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# CONTENTS

# Research On the Competitiveness of Cultural Industry China Province Based on Empirical Analysis of Regional Differences and Panel Data

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Abstract: In view of the obvious geographical differences exist in the process of regional development of cultural and creative industries, reference to the diamond model and the induction from other scholars, combining the DEA-DA model with PLS-SEM model, We analyzed 93 groups of data in 31 provinces in china from 2012 to 2014, we studied and formed the spatial differentiated model of formation mechanism in cultural and creative industries competitiveness. And found that, the ability of sustainable development, the factors of production, the overall innovation capability, the support from government, the demand and the development index in related industries plays different roles in culture creative industry competitiveness. The research realized the theory innovation of cultural and creative industry competitiveness in spatial perspective, and provided necessary base for our reasonable layout and the coordinating development of cultural and creative industries in various regions.
Keywords: Regional Cultural And Creative Industries; Competitiveness; Formation Mechanism; Differentiation

## 1. INTRODUCTION

Cultural and creative industries are an important part of the competitiveness of a country or a region of comprehensive strength. How to improve the competitiveness of the cultural and creative industries have become the focus of attention. In China, the cultural and creative industries have not yet become a pillar industry of the country, from all regions, the cultural and creative industry structure is not rational, regional differences in the configuration of the great cultural resources, the competitiveness of the cultural and creative industries in terms of the level of nations, or have become weak from among regional perspective. China's "Twelfth Five-Year Plan" clearly, to promote cultural and creative industry has become a pillar industry of the national economy, cultural and creative industries to enhance the overall strength and competitiveness. Therefore, how to enhance the Chinese competitiveness of cultural and creative industries is the key to the sustainable development of cultural and creative industries where ( SUN Jing-shui, *et al*, 2012). Theoretically, the cultural and creative industries to solve the competitiveness problem, the distinction depends on the competitiveness and competition effectively measure the results, while the formation mechanism of cultural and creative industries need to competitiveness clear.

Discriminant analysis the development difference of Chinese cultural creative industry based on DEA-DA model

Based on the research results of the literature, we found that with relative correlation development and regional economy developed degree of current China cultural and creative industries and geographic location, but the literature is not to be more scientific and stricter discriminant analysis, but will Chinese cultural creative industry competitiveness are studied as a whole. For further analysis of the development of cultural and creative industry in each area is strictly in accordance with the from south to north, from east to west, presents the obvious from strong to weak echelon distribution, and there exist obvious differences, this paper selected the area of cultural and creative industry increases a value to occupy China cultural and creative industries the proportion of added value of cultural and creative industry and capital profit discriminant analysis for rate two economic indicators.

Data Sources And Processing

This study from the "2012-2014 years China Statistical Yearbook", "2012-2014 China cultural relics Statistical Yearbook" in summary from 31 provinces and autonomous regions nationwide "area of cultural and creative industry added value accounted for the proportion of added value of china cultural and creative industry" and "area of cultural and creative industry profit rate of capital" two groups of panel data, the average value and then calculates the two indexes in 4 years, were standardized on it and to complete the discriminant analysis.

The Results Of Discriminant Analysis Factors Of Cultural And Creative Industry Competitiveness Effect

Table.1 The Final Judgment Result

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

Research Status Of Evaluation System Of Competitiveness Of Cultural Creative Industry

In the study of the cultural and creative industry competitiveness evaluation system, the Porter "diamond model" to build a far-reaching industrial competitiveness framework, many Chinese scholars are based on the "diamond model" of the basic theory, combined with Chinese current situation propose a new evaluation system. In addition, there are many scholars from different angles start to explain and build their own evaluation system. This paper selects a representative portion of research evaluation system aspects of the comparative analysis, and has conducted focus collate.

Qishu Yu, Yin Guojun, Li Yichun et al study mainly Potter "diamond model" evaluation system, LiGao Ye in "diamond model" based on improved, finishing the traditional five systems and is divided into three modules: core competitiveness module, based competitiveness module and soft environment competitiveness module. In addition to Porter "diamond model" based on the outside, Hua Jian, Zhao Yanyun, Xu Ping, DengYan Wen other scholars divided the competitiveness level region based on respect, summarized the various core competencies in cultural and creative industries, and on this basis, put forward different competitive structure model. LiXue Ru focus on the organization's internal point of view, on the basis of VRIO model, to build a new regional cultural and creative industries competitive assessment system that effectively highlights the characteristics of the development potential of innovative and scarcity of cultural and creative industries (LI Xue-ru, J, 2013). In summary Chinese scholars research results in the cultural and creative industry competitiveness evaluation system can be found, scholars generally believe that sustainable development capacity, demand capability, overall innovation capability, production factors, government support and the development of related industries these six factors that constitute the competitive advantage of cultural and creative industries.

2.STUDY ON THE MECHANISM OF DIFFERENTIATION EMPIRICAL FORMED CULTURAL CREATIVE INDUSTRY COMPETITIVENESS BASED ON PLS-SEM

The Research Hypothesis And Data Collection

According to Western scholars of cultural and creative industries competitive factors and measure the results of the research results, combined with the cultural and creative industries competitive analysis indicators constructed in this study, put forward the following hypothesis, as shown in Figure 1.

H1: the ability of sustainable development has a positive impact on the relationship between competitiveness of cultural creative industry;

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

H3: government support has a positive impact on the relationship between the competitiveness of cultural creative industry;

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

H5: whole innovation ability has a positive impact on the relationship between the competitiveness of cultural creative industry;

H6: related industrial development has a positive impact on the relationship between the competitiveness of cultural creative industry;

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

H8: demand ability positively affects the competitiveness of cultural creative industry;

H9: demand capability positively affects the factor of production;

H10: factor of production is positively related to the competitiveness of cultural creative industry.
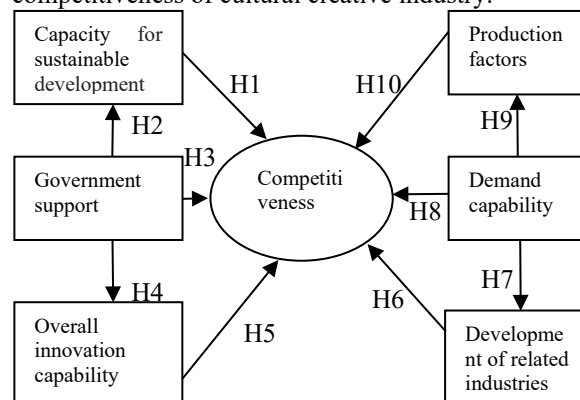


Figure.1 Influence factor research hypothesis framework competitiveness of Cultural Creative Industry

Data collection and collation according to Table a to establish cultural and creative industry competitiveness influencing factors. Data from the "China Statistical Yearbook 2012-2014", "2012-2014 China Statistical Yearbook of Cultural Heritage" in our various provinces and autonomous regions on (including municipalities) cultural and creative industries the basic situation of 93 groups described the basic data. With the help of the development situation of cultural creative industry Chinese A, B, C three categories discriminant analysis results, according to the research hypothesis, according to the class A, class B, class C respectively contain specific provinces for statistical data, verify the research hypothesis is established. Therefore, the establishment of three regional cultural and creative industry competitiveness formation mechanism of differentiation model.

Latent Variable Reliability Analysis

This paper uses the 7 latent variables of $\alpha$ are up to the standard. Specific numerical.Table 2.1and 2.2

Table.2.1 Reliability analysis of latent variable cronbach'a coefficient

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

Table.2.2 Reliability analysis of latent variable cronbach'a coefficient

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

Data Analysis And Hypothesis Validation

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

According to the research hypothesis, build path diagram between the various influence factors of A group B group and C group , on the basis of this, according to T statistics in the 0.05 level to reach the 1.96 requirements, select the path effect of a high degree of reliability, respectively, set up three regional model of the formation mechanism of regional cultural and creative industries competitive, specific see figure 2, figure 3 and figure 4.

According to figure 2 it can see clearly, in the eastern part of the A group as the representative, formation mechanism model of competitiveness of cultural creative industry, there are 7 research hypotheses have been confirmed, assume that H2, H4, H9 were not confirmed.

According to figure 3 it can be clearly seen that the B group in the central as the representative, the formation mechanism of competitiveness model of cultural and creative industries, there are 8 research hypothesis has been verified, assume that H4 and H9 were not confirmed.

According to figure 4 it can be clearly seen that the C group to the West as the representative, the formation mechanism of competitiveness model of cultural and creative industries, there are 9 research hypothesis has been verified, only on the assumption that H9 has not been verified.
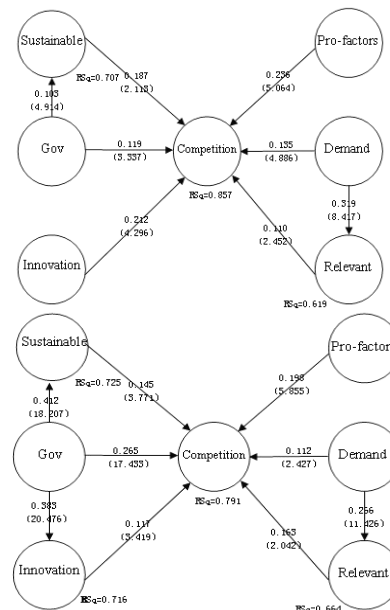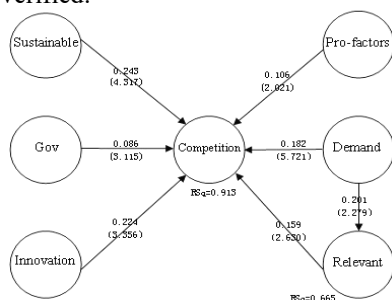




Fig.2 A group formation mechanism of path graph
Fig.3 B group formation mechanism of path graph
Fig.4 C group formation mechanism of path graph

3.THE CONCLUSIONS AND SUGGESTIONS

Through theoretical exploration and empirical study above, can be found Chinese cultural creative industry competitiveness formation mechanism are both the same reason also have their own characteristics. According to the actual situation of different regions, the basic can draw the following conclusions and suggestions for development:

The Research Conclusion

Group A model diagram to East as the representative, the ability of sustainable development (0.243), innovative ability(0.224), capacity requirements (0.182), the development of related industries (0.159), the factors of production (0.106), the government support (0.086)six latent variables on the development of cultural and creative industries competitive in turn from strong to weak direct impact effects. In addition, the demand for capacity (0.201) but also indirectly to the development of cultural and creative industries competitive effects section has an indirect effect through related industries. six latent variables on the development of cultural and creative industries competitive in turn from strong to weak direct impact effects. In addition, the demand for capacity (0.201) but also indirectly to the development of cultural and creative industries competitive effects section has an indirect effect through related industries. In this one, the comprehensive influence of sustainable development ability, innovation ability and capacity requirements three latent variables of effected up to 0.681, this shows that the capital in eastern area of China and technical advantage is very obvious, suitable for the development of the "creative" cultural and creative industry.

Group B model diagram in the central as the representative, the factors of production (0.236), the innovation ability(0.212), the ability of sustainable development (0.187), demand capacity (0.135), the government support (0.119), the development of related

industries (0.110) six latent variables on the development of cultural and creative industries competitive in turn from strong to weak direct impact effects   In addition, the government support (0.103) and capacity requirements (0.319) also separately through the ability of sustainable development and the development of related industries have indirect impact effect on the development of cultural and creative industry competitiveness. In this one, the concern is the effect of the factors of production directly impact on the cultural and creative industries competitive almost reached the overall effect of the 1/4, which fully shows the cultural resources in the central region of China is rich, but the capital and technology inputs relative to the East is inadequate, from the long-term development planning perspective, the central area is more suitable for the development of "resources the creative combination" cultural and creative industry.

Group C model diagram to the West as the representative, the government support (0.265), the factors of production (0.198), the development of related industries (0.163), the sustainable development ability(0.145), innovation ability (0.117),        demand ability(0.112) six latent variables on the cultural and creative industry competitiveness consists of strong to weak effect directly influence. In addition, the government support (0.412, 0.383) respectively through sustainable development ability and innovation ability have indirect impact effect on the development of cultural and creative industry competitiveness; demand ability (0.266) through the development of related industries on the cultural and creative industry competitiveness development indirectly influence effect. Can be found in this one, the integrated effect of industrial competitiveness of cultural creative effect, government support for the 0.476, almost to the overall effect of 1/2. This is also from the existing situation of west side validation: area of the development of cultural and creative industries rely mainly on government support and nurturing. Although cultural resources in the western region of China is rich, but compared with the eastern and central regions, capital and technology are seriously deficient. The present data statistical situation, the western region is more suitable for the development of the "Government leading type" cultural and creative industries.

