sports skill level, sports ability, physical quality, and willingness to participate in sports, the main content of teaching technique is boring and the single repeated practice. Everything in the classroom is in the control of the teacher, the students' subjective initiative is poor. With a single classroom teaching mode, it is difficult for teachers to fully present table tennis sports, and students cannot acquire the ability and accomplishment of lifelong sports while learning and mastering a sports skill. Therefore, it is necessary to consider how to realize the time connection in class and after class, upgrade the scene of training and competition. It should be further explored that the diversified development of teaching modes such as compulsory courses and independent mentality conversion.

The third one is the assessment, the traditional physical education teaching mostly uses the standard conclusion assessment. In the evaluation of students' learning effect, it is easy to lack the consideration of students' innate conditions and exercise level. The measurement is based on the one-size-fits-all standard. This is easy to cause students to pass the exam, but ignoring the standard application of the basic technology of sports, and the overall picture of sports and sports value. For example, in the traditional table tennis teaching, the main method for the assessment of basic skills is to examine that the students should complete the corresponding number of pairs within the specified time. This method may cause the students to pursue the number but ignore the standardization of movements. This method can only test the commonness of students, but can not reflect the characteristics of students' individualization, and ignoring the innate differences and acquired efforts of students. The method is not conducive to motivating students' enthusiasm for learning.

3. ANALYSIS: AN EFFECTIVE TEACHING METHOD OF TABLE TENNIS PHYSICAL CULTIVATING LIFELONG PHYSICAL ABILITY

The core elements of lifelong physical ability is skills, and habits. As a worldwide popular ball sports, table tennis is characterized by intelligence, skills, and physical compatibility, integrating fitness, sports, entertainment. The methods on how to fit the characteristics of table tennis, to adapt to the new period of the development of the sports teaching rule, promote the core element to foster the student's ability of lifetime sports, will be a table tennis

sports teaching reform. Among them, the main development paths or measures are.

3.1 The reform of "Personalized" physical education

Traditional physical education is formed in rigorous classroom form, standardized teaching steps, systematic teaching means, unified teaching syllabus and teaching method of textbooks. It takes teachers as the main body, textbooks as the main body and professors as the main body. The main mission is that students learn the content taught by teachers. In the concept, form and examination methods of traditional table tennis sports teaching, it reflects the strong test, standard thinking. The traditional way is not conducive to promote the development of each student's sports ability. It is necessary to advocate a personalized teaching method, namely, respecting the individuality of student based on their aptitude, differential treatment in education should be referring to the teaching situation of individuation. Specific implementation process is based on each student's personality, interests, special skills. These is necessary for the design of teaching plan and implementation.

Firstly, in the "personalized" table tennis physical education courses, the teacher should first understand the learning foundation, progress and other physical conditions of the students, correspondingly, the teacher establish a "one person and one file" learning file, which can be used as the basis for making teaching plans and organizing teaching.

Secondly, in the teaching process, teacher should adhere to use teaching methods in line with the students' psychological characteristics and personality, which combined with the students' own development will. The teacher make the dynamic teaching programs, and they implement management plans for students. In the whole teaching process, students are highlighted as the main body, and students are fully allowed to show and play their own personality. Teachers focus on stimulating students' interest, and they make students experience the pride and satisfaction brought by mastering a sports skill.

Finally, in terms of assessment, in addition to examining whether students have mastered certain table tennis skills, it is also necessary to measure whether students can systematically and systematically recognize the charm of table tennis and feel the importance of cultivating lifelong sports awareness through mastering or understanding this sport [1].

3.2 The reform of the teaching organized form: Promoting table tennis club

While strengthening the classroom teaching of table tennis sports, it should be explored that the effective extension of teaching in the form of organizing and building clubs outside the classroom, which is an auxiliary carrier of teaching without teaching tasks and assessment. Under the guidance of professional teachers, after-class sports activity groups can be spontaneously formed [2]. The club's role in supporting teaching carrier is reflected in the following aspects:

One is students' freedom rights that is given by the club. First of all, students join the club should be based on voluntary, which can be based on their own needs and

interest. Students can also participate the club due to social and sports cultural identity. The club always functions based on an open atmosphere. Whether student join or leave the club, the first elements of choices is based on interest, and is a result of the active selection, rather than examination. It can be seen that the composition of the middle school students in the club will not be limited to a static teaching class, but a dynamic organizational form that may change at any moment.

Secondly, from the perspective of teaching system, the core function of sports teaching clubs lies in the organic combination of classroom teaching and after-class physical exercise, school sports and mass sports, and the organic combination of classroom teaching resources and social practice resources. Sports teaching clubs can extend the knowledge of PE classroom teaching to the outside of PE classroom. By introducing the injection of rich social resources, they can carry out a series of activities such as physical exercise, sports competition and sports knowledge popularization in or outside school. This kind of sports teaching club has the characteristics of higher flexibility and autonomy, which can improve students' overall understanding of table tennis and have deeper participation in table tennis, and further promote students' all-round development from school physical training to lifelong sports ability.

4. CONCLUSION AND DISCUSSION

Table tennis is a mass sports, and its participators are widespread. Table tennis has the natural attributes of lifelong sports. In the process of learning, table tennis can promote learners' endogenous power of forming lifetime sports ability, arguably, table tennis sports teaching is one of the most suitable organization form of cultivating students' lifelong sports ability, but it needs to break the

bondage of traditional table tennis sports teaching method. Under the interaction of personalized and club sports auxiliary teaching, it is important to promote sports better be involved in student life, combine school sports and social sports, apply a way of diversified teaching, make the student foster the lifelong sports ability, and drive mass sports activities as soon as possible.

ACKNOWLEDGEMENTS

Supported by Donghua University Fundamental Research Funds for the Central Universities.

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