Development Proposals

The eastern region should be based on maintaining the overall strength of the cultural creative industry, optimize the industrial structure, upgrade the industry quality, encourage industrial innovation, further improve the development of industry, realize the great leap forward development. In the development of retail business, should make full use of the unique location advantage and the eastern coastal conditions, in the cultural and creative as the guide, to strengthen the integration of culture and technology, development road of advanced cultural industry, the development of animation games, creative design, digital media industry better growth, strong penetrability, high value-added emerging cultural and creative industries.

The central region should actively play a perfect infrastructure, developed manufacturing industry and education scientific research and other advantages, to participate in the development and manufacturing of cultural and creative industries, pay attention to the cultivation of innovative talents, improve the cultural creative industry innovation ability and tax contribution ability, the cultural resources and the "creative" combining elements of realizing the connection between traditional culture and high technology that will raise the resources into capability with high value-added cultural capital, production has the cultural value and has the market value of the cultural and creative products, realize the cultural resources value. In addition, the provinces in Central China can draw lessons from the development of cultural and creative industries in Hunan province experience, fully tap the spillover effect of cultural and creative industries, realize the development level of cultural and creative industry upgrade.

Because the western region economy, market development is relatively backward, by the government to promote the establishment and development of cultural and creative industries, the formation of cultural and creative industries development mode dominated by the government. The government leading cultural creative industry asked the government to carry out the development of cultural and creative industries in the capital, technology, talents, policy and market and other aspects of support, as soon as the land, taxation, high-level professional personnel and funds to support the introduction of a series of preferential policies; improve the level of government guidance and regulation, make full use of the unique cultural and creative resources the western region, strengthen the integration of cultural resources, development has the prominent characteristics, in the area of potential market demand of cultural creative resources, formed in the cultural and creative resources culture industry chain   as soon as possible.

The development of cultural and creative industries in the three regions is to communicate with each other and complement each other. Chinese government should be in accordance with the complementary advantages, resource sharing, conducive to the development of the principles, advantages and disadvantages of each region has according to, through the reasonable layout, gradient development, focus on the development of cultural and creative industries, thereby enhancing the competitiveness of every area of our country, promote the coordinated development of cultural and creative industries in different area of china.

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# An Analysis of The Influence of Biblical Allusions on English Language and Literature

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Abstract: The Bible, as a classic of the Christianity and Judaism, had an important influence on the development of mass values and literature. At present, many Western literary works make use of the contents of the Bible, thus embodying the strong artistic vitality of the Bible in English language and literature. Starting with the origin and development of the Bible, this paper discusses the influence of biblical allusions on English language and literature, and expounds the influence of biblical allusions on English language and literature, finally, it analyzes the influence of biblical allusions on Western literature, hoping to bring some help to the related research.

Keywords: Biblical Allusions; English Language And Literature; Influence

## 1. THE ORIGIN AND DEVELOPMENT OF THE BIBLE

In the history of Western literature, the Bible has had an important influence on the politics, economy and language of Western civilization, in many literary works, biblical allusions are borrowed, such as most proper nouns and abstract nouns are derived from the Bible. On the whole, compared with the social and political fields, the influence of the Bible on the cultural field is more obvious in the Western society, and it has a far-reaching influence on the language and literature, in order to analyze English language and literature in depth, we must analyze the Bible, the following, related content analysis.

The Bible is a classic work of Christianity, so a lot of the Bible work has to do with Christianity. The founder of Christianity was Jesus, after he was crucified. The disciples began to spread their ideas, which had a profound influence on western culture. Every year, Christmas is celebrated in the west, and Jesus's birthday is commemorated in this way. To this day, Christmas is still celebrated in the west. And the Bible, the great masterpiece of Christianity, has a profound influence on people's life and culture. In the history of Western literature, the study of the Bible has never stopped, and many of its allusions have had a far-reaching impact on literary works, the researchers of English language and literature can deeply understand the symbolism in the classic literary works after studying the Bible, so as to promote their own thoughts and connotation.

The Bible is a representative literary masterpiece. There are 1, 829 translations of the Bible, which sell tens of millions of copies worldwide every year, the reason why the Bible can provide people with ideological guidance mainly lies in its condensation, people's wisdom and life experience. The Bible has been written in different times, from the time of its author's appearance to the time of its author's 1600, and its author has come from more than 30 countries, including kings and fishermen, not only magnificent palaces, but also mountains and forests. However, the Bible's content, mostly true historical records, even with a fairy tale color can also correspond to real life, so some of the Bible prophecy can be fulfilled. In the mythology section, there is the familiar Adam and Eve, as well as many heroic legends, legal documents, and historical prose. Although the Bible uses classical language and narrative, it covers almost all literary forms, and had the profound influence to the later period literature creator. In addition, there is no primary or secondary content in the Bible, which shows people of different status, such as noble and private groups, so it is not only a history textbook, in a certain extent, it has become the direction of human development. In the Western society, the Bible has a more profound influence and a very high position in the history of literature.

## 2. THE INFLUENCE OF BIBLICAL ALLUSIONS ON THE ENGLISH LANGUAGE

The contents of the Bible cover the thoughts in the development of Western society, which is more abundant in the background of the rapid development of society and politics, so the biblical allusions play a significant role in English language, especially when it comes to standard language expressions, such as the names of people, animals, and idioms that abound in people's daily lives, they all come from the Bible. "My God"or "Jesus"is often used when people express surprise, shock or anger, and the "Goodbye" (Good-bye) is also derived from "God be"in the Bible With You" (God be with you). For example, Eden and sin are common languages in English language literature works, not only from the Bible, some readers in daily life contact with similar language will associate with the Bible, the combination of literature works will bring readers a more profound reading experience. In addition, as the influence of the Bible expanded, many of its representative language and plot began to be familiar to people. For example, the Old Testament book of Daniel mentions "Writing on the wall", and the Old Testament Book of Exodus reveals the proverb "An eye for an Eye for an eye". The field of English language and literature is more widely used, one generally speaking, the creation of English language and literature is more diversified and the ways of expression are more abundant. The rational use of biblical allusions can make the language more powerful in interpretation, joice's Ulysses, for example, says, "My twelve ribs are missing, "a reference to an allusion in the Bible, that is, Adam took a rib of his own and then sewed it back together to create a woman, which has led many writers to

refer to as a woman, suggesting that the relationship between man and woman is inseparable. Although many stories in the Bible have a certain mythological flavor, they are generally closely related to the real world, and there are with distinctive emotional features, readers can directly feel the beauty and ugliness, good and evil, praise and criticism in the Bible. At the same time, the Bible language smooth and beautiful, its use in English language and literature can be concise and comprehensive effect, to avoid clutter. For example, the theme of "Love"runs through all the Bible stories, so people generally use biblical allusions to express their feelings, for example, in Western countries, many boys, named Mose, because the Bible, Mose is a symbol of justice and heroes, he let Jews free, so the general hope of the parents of the children. And in other literary works, the names appearing in the Bible are also common and become the main characters, which can reflect the character of the relevant characters. On the whole, most of the words in the English language are derived from the Bible, such as benevolence and beautiful, and the use of these words can be enriched and expressed in English, and make the Bible more widely known.

## 3. THE INFLUENCE OF BIBLICAL ALLUSIONS ON ENGLISH LANGUAGE AND LITERATURE

The influence of biblical allusions on the creation of English language and literature is not only limited to the point of view and subject matter, but also has an important influence on the expression of words and the interpretation of language, in some Western countries, some biblical allusions are introduced into the process of literary creation, which enriches the form of literary creation and the characteristics of characters and makes the subject structure more complete. On the other hand, the Bible, to a certain extent, has promoted the development of Western literature. Through an in-depth analysis of the influence of biblical allusions on English and language literature, we can find that, the work is often presented as instructive, instructive, and instructive, enriching the work of people and objects, such as the Leo Tolstoy and the Uncle Tom's Cabin, in which, the novel is a poignant depiction of the plight of black slaves, yet the little angel, a symbol of love and kindness, holds the Bible in his hands and becomes the object of Uncle Tom's affection. In the Bible, there are a number of allusions, and these are the themes around which literary works, such as the Romeo and Juliet, are written, although there is a great animosity between the two families, which ultimately leads to the tragic love between the two protagonists, in the end, there is love, a profound theme that leads Shakespeare to believe in love, to dissolve hatred, which is in keeping with the universal love of the Bible, or, as in Hamm, Rhett, "Let me not think on't Frailty, the name is woman!"If the reader does not understand the Bible, it simply means,

"Let me not think of weakness, your name is a woman. ". It's hard to think of a woman as delicate as you. This is because the Bible regards Evva as the mother of all living things, from which Shakespeare can not be seen, and BIA often uses allusions in its works. In Hamlett, the hero feels helpless and angry at his mother's behavior, especially when, a month after his father's death, she marries a powerful uncle, this is reminiscent of the Bible's assertion of the frailty of women. In addition, language and literature have also been influenced by the Bible in many literary works, from Leo Tolstoy's resurrection to Dante's Divine Comedy, alfred, Lord Tennyson's the Holy Grail, Hugo's the poor man, and Hamilton's Paradise lost are all closely related to the contents of the Bible and to the thinking of Western literature and the western masses, in the case of Paradise Lost, in which Adam and Eve are tempted by the fallen angel Satan to steal the forbidden fruit, the biblical allusions are used. At Renaissance, the Bible had a profound influence on the literary thoughts and religious beliefs of Western writers, and many of the world's most famous literary classics were born.

## 4. CONCLUSION

To sum up, the influence of the Bible on the Western countries is self-evident, and the Bible has a particularly profound influence on the development of the fields of language and literature, it is invisible in the field of English language and literature, forming a relatively stable cultural foundation. With the passage of time, the Bible has been given more meaning, through the analysis of the contents of the Bible to help people understand Western culture and language and literature, feel the charm of English.

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# Research on Computer Data Security Under Network Environment

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Abstract: According to the characteristics of computer data security in network environment, this paper analyzes the main security threats of computer data, and puts forward the main and main technology of protecting data security. At present, data security has become the core of information security system. Data security mode takes data protection as its main task, and focuses on ex ante defense. In the network environment, the security threat of computer data mainly comes from hacker intrusion, Trojan Horse Program Threat and virus program and so on. In view of this series of security threats to computer data, it is urgent to strengthen the research of data encryption, firewall, intrusion detection and anti-virus technology.
Keywords: Network; Computer; Data Security

## 1. THE CHARACTERISTICS OF COMPUTER DATA SECURITY IN NETWORK ENVIRONMENT

With the constant change and development of the network environment, computer data security is facing new challenges and threats. Only by actively doing the related management and control work, can we effectively guarantee the security of computer data and information. Computer data, once in the network environment, is bound to be from a different source of threats. A few lawbreakers even use computers as a means of committing crimes, frequently stealing or destroying other people's computer data, thus causing serious economic and economic losses to individuals and organizations. In this case, we need to strengthen the computer data security, security protection work. According to the characteristics of computer data security in network environment, this paper analyzes the main security threats faced by computer data, and puts forward the main technology of protecting data and data security.

1. 1 data security becomes the core of information security architecture

In the past computer data protection, the main factors that had an impact on data security were: whether the data content was encrypted in an effective way, how the data was transmitted, and whether the process was kept secret, data processing whether the use of anti-leakage mechanism, data destruction whether the use of anti-data recovery mechanism. In this case, the core of computer data security architecture is to limit the visible range of data, that is, to control access at different levels and dimensions. In the network environment, with the application of massive data in all walks of life, the value of data has become increasingly prominent, may face from different channels and means of infringement. The legitimate rights and interests of individuals and organizations, and even national security, can be compromised by data breaches or breaches. Therefore, the data security under the network environment has become one of the important work of enterprises and organizations, which is the core issue in the field of information security widely discussed. Some scholars pointed out that the current computer data security has become the core of information security system, involving the security of computer data itself and the security of computer data from generation to destruction.

1. 2 data security model with data protection as its main task

The former data security model has strong trust dependence, such as to the organization, the personnel, the system developer, the maintenance personnel and the security service provider's trust dependence, namely to the specific person or the organization's trust. Once the whole security chain, one of the links appear loopholes, will cause higher security risks. In the network environment, we should establish a data-centric security model to realize the real-time and sustainable security verification and protection of all data, and effectively improve the integrity and accuracy of data. By adopting this new protection mechanism, we will be able to move away from past reliance on insiders or institutions to make human-induced data fraud less likely to occur.

1. 3 the data security protection model focuses on proactive defense

The traditional data security mode mainly uses firewall, intrusion detection, virus scanning and other means. In this model, the idea of data security protection is to demarcate, divide boundaries, distinguish between internal network and external network, separate the business network of the unit from the public network, thus reducing the risk faced by the computer terminal, in the establishment of the border protection mechanism, through the establishment of gateway equipment and network traffic equipment and other means to eliminate security, security risks. With the spread of big data technology, mobile terminals are shuttling between 5G signals, WI-FI signals and cables. In fact, the traditional network boundary has gradually disappeared, and the security boundary has been expanded infinitely. The fortress-style security model that we used in the past is no longer suitable for the new network environment and the deep protection system, in fact, it is difficult to guarantee the security of computer data. In the new network environment, the data, the security protection strategy has already had the fundamental change, we must use the data automatic analysis, the analysis and the depth mining technology, carries on the risk forecast and the analysis in

time, proactive pre-emptive defence measures to reverse the negative ex-post focus in the past. We need to advance the automatic assessment, Prediction and emergency processing, so that data security, protection really take the initiative.

## 2. THE MAIN SECURITY THREATS OF COMPUTER DATA UNDER THE NETWORK ENVIRONMENT

### 2. 1 operating system vulnerability

Management of data security, we should pay attention to the management and control of the operating system. In practice, many intruders use technology to gain access to other people's computer systems, to steal or destroy their data. Individuals and organizations, use computer systems with low security, vulnerabilities are often unavoidable, some do not, the law will be used to break into the computer through the vulnerability, resulting in server failure. Some computer network system management loopholes, software installation and file, upload the security is insufficient, which will have an adverse impact on the security of data transmission. Therefore, the computer users should update and maintain the operating system in time to make up the loopholes and reduce the security risks.

### 2. 2 hacking

Hackers originally referred to those who were proficient or passionate in computer programming and were able to develop computer programs independently. However, the term has become pejorative as hacker software and tools spread across the internet. At present, many computer enthusiasts often resort to various tools and software developed by hackers to illegally access other people's computers and computer systems, which will have a serious adverse impact on the normal operation of computer systems, even lead to organizations or individuals related to the interests of the damage. A hacker uses illegal software or tools to break into someone's computer system, potentially stealing, stealing, or destroying data. To this end, computer users need to strengthen the computer data security protection.

### 2. 3 Trojan horse threats

Computer Trojans can lurk in computer systems for long periods of time, playing the role of stealing or destroying data. At present, most of the Trojan horse programs can lurk in the system. The long-term existence of the Trojan horse will not only cause a large amount of occupation of the system resources, but also reduce the performance of the computer system to a certain extent, and will produce to the data, produce serious threat, cause the data information of the user to be obtained illegally by others.

## 3. COMPUTER DATA SECURITY PROTECTION TECHNOLOGY BASED ON NETWORK ENVIRONMENT

### 3. 1 data encryption

In the process of using computer, in order to realize the communication between different terminals, it is necessary to transfer data by computing. In a network environment, computers are more vulnerable, to the threat of viruses, and data can be tampered with or corrupted, resulting in file data 070 transmission errors, and using different data encryption methods can, to a certain extent,

it is very important to protect data security to avoid data being stolen or destroyed by others.

First, Link data encryption technology. Using this technology, even if a virus is found in a computer system, we can take advantage of the fuzziness of the technology to ensure the security of all data. Moreover, combined with the specific link technology, we can realize the security management of the whole process of data transmission, and optimize all kinds of data. In this case, even if there are outsiders break through the firewall, illegal, intrusion into computer systems, it is difficult to find and find accurate data in a short time, thus ensuring the security of data.

Second, software encryption technology. Based on the constantly changing network environment, in order to protect the security of data and information, it is necessary to do a good job in the rational use of relevant anti-virus software, so as to better protect the security of computer data. In the actual process of computer data security protection, many computer internal viruses will also affect the effectiveness of anti-virus software, which makes it difficult for some anti-virus software to protect computer data and information, not to mention the control and management of network security. In combination with the specific application of software encryption technology, active and strict control and use of anti-virus software, anti-virus and anti-virus software detection and control work, to achieve a comprehensive and orderly control of the computer by the antivirus, still must enhance the antivirus software encryption function unceasingly, can guarantee the computation, the computer data security.

### 3. 2 firewall technology

In the network environment, in order to ensure the security of computer data, we can play the role of firewall technology. This technology can build, an effective barrier between the outside and the inside, not only to protect computer data from outside attacks, but also to protect internal users from unauthorized access, the next illegal operation. In order to effectively guard against illegal users, to ensure data security, to prevent internal network data from being illegally modified, stolen or destroyed by some people, it is necessary to establish a security gateway between the networks.

Access right is the main mechanism to ensure the security and operation of the computer network, which can create good conditions for users to access the network safely and stably. In this process, we need to get the support of firewall technology. In general, after mastering and distributing computer functions, this technology can be used to allocate the relevant resources, thus ensuring the stable operation of the system and enhancing the security of the computer network. Because this technology is related to various types of data in the computer, it is able to distribute the network data scientifically and reasonably, to realize the automatic archiving of the data, to be distributed to different units according to the content of the data, and attributes to be protected, which can effectively solve the data in the transmission process of security, sexual hidden dangers.

### 3. 3 intrusion detection techniques

Since the 1980s, intrusion detection technology has been continuously developed from the earliest basic concepts and abstract models to various application systems, at present, it has become an indispensable security technology in computer data security protection. This technology can help the computer system to deal with the attack from the network effectively, improve the network security management ability of the system manager, and can play the role of ensuring the integrity of the data security infrastructure. This technology, as an important line of defense, for data network security, can find illegal, network behavior without compromising existing network performance. For the purpose of protecting networks and systems, intrusion detection techniques collect and analyze large amounts of information and data in networks or systems to determine whether they have been attacked by outsiders, respond to them, and activate defense mechanisms. This system will not have an adverse effect on the stable operation of the network system, and can run continuously without supervision and play an effective protective role. The technology, developed for products that work even in the event of a system crash, is suitable for a variety of network systems. Existing products and a variety of network security defense products (such as firewall) are compatible with each other, thus obtaining good network security protection performance.

## 4. CONCLUSION

At present, because of the popularization and application of Internet, People's demand for data sharing is increasing day by day, all walks of life urgently need data opening and sharing. However, the openness of network also aggravates the problem of data security to some extent. Individuals and organizations use computers to store and transmit a wide range of information and data, and if this data is leaked or destroyed, there are likely to be serious consequences. At present, data security has become the core of information security system. Data security mode takes data protection as its main task, and focuses on ex ante defense. In the network environment, the computer, the data security threat mainly comes from the hacker intrusion, the Trojan Horse Program threat as well as the virus program threat. In view of the various dangers of computer data, it is necessary to strengthen the research and exploration of data encryption technology, firewall technology, intrusion detection technology and anti-virus technology. In addition, the exploration and application of computer data security protection technology can effectively prevent data from being leaked or destroyed, which plays a very important role in maintaining data security.

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# Network Security Protection of Virtual Resource Pool

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Abstract: In the context of big data, there are more and more services and applications around the web and data. With the emergence of more application scenarios, more and more network security risks and problems are more and more obvious in the actual development process, which has a certain impact on the development of the global and scope. Therefore, it is a very valuable work to discuss and analyze the network security protection of infrastructure resource pool. Through the careful research on the network security protection of the virtual resource pool, this paper hopes to provide some theoretical support and practical reference for the related staff.
Key Words: Infrastructure; Resource Pool; Network Security; Protection; Analysis; Summary

## 1. ANALYSIS OF THE BACKGROUND, SIGNIFICANCE AND CONTENT OF THE STUDY

### 1. 1 analysis of research implications

With the development of the times, meteorology, like a "Salt", has been integrated into the society, all aspects. The demand for meteorological data has kept pace with the times. The atmosphere, the Earth's surface, the oceans, even the carbon cycle and dynamic vegetation are all included in the range of meteorological data. Now, the age of big data is right in front of us. The support of meteorological big data is the necessary condition to realize the precision and service of monitoring, forecast and service, and to serve life safety, production development, well-off life and ecology. Scientific data governance is the only way to promote big data and realize big value. With the development and progress of the times, it is more and more important to ensure the security of meteorological data. The era of big data has arrived. How to protect the virtual resource pool is the key problem to be solved.

### 1. 2 research

In accordance with national policies and regulations, as well as network and information security, the overall technical design program. China Meteorological Administration combines the Ningxia branch's existing security, security measures and the development of Network Security Technologies, the Project Implementation Network, the basic resource pool for security research from physical security, network structural security, Ningxia, the technical route of the actual network security protection construction of the Meteorological Department provides the technical support for the Future Foundation, the resource pool security protection equipment deployment and the virtual machine terminal multi-level security protection. Based on super-fusion technology, the network communication resource pool between the physical host and the virtual machine is through internal switches, and all network traffic, not through external switches, makes it impossible for the security device on the external network to protect the virtual machine. Need to deploy the corresponding network security protection measures in the resource pool, build, virtual security protection system. The security of horizontal communication between virtual machines is a special problem in virtual environments. In this case, traffic between different vms on the same server will be exchanged directly within the server, making it impossible for external network security administrators to monitor traffic or implement advanced security policies, such as firewall rules or intrusion prevention rules. And the expansion of network resources.

## 2 Network Security Protection Of Virtualized Resource Pool

### 2. 1 analysis of virtualization resource pool protection

North-south traffic safety: refers to the resource pool internal and external traffic safety. Similar to the traditional security protection, it mainly prevents the attack, attack and destruction of cloud resource pool by external personnel. East-west flow security: refers to the security between flows within the resource pool. In a virtualized environment, a virtual machine is the smallest unit of a network element. However, the traditional hardware firewall and IDS/IPS network security equipment based on behavior characteristic analysis can not sense the flow between VMS on the same physical machine, which becomes the blind spot of security protection. Operation and maintenance safety: refers to the operation and maintenance personnel, personnel internal behavior of the security management and audit. In cloud resource pool, because maintenance personnel is more, need configures a large number of accounts on gangplank machine to distinguish maintenance personnel.

### 2. 2 superfusion technology

Based on superfusion technology. The network communication between the physical host and the virtual machine, the information resource pool is through the internal switch, and all network traffic does not pass through the external, the external switch, so that the external network security device can not protect the virtual machine. It is necessary to deploy the corresponding network security protection measures in the resource pool and construct the virtual security and safety protection system. The security of horizontal communication between virtual machines is a special problem in virtual environment. In this case, traffic between different virtual machines on the same server will be exchanged directly within the server, which will result in the external network,

the network security administrator can not monitor the traffic or implement various advanced security policies, such as firewall rules or intrusion prevention rules.

It is suggested that during the process of server virtualization, virtualization vendors such as VMware can implement some basic access rights or denial rules by integrating vswitch virtual switch functions at the server hypervisor level. However, there is currently no and it is difficult to integrate more advanced security detection and protection engines to detect vulnerabilities in traffic between virtual machines. In order to achieve more, in-depth security detection, there are two main technical methods: virtual machine-based security, full service model and traffic redirection based on EVB technology security detection, detection model.

## 2. 3 protective technology routes

The protection technology is divided into the following parts: the virtual resource pool outside, the protection in the actual application should cover the external network access layer, the virtualization layer, the operation and maintenance management, and fully consider the high availability and scalability of performance, build a comprehensive and in-depth security architecture to ensure the security of the resource pool. In the choice of machine, machine, according to the existing server for customization, which mainly requires server, the balance of energy. Select the better performance of the host type as the computing node and control node. Select neutron, select VLAN as the network model, because some city information network model also use VLAN model. At the same time, the L3 proxy is disabled and there is no separate network node. For internal protection, virtual machines running on compute nodes host web containers, databases, Java, and dotnet runtimes. Further provide support for Java and dotnet environment of web container virtual machine (Tomcat, IIS), database virtual machine, machine and application virtual machine, achieve the BASIC IAAs computing environment, virtual machine network, the network is connected directly to the physical switch through a trunk. The virtual machine network is more efficient and stable. Virtual Pool through the internal and external security measures, will be further security assurance, to promote the network in a secure environment, further development and progress.

## 3 NETWORK SECURITY PROTECTION MEASURES OF BUILDING VIRTUAL RESOURCE POOL

### 3. 1 improvement of safety management system

In the daily management activities, establish the relevant management system; in the system, set up the corresponding posts such as administrator, and in the actual development process, the responsibilities of the posts should be further clarified; Identify the approving department and the relevant approving personnel, and approve the key activities such as system operation accordingly. "Personnel safety management measures"to further improve and implement, formulate the relevant, safety education and training plan, in the actual development process of each year, the corresponding training, knowledge and position.

### 3. 2 network system security construction structure security protection

The service processing capacity of the main network equipment needs to be further improved, so that it can meet certain needs when the business and service reach the peak; and the path control between the network and the server needs to be further improved, in the actual development process, it is possible to establish a secure access path; to draw a network structure diagram in line with the actual development, which mainly includes equipment name and other configuration information; in the network security protection aspect, it is possible to identify the user, to take measures to limit the number of illegal logins and other measures to control. For the equipment of remote management network, in the actual development process, we should take the necessary measures to prevent identity information from being eavesdropped because of the transmission of the network and other problems. With the increasing virtualization of server and data center infrastructure, professional protection measures are needed. As more and more organizations migrate their servers to vm-based and cloud-based environments, the protection of these resources is becoming more and more important. As the number of virtual machines in a data center increases, they become more difficult to interpret, manage, and protect. If an unauthorized person accesses the hypervisor, they can exploit the lack of control vulnerabilities and modify all of the hypervisors. As the virtualization of server and data center infrastructure increases, professional protection measures are needed. Although the degree of protection is still closely related to the depth and breadth of physical server protection products.

## 4. CLOSING REMARKS

In the actual development process, the network security protection of infrastructure resource pool has become more and more important, and the security problem can not be ignored. It is believed that network security will be better protected in the future. In the actual development process, relevant staff in the work process, more need to combine their own experience for further research and analysis, for the solution of network security issues to contribute their own strength.

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# Difficulties and Countermeasures in Teaching of Vocal Music for Music Performance Majors in Colleges and Universities

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Abstract: With the rapid development of China's economy, people's demand for a beautiful music culture is also increasing. Therefore, it is increasingly important to cultivate high-quality and high-knowledge talents. In colleges and universities in China, most of the students specializing in music performance can not complete the academic requirements, because the music learning is easy to be understood but is difficult to mastered. In actual teaching, there are still many problems in the teaching of vocal music. This paper explains the problems in the teaching of vocal music in colleges and universities, and puts forward corresponding measures to provide suggestions for colleges and universities to improve the teaching of vocal music.
Keywords: College music; Music performance major; Teaching of vocal music; Difficulties and countermeasures

## 1. DIFFICULTIES IN THE TEACHING OF VOCAL MUSIC FOR MUSIC PERFORMANCE MAJORS IN COLLEGES

The rapid development of the major of music performance benefits from the growing spiritual and cultural needs of China. Compared with traditional music teaching, the uniqueness of vocal music teaching is important. In the teaching of vocal music, students sing under the guidance of the teacher, which is not only conducive for students to better express themselves, but also helps students develop a good artistic style. From going out of campus to entering the society, a good artistic style benefits students a lot and meets the growing cultural needs of the country and society. There are more or less problems in music performance majors in many colleges and universities. This paper puts forward corresponding solutions to the problems.

(1) There are errors in teaching methods.

As far as the current teaching in colleges and universities is concerned, most of them stay on the so-called oral teaching, which is carried out through the teacher's teaching style. Such teaching method is restricted by the rules and regulations of the books, which affects students' enthusiasm for independent learning and makes students have the illusion that they only need to read textbooks in the teaching of vocal music. The waste of class time needs to be supplemented by time after class. However, the quality and effectiveness of teaching will only become lower and lower when students are not motivated by themselves. Some schools may choose a fast-track path, constantly allowing students to adapt to fast-paced vocal

training. Such training is effective, but it is also in exchange for the enthusiasm of the students. It is not conducive to long-term development. As a result, students memorize a song by rote, which is not conducive to the further progress of music teaching. Schools should train students who can sing rather than memorizing them by rote. Teachers should interact more with the singing part in the classroom and guide students to sing. And teachers should set an example and create a free and cheerful classroom atmosphere where teachers and students can speak freely around the main points of singing. In this way, the participation of the classroom and students' music quality can be improved.

(2) There are insufficient teaching quality of teachers.

At present, the professional knowledge of music teachers in China has its own high and low. However, for students who choose to apply for music majors, they all have a certain music foundation. Compared with students who have no certain music foundation, their learning starting point is higher. At this time, the professional quality requirements of music teachers are bound to be higher. In the teaching of Chinese vocal music, some teachers are only limited to a single textbook knowledge, and the opening speech is the same as the previous lecture. Teachers cannot teach students more, and even in the classroom, the teacher teaches the wrong thing and the student rebuts. The teachers' professional knowledge is not up to standard, and the students themselves are helpless, so that subsequent courses gradually evolved into PPT reading and writing teaching, or the teacher puts other explanation videos on the Internet in the classroom. Teachers should keep on self-learning before class so that they can fully teach students, widely involve the theory of music knowledge in their spare time, and constantly enrich their level of music knowledge, so as to continuously improve the music quality of teachers and students.

## 2. MEASURES TO IMPROVE TEACHING OF VOCAL MUSIC FOR MUSIC PERFORMANCE MAJORS IN COLLEGES

### 2.1 To combine theory with practice to carry out comprehensive teaching

In the teaching of vocal music, in order to improve students' level, some colleges and universities lead to the problem of unbalanced time allocation between theoretical teaching and practical learning, resulting in a failure to meet the standard in students' theoretical and practical learning. In the learning of vocal music, there is a complementary relationship between the learning of

theoretical knowledge and practical exercise. Only when students have enough solid basic theoretical knowledge can they have richer emotions in vocal music performance. High-quality vocal performance is also inseparable from the process of practical training. Only after practical training can students show their talents perfectly. In practical teaching, the lack of either content will lead to the imbalance of students' learning of vocal music, and finally affect the overall learning quality. Therefore, in teaching, teachers need to strengthen the relationship between theory and practice. After the teaching of theoretical knowledge in any unit, they need to lead students to practice and strengthen the relationship between theory and practice to improve students' vocal music level. Through this transformation, we can change the problems with great limitations in teaching and strive to make students' theory and practice develop simultaneously. Finally students' comprehensive level of vocal music learning can be cultivated and improved.

2.2 To build a student-centered teaching model

Teachers' professional ability is the basis to ensure the teaching quality of vocal music. Therefore, it is necessary to pay attention to the training of vocal music teachers to further strengthen the teaching quality of vocal music. Only when the individual level and ability of teachers meet the standard requirements, can they be better qualified for vocal music teaching. Therefore, we should first strengthen the ability screening of teachers, and build a teacher training mechanism to improve the level of teachers and improve the quality of vocal music teaching. The reasons for the lack of teaching quality of vocal music may not be entirely due to the lack of teachers' experience and ability, but there are still some conceptual effects. According to the traditional teaching thought, teachers place students in the position of object in vocal music teaching. They do not care about students' feelings, and even habitually ignore students' learning feelings. In teaching, the teaching is carried out only to complete the teaching task. This concept is an important factor affecting the quality of vocal music teaching. In the construction of vocal music major, in order to maximize the effect of vocal music teaching, we should change the traditional teaching concept, completely abandon the traditional teaching mode and put students on the domination of the classroom. In teaching, teachers fully respect the personalized characteristics of students, strengthen the communication between teachers and students, excavate the different advantages and disadvantages of each student, and teach students according to their aptitude in combination with the individual differences of these students, so as to improve the quality of vocal music teaching. For example, in practical teaching, when it is found that some students have obvious slow response, but the student's voice are extremely excellent, teachers can optimize the student's voice practice mode, give full play to the students' advantages to make up for their shortcomings. It can ensure the individualized growth of the students, and improve the students' overall vocal music level, as well as achieving the goal of quality-oriented education in vocal music teaching.

3. CONCLUSION

Life is education, and the teaching should also be tailored to life. In terms of today's teaching philosophy, traditional music teaching must be changed and the teacher's own professional knowledge must be strengthened. The school also needs to add more corresponding talent show activities to increase students' participation, so that students learn and use the knowledge flexibly. In addition, teachers must continue to innovate and reform the classroom content, so that classroom knowledge is constantly updated and the teaching of vocal music can be continuously made progress and developed.

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# The Impact and Implications of Financialization of the Economy on China's Economic Growth

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Abstract: This paper collects data about the economic development of 34 provincial administrative units in China in 2017, and analyzes the effects of two variables, such as technology investment and financial investment, on economic aggregates through a multiple linear regression model, and finds that the deep development of China's financial market has begun to inhibit economic growth. Based on this, relevant policy recommendations are proposed.
Keywords: Financialization Of The Economy; Economic Growth; Impact; Policy Recommendations

## I. INTRODUCTION

The financialization of an economy reflects the process by which the share of the total economic activity of an economy that uses financial instruments, i.e., the share of the financial sector in the broad sense, including banking, securities, insurance, real estate credit, etc., is increasing and has a profound impact on many aspects of that economy. Studies on this aspect of the relationship between financial economic expansion and economic development have attracted the interest of economists since the pioneering work of McKinnon (1973), Shaw (1973) and Goldsmith (1969) in the last century.Stephen G Cecchetti and Enisse Kharroubi (2012) found that financial boom has a significant dampening effect on the development of R&D-intensive firms and manufacturing industries that depend on external financing. [1]Donald Tomaskovic-Devey, Ken-Hou Lin, and Nathan Meyers1 (2015) argue that excessive financialization of the economy exacerbates the inequality gap and the risk of financial crises [2]. Studying the impact of economic financialization on China's economic development is of great importance to formulate good policy measures, stabilize market expectations, develop and grow the real economy, and promote high-quality development of China's economy.

## II. AN EMPIRICAL MODEL

1. Influence economic growth model. Economic growth in the neoclassical economic growth model is influenced by four factors: technological progress, savings, population growth and investment, of which technological progress, savings and population growth are exogenous factors, while investment is an endogenous growth factor, and its basic economic growth mechanism is expressed as follows.

$$g_t = \frac{dY_t}{Y_t} = \frac{dY_t}{dK_t} \times \frac{dK_t}{Y_t} = \frac{dY_t}{dK_t} \times \frac{I_t}{Y_t} = \frac{dY_t}{dK_t} \times \frac{\theta_t \times S_t}{Y_t} = E_t \times \theta_t \times s_t \ (1)$$

where $g_t$ is the economic growth rate for the current year, and $Y_t$ is the economic output (GDP) in the current year, $K_t$ is the stock of capital, and $\theta_t$ is the ratio of savings to

investment, and $E_t$ is the marginal rate of return to capital (investment efficiency), and $s_t$ is the savings rate.

As seen in equation (1), the marginal rate of return to capital, the ratio of savings to investment and the savings rate combine to influence the rate of economic growth. In this paper, we argue that the direct impact of financial development on economic growth is more evident in the ratio of savings to investment ($\theta_t$) and the savings rate ($s_t$) are two factors. At the macro level, an important function of the financial system is to promote the efficient allocation of economic resources in an uncertain environment and reduce the risk of investment transactions. Under the role of the financial system, economic resources can flow to projects with a higher rate of return on capital, which undoubtedly increases the ratio of savings to investment, enhances the willingness of economic agents to invest, and makes the economic system full of liquidity. At the micro level, financial markets and financial intermediaries can help investment enterprises to obtain information about funds and reduce transaction costs, and also give groups and individuals holding idle funds to profit through investment. The efficiency of investment in real enterprises ($E_t$) growth depends on capital accumulation and technological upgrading, and this economic externality offsets diminishing marginal output, ultimately allowing economies of scale to emerge in real firms.

2. the correlation model between financial development and economic development. For describing the model related to financial development and economic development, refer to Ross Levine (1997) empirical regression equation [3].

$$G_j = \alpha + \beta_1 F_i + \beta_2 X + \varepsilon \ (2)$$

Of these, the $F_i$ denotes financial development indicators, including factors of interest such as commercial bank size, stock market size, private credit size and financial depth.$X$ are factors affecting growth other than financial indicators, collectively referred to as the set of relevant variables, including disposable income per capita, national education level, fiscal policy, monetary policy, import and export trade, and political environment.$G_j$ denotes the jth development indicator, including GDP growth rate, GDP per capita growth rate, capital per capita growth rate, etc.$\varepsilon$ is the random disturbance term.

3. an extended model proposed in this paper. Based on the above analysis and the Ross Levine (1997) empirical regression equation, the regression model in this paper is established as follows.

$$lgY = \alpha + \beta_1 \frac{R\&D}{I} + \beta_2 u + \beta_3 \frac{S}{GDP} + \beta_4 \frac{I_1}{I} + \varepsilon \ (3)$$

where R&D is the total research expenditure for the year. $\frac{R\&D}{I}$ reflects the ratio of intangible capital to total investment, which reflects the progress of the region's technological level and directly affects the efficiency of investment ($E_t$). u is the regional unemployment rate, which directly affects the savings rate of the population and the rate of economic development, and is an important indicator of economic and social performance. $\frac{S}{GDP}$ is the ratio of incremental regional financing to regional GDP, which reflects the level of financing in the region and reflects the degree of financial development of the region from the side. $\frac{I_1}{I}$ is the ratio of real estate investment to fixed asset investment, with the increasing financial attributes of the real estate industry, so the factor of real estate scale is introduced into the model, and $\varepsilon$ is the random disturbance term.
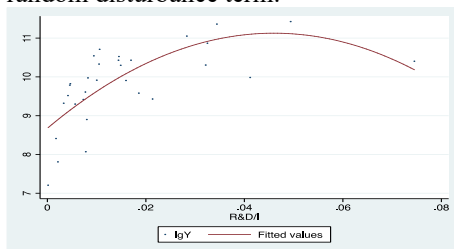


Figure 2. Regression plot of intangible capital share on the logarithm of output

Table I Regression analysis based on 2017 data

| lgY | Coef. | St. Err. | t-value | p-value | [95% Conf | Interval] | Sig |
|---|---|---|---|---|---|---|---|
| R&D/I | 44.271 | 7.521 | 5.89 | 0 | 28.811 | 59.731 | *** |
| u | -38.184 | 16.867 | -2.26 | .032 | -72.855 | -3.513 | ** |
| S/GDP | -5.381 | .842 | -6.39 | 0 | -7.112 | -3.65 | *** |
| I1/I | -5.146 | 1.732 | -2.97 | .006 | -8.706 | -1.586 | *** |
| Constant | 12.377 | .726 | 17.04 | 0 | 10.884 | 13.87 | *** |

| | | | | |
|---|---|---|---|---|
| Mean dependent var | 9.827 | SD dependent var | 0.984 |
| R-squared | 0.745 | Number of obs | 31 |
| F-test | 19.031 | Prob > F | 0.000 |
| Akaike crit. (AIC) | 53.531 | Bayesian crit. (BIC) | 60.701 |

*** p<.01, ** p<.05, * p<.1

Data from China Financial Yearbook (2018), China Statistical Yearbook (2018)

In this paper, we analyzed this data based on data from 34 provincial administrative regions in China for 2017 [8] using STATA software, and the results are shown in Table I.

It is worth noting that, based on the results of the regression analysis, we found that the two variables describing the development status of the financial market $\frac{S}{GDP}$ and $\frac{I_1}{I}$ have a dampening effect on economic aggregates, which shows that the current financial development has started to harm the growth of the Chinese economy. At the macro level, the excessive development of the financial market has started to inhibit China's economic growth due to the diminishing marginal utility of factors, which is reflected in the fact that the financial sector has taken up a large amount of capital, pushing up the prices of production materials and creating a "crowding-out effect" on real investment. At the micro level, the overdevelopment of the financial sector has changed the investment behavior of enterprises, which, due to the higher rate of return of finance, have invested more funds in real estate and finance, thus reducing their investment in industry. In addition, the high cost of financing caused by excessive financialization of the economy will also inhibit social investment in industry, inhibiting the development of industry and reducing the efficiency of investment.

## III. POLICY RECOMMENDATIONS

First, we should strengthen the supervision of the capital market and dissipate the blindness of capital operation in a timely manner. We should strengthen the supervision of the capital market to make it develop along a healthy track. We should strengthen the supervision of capital market information disclosure and effectively play the role of gatekeeper of auditing and evaluation institutions.

Second, monetary policy should be used wisely to continuously enhance the rationality of capital flows. The degree of financialization of the economy is to a large extent related to the flow of money. When there is a large amount of idle funds in the capital market, and these funds can not find a higher rate of return on investment projects, the intrinsic motivation of "money to make money" should be born. At present, we should adhere to the structural control-based monetary policy, to strengthen the initiatives related to the release of targeted flow, focusing on supporting financing difficulties, financing expensive private enterprises, small and micro enterprises and other weak links.

Third, to promote technological innovation in depth, and constantly enhance the support of the development of the entity. The development of the real economy is driven by technological innovation. On the role of technological innovation on economic growth in the new economic growth theory has long been discussed. Enterprises in order to adapt to the changing market environment, the only way to keep up with the pace of market development is to continue to technological innovation.

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# The research on Revitalization Rural Economy by E-commerce Consumption under the Background of Rural Strategy

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Abstract: The report of the 19th National Congress of the Communist Party of China proposed the implementation of the rural revitalization strategy. As an important product of network development in the New Era, e-commerce plays a great significance role on the implementation and development of the rural revitalization strategy. Based on the analysis of the current situation and the trend of e-commerce consumption, and combined with the empirical analysis of 2020 data, this paper takes e-commerce consumption as the object, and finds that the significance of e-commerce consumption to revitalize rural economic development is reflected in stimulating rural economy, promoting rural ecological and cultural revitalization, as well as organizational revitalization.
Key Words: Rural Revitalization; E-commerce Commerce; Rural Economics

## 1.THE DEVELOPMENT OF RURAL E-COMMERCE IN CHINA

With the rapid development of our country in recent decades, great achievements have been made in many aspects, and people's living standards are constantly improving. However, the phenomenon of rural-urban gap is evident at the same time. Nowadays, issues concerning agriculture, countryside and farmers are more related to the process of modernization. On October 18, 2017, General Secretary Xi put forward the "Rural Revitalization Strategy" in the report of the 19th National Congress of the Communist Party of China on the focus of the work of the whole party - solving issues concerning agriculture, countryside and farmers [1]. At the same time, with the development of the e-commerce industry and the need to promote the construction of a green economy in rural areas, e-commerce consumption, which belongs to emerging things, has become a more solid and stable hub for the in-depth implementation of the spirit of the 19th National Congress of the Communist Party of China and the promotion of the high-quality completion of issues concerning agriculture, countryside and farmers, and has also become one of the important driving forces for promoting rural economic development.

### 1.1 Rural e-commerce has been steadily improved

According to the release of business big data, we could be told that from 2016 to2020, rural online retail sales are growing steadily every year. Especially in 2016, the growth rate reached the highest -- 153% year-on-year. The growth rate has also shown positive growth in each

subsequent year, and rural network sales reached 17.9 hundred billion yuan in 2020.
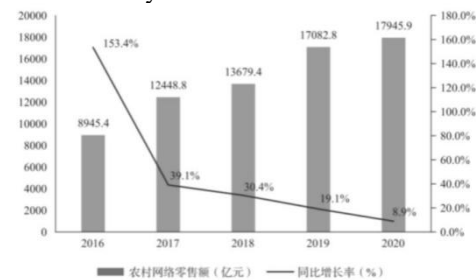


数据来源：商务大数据

In rural e-commerce consumption, clothing, shoes, hats, needles, textiles, daily necessities and furniture are favored by consumers;Chinese and Western medicine, tobacco and alcohol and communication equipment ranked the top three with year-on-year growth rates of 140%, 50% and 40% respectively.
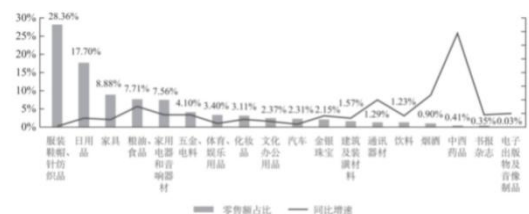


数据来源：商务大数据

In terms of regions, the rural online retail sales in the eastern region were the highest, accounting for 77.9% of the total. But in terms of growth rate, the fastest growth was in the northeast. It can be seen that with the popularity of the Internet, more previously backward areas such as the northeast region have also hitched a ride on this "free ride", which has promoted the development of rural economy.
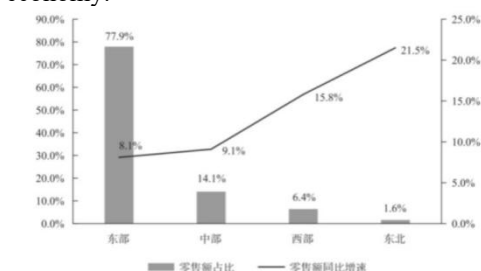


数据来源：商务大数据

Among the provinces Zhejiang province accounts for the highest proportion of retail sales, accounting for 35.0%, followed by Jiangsu and Fujian, accounting for 13.1% and 12.6% respectively, accounted for a total of 60.7%. From the perspective of growth rate, Henan, Fujian and Anhui have the fastest year-on-year growth.
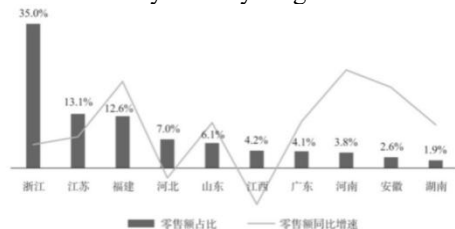


数据来源：商务大数据

## 1.2 The foundation for the development of rural e-commerce has been continuously enhanced

According to data released by the China Internet Information Center, the number of rural Internet users is growing rapidly. As of December 2020, the scale of rural Internet users in China was 309 million, an increase of 108 million over 2016.waht's more, from 2018 to 2020, Internet users grew rapidly, 18.48% faster than that in 2016.
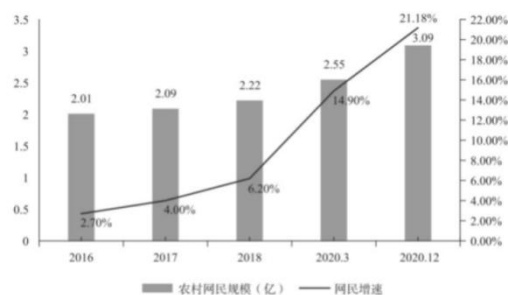


数据来源：中国互联网络信息中心

As of December 2020, the Internet penetration rate in China's urban areas was 79.8%, an increase of 10.7% over December 2016. The Internet penetration rate in rural areas was 55.9%, up 22.8 % from December 2016. The gap in Internet penetration between urban and rural areas is also narrowing, down 12.1% from December 2016.



数据来源：中国互联网络信息中心

According to the data released by the China Federation of Logistics and Purchasing, in 2020, the rural business volume index of China's e-commerce logistics will maintain a growth trend, and it will be higher than the e-commerce logistics index throughout the year. The rest of the year rose month-on-month, and the business volume in December was 126.8 points, the highest level in 2020.
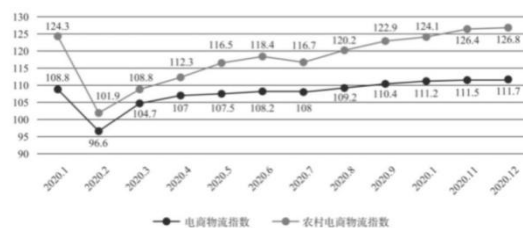
资料来源：中国物流与采购联合会

## 2.THE TREND OF RURAL E-COMMERCE IN 2020
### 2.1 The model of rural e-commerce has further evolved

As "rural e-commerce" attracts more and more public attention, its models are becoming more and more innovative and diverse. Especially affected by the epidemic, community e-commerce and live-stream delivery have developed rapidly. The retail method has also changed from traditional online retail ONLY to online retail and online wholesale FOR BOTH. Sales channels are increasingly diversified, from single online sales to integrated development of online and offline.

### 2.2 E-commerce has diversified practices to promote rural development

With the diversification of network platforms, the way of e-commerce to promote rural development is no longer just a simple live broadcast of goods. Many farmers can also let more people understand the traditional culture and rural scenery of rural characteristics through the e-commerce platform, attract the public to visit tourism, experience local characteristics, and drive the development of local tourism, thereby promoting the development of rural economy.

### 2.3 Rural e-commerce will further promote the upgrading of the agricultural industrial structure

With the continuous expansion of the market scale of rural e-commerce, consumers' requirements for the agricultural products are also getting higher and higher. Therefore, it has promoted the standardized production, commercialization, brand sales, and industrialized operation of agriculture, so as to continuously improve the quality of agricultural products and service satisfaction. Many places even began to adopt order agriculture, customized agriculture, crowdfunding agriculture, pre-sale agriculture and other ways, from the original production determines consumption gradually changed to consumption determines production. Farmers are no longer just simple producers, they have also begun to be as salesperson, logistics members and e-commerce services, promoting the integrated development of rural first, second and third industries, and further promoting the upgrading of agricultural industrial structure [2].

## 3. THE SPECIAL SIGNIFICANCE OF RURAL E-COMMERCE FOR RURAL REVITALIZATION
### 3.1 Rural e-commerce is a powerful driving force to stimulate the rural economy

E-commerce has changed the traditional sales model, helped farmers open up a new world of online sales. More and more network platforms and enterprises cooperate with rural areas. Both sides give full play to their respective advantages. For example, platforms or enterprises rely on their own technologies and channels to

promote the development of rural economy, while rural areas can rely on their own natural resources and price advantages to make platforms or enterprises earn profit.Jointly promote the transformation and upgrading of the rural economy, and drive the sales of local agricultural products online and offline throughout the country. At the same time, enterprises can stand out among similar enterprises by relying on the advantages of supply and marketing industry chain such as agricultural products operation and service, so as to promote the economic development and upgrading of enterprises, and further enhance the brand value of agricultural products, providing new momentum for rural economic development.

## 3.2 Rural e-commerce is conducive to promoting ecological revitalization

New business model innovation of e-commerce helps ecological products realize higher value with new consumption experience. During the National Day, Dujiangyan City, as the city of three kinds of cultural heritages, has made the vast number of consumers feel the prosperity of its culture and tourism consumption with wonderful activities, a wide range of products and rich tourism resources. Dujiangyan City gives full play to its advantages in tourism resources and vigorously develops the integrated development mode of "agriculture + tourism + e-commerce". Relying on scenic spots and featured blocks, this city creates "live streaming + tourism, live streaming + featured products". We could say that the characteristic agricultural and sideline products of Dujiangyan are attracting more and more people to this beautiful city and greatly promoting the construction of ecological civilization in Dujiangyan.

## 3.3 Rural e-commerce has injected new vitality into cultural revitalization

With the further development of rural e-commerce, it has also brought the unique customs and habits of many places back to the stage, letting more and more people know and inherit it. For example, in Susong County in Anhui and Hubei Dabie Mountains, villagers have promoted rural economic development with a unique "village Spring Festival Gala". The gala features a variety of performances, including local huangmei Opera, traditional allegro, ancient Musical Instruments. Both online and offline, everyone was rapt in enjoying the performance, which laid the foundation for the "Internet celebrity" Susong. Meanwhile, as more and more people came to visit the Susong, huangmei Opera, allegro and ancient Musical Instruments also attracted more and more attention.

## 3.4 Rural e-commerce supports the revitalization of organizations

As e-commerce live broadcasting has come into the public's view and become more and more popular, many rural grassroots organizations have united to develop exclusive development strategies according to local conditions through division of labor and cooperation. Grassroots personnel have also made concerted efforts from laziness and inaction to now promote rural economy through e-commerce live broadcasting so as to achieve common property.Farmers explored by themselves, set up special live sales channels for agricultural products, and by the "county head anchor"these local "Internet celebrities" to live bring goods, in a short time attracted a lot of attention. Because they have strong credibility, they have established a good reputation and laid the foundation for the sale of local agricultural products. At the same time, e-commerce and micro-business have also strengthened the interconnection and interoperability of information, realized the joint sharing of resources, made the means of grass-roots governance more and more abundant, greatly improved the work efficiency of the organization.

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# Challenges And Development Model of Higher Education In 5G Era

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**Abstract:** With the renewal and iteration of China's intelligent information technology industry, 5G, big data, cloud computing, artificial intelligence and other technologies continue to develop and progress, which has a great impact on people's production, life and learning. The innovation of 5G technology provides power support for the modernization of China's higher education. However, there are still many challenges in the new development of 5G technology enabled higher education. Combined with the challenges faced by higher education, this paper constantly explores the innovation of higher education development model in the 5G era.
**Key words:** 5G era; Higher education; Challenges and development

## 1.INTRODUCTION

5G technology brings great changes to people's production and life. It is obvious to people. As a modern and advanced information technology, 5G technology plays a vital role in the process of renewal and development of the times. Compared with the fourth-generation mobile communication technology, 5G technology meets the needs of users for high-speed, high stability and low latency data network. While paying attention to the convenience brought by 5G technology to people's life, we should pay more attention to the far-reaching impact of 5G technology on China's higher education. How to seize opportunities, how to deal with challenges, and how to create a new education model to adapt to the current rapid economic and social development in the 5G era has become an urgent topic for colleges and universities and relevant educators.

## 2.CHALLENGES FACED BY HIGHER EDUCATION IN 5G ERA

In the 5G era, teachers and students have more ways and means to obtain knowledge, and can obtain richer knowledge and experience, which are unmatched by the traditional teaching model. However, the teaching mode of higher education based on 5G technology innovation still faces many challenges under the influence of various factors. On the one hand, higher education is an important link in the cultivation of high-quality talents. Under the background of 5G era, colleges and universities should keep pace with the times, constantly apply new scientific and technological achievements to meet the national and social demand for information-based innovative talents, and speed up the construction of an information-based, efficient and scientific smart campus. The subsequent large amount of cost investment is bound to bring challenges to the information construction of colleges and universities. On the other hand, the teaching mode in 5G era still has many disadvantages. First, the development of education and teaching resources should avoid "blooming everywhere". On the contrary, we should focus on the development of teaching resources with strong universality in combination with professional characteristics and concentrate professional human, material and financial resources. Second, although the application of modern information technology can help stimulate students' learning enthusiasm and effectively improve the effect of teachers' teaching and students' learning, if teachers rely too much on modern information technology, inappropriate and unreasonable application can not only achieve twice the result with half the effort, but also lead to problems such as accumulation and waste of teaching resources and it is inevitable to fall into the teacher-centered teaching mode [1].

## 3.AN EFFECTIVE WAY TO INNOVATE THE DEVELOPMENT MODEL OF HIGHER EDUCATION BASED ON 5G TECHNOLOGY

(1) Strengthening the construction of 5G technical teaching staff

No matter what stage of education and teaching work, excellent teachers are undoubtedly the core and key to the development of education. For higher education, the construction of teachers is a prerequisite for talent training. In the 5G era, while the development of higher education obtains various opportunities, it puts forward higher requirements for the quality and professionalism of teachers in various colleges and universities. With the continuous development of 5G technology, artificial intelligence will replace more occupations. Therefore, teachers must have a stronger learning ability to ensure that they stand out in the wave of the wide popularization of artificial intelligence devices, and then use new technologies to develop higher quality, richer and more diversified teaching resources. Strengthening the construction of 5G technology teachers can start from strengthening the training of existing teachers and the introduction of new teachers. In other words, higher education institutions need to train teachers in targeted network technology, effectively improve the overall quality of teachers and meet the needs of modern teaching in the 5G era. On the other hand, actively introduce high-quality teachers with excellent professional technology and give support to high-quality teachers in colleges and universities.

(2) Establishing diversified teaching mode

In the 5G era, the main battlefield of education and teaching in colleges and universities will turn to mobile classroom. "5G + education" allows students to complete the learning of course knowledge through intelligent

terminal devices, and can also break through time and space to interact with teachers. The emergence of 5G technology has brought opportunities and challenges to the reform of higher education. 5G network technology not only has fast data transmission speed, but also has the advantages of large capacity and no delay compared with the previous generation mobile communication network. In this context, the ways for students to acquire knowledge are becoming wider and wider. If teachers still use the single classroom teaching mode, it is obvious that they can not meet the learning needs of students in the 5G era. With the deepening of education and teaching reform, the problem of unbalanced spatial and temporal distribution of educational resources is becoming more and more prominent. In the 5G era, strengthening and promoting the reform of educational informatization has become a crucial link in the construction of national educational modernization system. Through real-time online live broadcasting, distance interactive teaching effectively solves the problem of unbalanced educational development, realizes the docking and sharing of high-quality educational resources between schools and regions, and also gives teachers and students a better interactive experience. 5G technology is a strong support for the optimization and innovation of online classroom. Distance teaching relies on the faster communication speed of 5G to get rid of the impact caused by the lack of network transmission capacity. Efficient interaction and real-time broadcasting improve students' classroom participation, and changeable teaching places and teaching scenes also make classroom teaching more flexible [2].

(3) Building a smart campus

The development of 5G technology provides a new development opportunity for the reform and innovation of higher education. Colleges and universities also need to make full use of modern technologies such as cloud computing, big data and 5G, find the correct positioning, accelerate the establishment of basic data platform, and provide strong support for the construction of a new model of smart campus. At present, most colleges and universities have rich experience in the construction of digital campus, and have completed the system architecture including multiple application systems such as teaching, management and service. Compared with this, the construction of smart campus tends to integrate a variety of emerging technologies, establish a campus mode of effective integration of physical and digital, and then complete the establishment of mobile hybrid platform on the basis of flexible integration. Driven by 5G technology, the transmission efficiency and stability of mobile Internet are bound to be greatly improved. Accelerating the construction of mobile platform will help to meet the growing demand of teachers and students for mobile Internet.

## 4.CONCLUSION

In short, people's production and life will inevitably change significantly in the 5G era, and the diversified development of higher education and teaching activities based on 5G technology has also been effectively guaranteed. However, the emergence of every new thing often brings opportunities and unavoidable challenges. How to carry 5G technology and concentrate advantageous forces to complete the development and application of teaching resources is the key to realize the innovation of education and teaching.

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# About Systematic Design and Systematic Model Construction of Blended Teaching of Piano Courses from the Perspective of Deep Learning

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**Abstract:** In the process of modern music and piano classroom teaching, the traditional teaching mode has been unable to meet the needs of students for in-depth piano learning. Especially in view of a series of teaching problems and current situations such as lack of advanced teaching mode, lack of targeted teaching content, lack of classroom atmosphere and weak interaction between teachers and students in the process of piano teaching at this stage, it is urgent to improve piano teaching with a new teaching mode. Therefore, this paper mainly discusses the systematic design and systematic model construction of blended teaching of piano courses from the perspective of deep learning, and puts forward relevant suggestions to effectively innovate the teaching model.
**Keywords:** Perspective of deep learning; Blended teaching of piano courses; Systematic design; Systematic model

## 1. INTRODUCTION

With the continuous improvement of Chinese national cultural self-confidence, people's material and cultural living standards are steadily rising. In such an environment, piano teaching has ushered in new opportunities and challenges. In order to effectively carry out the blended teaching of piano courses and keep pace with the times, improve the training of music talents, and continuously improve students' literacy and aesthetics in music and piano, more innovative teaching modes are needed in the process of piano teaching. By introducing the deep learning model, it is of great significance to carry out the systematic design and systematic model construction of blended teaching of piano courses. Deep learning can effectively cultivate students' creative ability and thinking ability, and stimulate students' artistic potential. Therefore, it is the primary goal and significance of the current piano course teaching to strengthen the innovation of piano teaching, improve the training of music talents, and activate students' artistic potential and stimulate their talent in art [1].

## 2. SUGGESTIONS ON THE SYSTEMATIC DESIGN AND SYSTEMATIC MODEL CONSTRUCTION OF BLENDED TEACHING OF PIANO COURSES BY CARRYING OUT THE DEEP LEARNING MODEL

### 2.1 To improve students' interest in music and piano and their participation in music creation

In the process of systematic design and systematic model construction of blended teaching of piano courses, the introduction of deep learning model can effectively improve students' concentration on music learning and piano learning. Especially in the process of developing the teaching design of music and piano courses, by developing the deep learning model, students can not only enhance their own skills and abilities in piano performance, but also improve their learning of basic piano knowledge and consolidate relevant theoretical knowledge in the process of learning piano performance. In the process of systematic design and systematic model construction of blended teaching of piano courses, students are both the learners of piano performance and the designers of piano scores and performances. The deep learning model helps to improve students' interest in music and piano and their participation in music creation. It can effectively strengthen students' innovative ability and cultivate students' music design ability, so that students will be able to participate more actively in the process of music design, and maximize their love of playing the piano, which greatly improves students' learning enthusiasm and their creativity [1].

### 2.2 To deeply guide and enlighten students to improve their ability to interact with others

From the previous teaching experience, it is not difficult to draw a conclusion that the traditional piano classroom teaching is not suitable for the current teaching mode, and the era of emphasizing theory teaching is gone forever. From the traditional experience teaching, it can be found that in the past, teachers paid more attention to theoretical teaching than practical teaching. As a result, students ignore emotional learning in their actual life and learning process. They like a piano practicing machine, and cannot resonate with the emotions in music and piano, resulting in students' low learning enthusiasm and lack of deep understanding of the thoughts and feelings contained in music. Students did not form a correct understanding of emotions in music, resulting in a lack of charm of the piano repertoire. By carrying out the in-depth learning mode, teachers should deeply guide and enlighten students, so that students can better understand the relevant connotation of piano playing repertoire in the learning process. By means of teacher-student interaction, teachers can strengthen the exercise and cultivation of students' musical thinking and literacy in the process of teaching and explanation, so as to improve students' correct understanding of emotions in music and enable students to get in-depth guidance and enlightenment [2].

### 2.3 To use inquiry teaching mode to improve students' inquiry ability in piano learning

From the perspective of deep learning, it is of great significance to the systematic design and systematic

model construction of blended teaching of piano courses. Through deep learning, students' inquiry ability and learning ability can be further stimulated. In the process of systematic design and systematic model construction of blended teaching of piano courses, inquiry teaching mode is adopted to improve students' inquiry ability in piano learning. The use of inquiry teaching mode can actively give play to students' enthusiasm of learning, so that students can more actively explore and solve the problems encountered in music scores learning, piano performance learning and emotional expression in the process of piano performance. In addition, by carrying out inquiry learning mode, students can effectively strengthen their inquiry ability, and it enables students to better complete piano performance and learning independently. For example, in the teaching process, teachers should clarify the theme of piano teaching, so that students can deeply have a new and sufficient understanding of the teaching courses, and they can carry out exploration and independent creation in combination with key knowledge points [3].

## 2.4 To build a good piano teaching and learning atmosphere

From the perspective of in-depth learning, it is necessary to fully build a good piano teaching and learning atmosphere to carry out the systematic design and systematic model construction of blended teaching of piano courses. In the process of piano teaching, teachers should build a good interaction and learning relationship with students, effectively increase the tacit understanding between learning and teachers, narrow the relationship between students and teachers, and further build a good piano teaching and learning atmosphere by carrying out a series of interesting teaching activities. For example, in the process of music and piano teaching, teachers integrate piano learning and games through a series of games for piano learning, and guide students to learn piano during the game, so as to build a good piano teaching and learning atmosphere for students, fully mobilize students' learning enthusiasm and stimulate their interest in piano learning, and make the whole classroom maintain a relaxed and pleasant atmosphere [4].

## 3. CONCLUSION

From the perspective of deep learning, the development of piano teaching is of great significance to the systematic design and systematic model construction of blended teaching of piano courses. Deep learning can effectively cultivate students' creativity and thinking ability, and stimulate their artistic potential. However, in the process of systematic design and systematic model construction of blended teaching of piano courses, the teaching effect is not obvious due to the lack of advanced teaching mode, the lack of targeted teaching content, the lack of classroom atmosphere and weak teacher-student interaction. In order to further develop the atmosphere of in-depth learning, systematically design and build a model for blended teaching of piano courses, it is necessary to improve students' interest in music and piano and their participation in music creation, guide and inspire students to enhance their ability to interact with others, adopt inquiry-based teaching mode to improve students' ability to explore piano learning, and build a good piano teaching and learning atmosphere, so as to effectively improve the teaching efficiency of piano courses and make the deep learning mode be fully applied.

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# Matching Problems and Improvement Measures of Hole and Shaft in Mechanical Design

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**Abstract:** In the process of mechanical design, the fit between hole and shaft is a very key link, but this link is also prone to problems, and clearance, transition and interference fit are the most common. There will be corresponding manuals for reference and guidance in the specific design process, but there will still be many problems in the specific operation process, resulting in poor fit between the hole and the shaft. This time focuses on the matching of bearing and shaft in mechanical design; Fit of pulley, sprocket and shaft; Pinch wheel and shaft; The fit between plain bearing and shaft, sliding bushing and shaft is analyzed.

**Key words:** Mechanical Design; Holes And Shafts; Cooperation Issues; Improvement Measures

## 1.INTRODUCTION

In mechanical design, the most common problem of hole and shaft fit is the choice of clearance and transition fit. For engineers, there will be no selection problem in interference fit, mainly because its reliability requirements can eliminate the transition fit problem, so most will choose interference fit. In terms of clearance and transition coordination, even experienced engineers still need careful analysis, so it is difficult to determine the root cause of the problem. Based on this, this paper analyzes the matching problem between hole and shaft in mechanical design, and gives corresponding improvement measures, which can only be used as a reference for engineers.

## 2. MATCHING PROBLEMS AND IMPROVEMENT MEASURES OF BEARING AND SHAFT IN MECHANICAL DESIGN

The bearing is often used in mechanical design. The common bearing adopts deep groove ball bearing and K6 light load, which belongs to transition fit and this cooperation is very common, and most engineers have proved its feasibility through practice. The selection of light load is the key point. This concept is not clearly defined, and many engineers have not made in-depth analysis. It is mentioned in the manual: light load P $\leqslant$ 0.07c, medium load $0.07c \leqslant P \leqslant 0.15C$, heavy load P $\geqslant$ 0.15C. If the load is small, engineers will choose this fit, but to achieve excellence, H6 or large clearance fit can be selected if the load is small. For example, the speed of the guide wheel of the material rack bearing is low and the load is weak. H9 can be selected, which is not only simple to assemble, but also economical. However, if this fit is installed on the main shaft of the sawing machine, it will cause problems due to higher speed. Even if the load is small, it will also affect the fit selection due to the speed. At the same time, the accuracy of the mechanism is also

the key. Although the speed is low, the accuracy requirements are very high, so the transition fit is mainly used. Therefore, whether it is the accuracy or reliability of the mechanism, the transition fit has a better effect than the clearance fit.

## 3. MATCHING PROBLEMS AND IMPROVEMENT MEASURES OF PULLEY, SPROCKET AND SHAFT

Usually, the pulley is a straight belt running at high speed. H8 / H8 or H7 / K6 clearance and transition fit can be selected. In order to avoid loosening, the jacking wire fixation method can meet the use requirements. As the pulley is in high-speed operation, the centering effect of clearance fit is lower than that of transition fit, which is easy to cause problems such as large runout and mechanical vibration. The sprocket hole and shaft are mainly made of H7 / H6 or H7 / K6 base hole. Some engineers will use the reduction belt sprocket, which rotates many times, and the load is heavy and complex. Whether the interference fit can be selected is also the key issue for many engineers. After the sprocket is heavily loaded, even if there are jacking screws and end caps, it will still be loose. For example, the reducer drives the steel roller with the help of the sprocket, carries out forward and reverse starting operations for many times, and turns to the transition with the sprocket through the impact generated in an instant, but it still won't change its looseness. Under the action of heavy load, the sprocket rotates at a low speed. Even if it is loose, it will not have a great impact on the service life of the fitting hole, shaft and key, which also shows that the transition fit is desirable. It only needs to ensure the axial positioning, so as to ensure that even if it is loose, it will not cause axial displacement. For example, the positioning sleeve can be used to solve the problem. If it is at a high speed, the load is heavy, the fit is loose, and the service life of the mechanism is affected, the multi key and spline method can only be selected to improve the load distribution of the mechanism, which can be regarded as vulnerable parts to be replaced regularly. If conditions permit, the interference fit can be selected to solve the problem of service life of the mechanism from the root.

## 4. MATCHING PROBLEMS BETWEEN PINCH WHEEL AND SHAFT AND IMPROVEMENT MEASURES

The pinch wheel and shaft are heavy-duty, which not only have radial force, but also contain reciprocating tangential force. Transition fit and win-win fit are mostly selected. If the large-diameter centering of spline is H8 / F7, it is often limited by structure and assembly conditions, and then clearance fit is selected to ensure more convenient

installation, but it will shorten the service life of shaft. In specific application, the service life of pinch wheel and shaft is the same, It shows that the service life of the shaft is reduced. If the interference fit is used, the shaft wear is small, and the service life problem can be ignored. The stress between the reducer and the input shaft is mostly tangential load, and the bearing shares the radial load. Therefore, the clearance fit is not selected for the bearing, otherwise it is very easy to subject the reducer to radial load. The tangential direction is mainly light load, so H7 / H6 clearance fit can be used. After specific use, it shows that there is no problem with the fit between the reducer and the shaft. During the design, the reducer and shaft are mostly heavy-duty in combination with experience and have not been calculated in detail. Therefore, H7 / K6 transition fit is used. Due to the large length of the mating surface, it is more difficult to assemble. After adjusting the design, the size of the input shaft is reduced, so as to realize the assembly.

**5. MATCHING PROBLEMS AND IMPROVEMENT MEASURES BETWEEN ARTICULATED BEARING AND SHAFT, SLIDING BUSHING AND SHAFT**

The joint bearing and connecting end of oil cylinder and cylinder rod end mostly adopt the matching method of joint bearing and shaft, sliding bushing and shaft. The fitting tolerance is level 7 / 6 and level 12 / 11, which involves the selection of a precision level, which needs to be combined with specific requirements. If the mechanism precision is not required, the low precision level fitting can be selected with low cost. If the precision requirement is high, the high precision level fitting should be selected. Low precision is unfavorable to heavy load, but the judgment of mechanism life is that before precision failure,

the mechanism and force are simple, and there will be no precision failure. If the mechanism is rotating at high speed, the structure and stress are complex, and the load will wear with rotation, which is very easy to cause large clearance, unstable mechanism and equipment vibration. Therefore, the rotating mechanism mostly selects high-precision matching. If there is obvious friction, it needs to be strictly limited.

**6.CONCLUSION**

In the process of mechanical design, the matching of hole and shaft should not only consider the problems such as load and speed, but also understand the factors such as motion, lubrication, precision and service life. Therefore, the engineer needs to fully consider the specific situation in the design, combined with the operating conditions of the mechanism, and then select the appropriate method, so as to maintain a clear idea in the selection of hole and shaft, so as to design an economical and practical Stable and reliable mechanism cooperation.

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# Development And Application of BIM Technology in Construction Management Example

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Abstract: In this paper, the application of BIM technology in construction management is studied, the connotation and application status of BIM technology are summarized, and the characteristics of applying BIM technology in construction management and management are analyzed, from site analysis, Scheme design, drawing conference, Construction Management, completion management, cost management and schedule management, this paper lists the strategy of applying BIM technology in construction management. It is expected that this paper can provide some references for related engineers.
Key Words: BIM Technology; Construction Engineering Management; Application

## 1. OVERVIEW OF THE CONNOTATION AND APPLICATION OF BIM TECHNOLOGY

In recent years, with the rapid development of information technology, many kinds of high-tech have been widely used in the field of building engineering, one of which is BIM technology. Specifically, Bim is a mathematical modeling technology, with the characteristics of visualization, simulation, coordination, and has important application significance in construction engineering management, can be significantly improved, efficiency and quality of construction engineering management. Therefore, the management of the project should pay attention to the application of BIM technology to promote the further development of the construction industry in China.

BIM (building information model) technology, which is an innovative technology based on CAD technology, plays an important role in construction management. Applying BIM technology to the whole cycle of construction projects can improve the efficiency and quality of construction management and management from the aspects of improving construction, architectural design, construction, cost control, etc., to solve the problem of non-intuitive, non-comprehensive and non-symmetrical information in the traditional engineering management. Specifically, by applying BIM technology, workers can integrate information about a building project into a three-dimensional, real-time, dynamic information model, then realize more comprehensive, accurate, real-time management to the construction engineering.

At present, with the rapid development of Information Age in our country, it can be predicted that the application of BIM technology will be more comprehensive and in-depth, and ultimately promote the overall transformation of construction engineering and project management in our country. However, there are still some problems in applying BIM in construction management. Firstly, BIM has a high learning threshold, so there are relatively few corresponding professionals, secondly, the management concept of some construction enterprises is more traditional, and the lack of understanding of the advantages of information technology has also led to the difficulty of this technology being used, it is applied to the management of building engineering. In a word, it is necessary to further strengthen the research on the application of BIM technology in the construction management, to solve the existing problems, and to ensure that this technology can be further popularized in the construction management.

## 2. THE CHARACTERISTICS OF APPLYING BIM TECHNOLOGY IN ARCHITECTURAL ENGINEERING MANAGEMENT

### 2.1 visualization features

Visualization is the most outstanding characteristic of applying BIM technology to construction management. Visualization refers to the construction project managers, through the use of BIM technology, can be the construction of all information, in the form of graphics, images displayed on a computer screen, this paper presents the data of the construction project in the whole cycle and each stage, and then provides the support for the project management. Compared to the previous two-dimensional construction management form, BIM technology can significantly reduce the difficulty of construction management staff, to be able to more intuitive data information, improving the accuracy and timeliness of construction engineering management. In some complex engineering links, BIM technology plays an important role in ensuring the smooth construction management.

### 2.2 analog features

BIM technology in the application of construction management, but also has outstanding simulation, sexual characteristics. Specifically, the use of BIM technology to simulate construction, can ensure that the builders in the late construction of accurate and safe completion of the operation, so that construction personnel, the operation process more smoothly, it is of great significance for improving the efficiency and quality of construction to realize the foreknowledge and active avoidance of some problems that will disturb the smooth construction of the project.

### 2.3 coordination characteristics

BIM technology in the construction management application, but also has a certain coordination, sexual characteristics. Coordination here refers to being able to pre-adjust, the construction process of a project on the site, using BIM technology, to complete the pre-monitoring of construction projects, objectives, and to simulate the construction of multiple situations, get the engineering project model. At present, the scale of construction projects in our country is getting larger and larger. After the introduction of various high and new science and technology, the complexity of the projects has become more and more elevated, and construction enterprises are protected, to ensure that the value of each department and staff can be maximized, attention should be paid to the application of BIM technology to improve the coordination of project management and achieve project management, possible conflicts and contradictions in the pre-control, so that different departments of the staff, personnel can work together to improve the efficiency and quality of engineering construction.

## 3. APPLICATION STRATEGY OF 3BIM TECHNOLOGY IN CONSTRUCTION ENGINEERING MANAGEMENT

### 3. 1 application in site analysis

In the actual construction, the design of the project scheme, as well as the construction, the construction quality of the project will usually be affected by the construction site conditions, so it is necessary to, in the early stages of the project construction, to complete the survey and analysis of the construction site, which is a relatively complex, involving a wide range of technology, professional staff, quality requirements. For example, in the analysis of the parameters of the construction site, if the professional quality of the staff is not high, there may be emphasis, qualitative analysis, neglect of the Quantitative analysis situation, it brings a certain problem for the follow-up project construction. This problem can be avoided by using BIM technology. Specifically, applying BIM technology to the site analysis phase will enable a combination of qualitative analysis, Quantitative analysis, and site simulation using positioning systems, then provides certain support for the staff analysis each site data, promotes the construction, the project construction plan design rationality.

### 3. 2 application in project design

Using BIM technology can not only simulate the model of a building project, but also give feedback on the construction effect of a building project, so in the design of a building project, designers can use BIM technology to simulate the construction of a building project, adjust design parameters, so that the building project design more scientific and rational. In particular, for construction projects where the construction environment is complex, BIM technology and the form of the building can be used to design a variety of construction options, through the comparison of several different construction schemes, the optimal scheme is obtained, which can promote the scientific and rational design of construction project scheme, and provide a strong reference for the follow-up construction and work.

### 3. 3 application in drawing conference

Bim is one of the most important parts of architectural engineering management. BIM technology can be used to improve the inspection effect of design drawings. The workers should use BIM technology to construct the engineering drawing into a mathematical model with visual characteristics, to visually show all the structures in the engineering design, so that both the owner and the construction unit can directly observe the construction scheme, avoid some problems existing in the traditional drawing meeting, such as the error of data information and the conflict between drawings, etc..

### 3. 4 in construction management

BIM technology also plays an important role in the construction of building engineering, which can realize the standardized management and improve the construction quality. For example, through the use of BIM technology in three-dimensional visual management, workers will be able to work on the construction of human, material, financial and other related resources into one, for the project participants to provide for the sharing, communication, exchange of data to ensure the smooth construction of the project.

## 4. CONCLUSION

With the rapid development of the information age, construction enterprises should further update their engineering management model, strengthen the promotion and application of BIM technology, and constantly improve the training of employees to ensure that they can have, having the expertise to operate BIM, makes it easier for BIM to play a role in building management.

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# Analysis From the Perspective of Interpersonal Function of the Diplomatic Connotation in British and American Leaders' Lunar New Year Messages

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Abstract: Interpersonal function is a major part of Halliday's functional grammar. This paper covers it as a theoretical framework, and takes 2017 to 2019 Chinese New Year messages from Britain and the US leaders as sample. Analyse from mood, modality and person, the three systems to interpret the interpersonal meaning of congratulations. By convention, the leaders of Britain and the US deliver messages on the eve of the Chinese Lunar New Year. On the one hand, they express their blessings to the Chinese community. On the other hand, the messages mirror their diplomatic attitude towards China. This paper studies the interpersonal functions of six Chinese New Year greetings by the two leaders. Theresa Mary May and Donald John Trump, hoping to learn some features of the political greeting speeches and analyze the attitude of leaders and their governments behind.
Keywords: Britain and the US leaders; Lunar New Year message; Interpersonal Meaning

## 1. INTRODUCTION

New Year's greetings is a significant way for leaders of various countries to convey messages to people. Its involves politics, economy, culture, etc. Special features make it different. On the one hand, the main audience of New Year greetings made by foreign leaders is Chinese community rather than the local people. On the other hand, these greetings mirror the foreign governments' attitudes towards China. In recent years, it has become a tradition for British and American leaders to deliver a New Year message on the eve of the Chinese New Year. In addition, the deep impression carved through the messages is not only on account of leaders' political background, but thanks to the rich interpersonal meaning included in the greetings.

At present, domestic academic studies attach great importance to the study of New Year's messages from leaders of various countries, but most of them aimed at the local audience. There is no major study on the Chinese Lunar New Year's messages made by foreign leaders. This paper is based on the interpersonal function theory of systemic functional linguistics to analyze the interpersonal meaning of the Chinese Lunar New Year messages from British and American leaders, and their attitudes towards the Chinese community.

### 1. 1 Theoretical Framework and Research Methods

The theory of interpersonal function in systemic functional Grammar was founded by British linguist Halliday. In Halliday's view, the function of language we actually have contains three functions, and he collectively referred to these three functions as 'metafunctions'. These three functions are: conceptual function, interpersonal function and textual function. The interpersonal function of language refers to the ability of the speaker to express his identity, status, attitude, motivation, and to speculate, judge and evaluate things with the help of language. It is the potential of speaker's meaning as an intervener (Wang Quanzhi, Liu Wenjiao, Lixiang 2017: 18). Halliday divided interpersonal functions into mood, modality and intonation. Mood is mainly used to reflect the relationship between the speaker and the recipient; modality mainly reflects the speaker's viewpoint or attitude; the tone system not only reflects the role relationship between the two parties, but also shows the viewpoints, attitudes, and emotional judgments of both parties. As a major part of the interpersonal function of language, it means that the speaker expresses his own views by participating in a specific context, and tries to influence the attitudes and behaviors of others.

This paper adopts quantitative and qualitative analysis to study the characteristics of the Lunar New Year greetings made by Theresa Mary May and Donald John Trump. Quantitative analysis is to calculate the frequency of mood, modality and personal pronouns, which shows the structural features of interpersonal meaning expression. The qualitative method is to give the description of these categories.

### 1. 2 Research target

This study selected the Lunar New Year messages of Theresa May and Trump from 2017 to 2019 as research objects. More detailed information is shown in Table 1.

| Year | Words | Time | Speed | Addresser |
|------|-------|------|-------|-----------|
| 2017 | 361 | 171s | 2. 11words/s | Theresa Mary May |
| 2018 | 105 | 38s | 2. 76words/s | Theresa Mary May |
| 2019 | 187 | 76s | 2. 46words/s | Theresa Mary May |
| 2017 | 36 | 10s | 3. 6words/s | Donald John Trump |
| 2018 | 193 | 236s | 0. 81words/s | Donald John Trump |
| 2019 | 322 | 112s | 2. 87words/s | Donald John Trump |

When a leader delivers a concluding speech on behalf of his country, the official language comes first. It can be seen from Table 1 that the number of the words and duration in the messages from 2017 to 2019 by Theresa May are relatively stable. While that data fluctuates

greatly compared to Donald Trump, the overall speed remains stable.

## 2 ANALYSIS FROM INTERPERSONAL FUNCTION

### 2. 1 Mood

In the analysis of the interpersonal function of systemic functional grammar, mood is an indispensable part, and it is kernel to the construction of interpersonal relationships between conversation participants. According to Halliday, the mood can be roughly divided into three categories: declarative sentences, imperative sentences and interrogative sentences.

|  | Declarative | Imperative | Interrogative |
|---|---|---|---|
| 2017 | 17 (94%) | 1 (6%) | 0 |
| 2018 | 5 (83%) | 1 (17%) | 0 |
| 2019 | 7 (88%) | 1 (12%) | 0 |
| Average | 88. 5% | 11. 5% | 0 |

The table above is an analysis of the mood of Lunar New Year Messages from leaders. As we can see, declarative sentences accounted for a major proportion, with an average percentage of 88. 5%. Imperative sentences accounted for 11. 5%, only about one eighth of declarative sentences; we can not find interrogative sentences in all of the messages. The main function of declarative sentences is to provide information, which inevitably involves various 'information' statements to provide new information and state facts, and it is also the most convincing one. That's why it occupies the largest proportion of the greetings. Examples are as follows:

'And they're a reminder of the incredible role that our Chinese community plays in British life – from students who have just arrived here to study, to families whose roots in this country go back well over a century. It's a legacy and a contribution that I celebrated here at Downing Street last week, bringing together leading figures from across our Chinese community – people without whom the UK would not be the successful, dynamic country it is today. ' (Theresa Mary May 2019).

'The American people join with those in Asia and around the world in welcoming the Year of the Dog. According to tradition, the dog represents qualities such as honesty, reliability, and sincerity. These are virtues that all Americans celebrate and hold dear. Indeed, they underlie the strength and prosperity of our Nation and guide our relations with our neighbors, friends, and partners. Today, and every day, we redouble our commitment to maintaining these values in all that we do. ' (Donald John Trump 2018)

In the message above, Trump said that the United States is honored to have a group of ethnically diverse and vibrant Asian Americans who have made high-flying achievements and countless contributions. It is clear that Asian Americans attach great importance to tradition and the importance of family relationships. All the American people and people in Asia would celebrate the Chinese Lunar New Year. He said that in the year of a dog, which reflects their features are integrity, reliability, and honesty, and these qualities are also praised and cherished by all Americans. This quality also sparks the foundation of American power and prosperity, and establishes good relations between America and its neighbors.

The main function of imperative sentences in messages is to bless, suggest and urge. The two foreign leaders' remarks averaged 11. 5% during the three years. In 2017, only one imperative sentence was spotted in the greeting. 'Enjoy yourself and have a really really happy New Year'; Two imperative sentences appeared in the 2019 message. 'let's enjoy the next year and then we're going to enjoy the following year and then we have four more and everything is going to be so beautiful. ' and 'Have a fantastic new year. '

In the 2017 message, two imperative sentences made by Theresa May can be found in the greetings. In addition to the blessing at the end, the other imperative sentence was: 'Let me wish you and your family, whenever you are, a very happy and healthy New Year. ' This remark is sincere and frank, expressing the true feelings.

In these six greetings, interrogative tone can be found nowhere. Because in general, the interrogative tone is not used in political speeches. Question tone is often used as an opening speech in non-political speeches to guide the audience to think, to make interactions with them, and to jump to the topic of the following speech. Political speeches tend to be conclusive and agitative. Chinese Lunar New Year messages are released via video, which is less interactive, which serves as an explanation for the low proportion of interrogative. In addition, interrogative sentences may give the audience a feeling of arrogance and superiority. Therefore, there are no interrogative sentences in the six greetings, most of them are simple and frank statements.

### 2. 2 Modality

According to Halliday, modality refers to the attitude of the speaker. Modal verbs have different values. For example, when expressing the degree of certainty of an event in Chinese, the modal values of 'might', 'would', and 'must' vary. Halliday divides each modal verb into high, medium and low. To a certain extent, the level of modal value demonstrates the personal attitude and politeness of the speaker. The lower the value, the more kind and gentle is the speaker's attitude. Instead, if the value is high, the attitude expressed is stronger.

According to Halliday (1994: 362), the modal verbs are as follows:

Low: may, might, can, could
Medium: will, would, shall, should
High: must, ought to, need, has to, is to

| Year | Low | Medium | High |
|---|---|---|---|
| 2017 |  | Will (2) |  |
| 2018 |  | Will (11) |  |
| 2019 | Can (7) | Would (1)Will (9) |  |

This table shows the statistics of the modal verbs in the six Chinese New Year messages from the two leaders. According to the data, medium value modal verbs can be found in the six messages, they are 'would' and 'will'. The low value modal verb appeared in the 2019 messages made by Theresa May, which counted 7 times. The frequency of modal verbs in U. S. President Trump's message is low. 'Can' and 'will' only appear once in the 2019 message, and high value modal verbs can be found nowhere. Generally speaking, the frequency of low value

modal verbs in political speeches is higher than that of high value modal verbs. Because the adoption of modal verbs with low and medium value can be more approachable, the speaker's purpose of appealing and encouraging people through speeches will be easier to meet. While the high level modal verbs are compulsory and oppressive, verbs with medium value are more gentle and natural, allowing the audience to feel that they are equal and respected. Therefore, the intended message is more easily accepted by the audience. Here is a comparison with the Queen's New Year's message. The Queen of England represents the dignity and glory of the British royal family. Every year, the Queen sends a message which seems like a summary of what happened in Britain within one year, and proposes what and how to do to welcome the coming year. Therefore, high value modal verbs often appear in the Queen's New Year's messages. While it is totally different because Chinese Lunar New Year messages are major for the whole Chinese community. That is the main reason why the distribution of modal values varies. The leaders are expressing gratitude and ardent expectations for stable relations, which contain less or no mention of 'what and how to do better.' Thus modal verbs with low and medium value are preferred to send blessings and expectations in a more friendly manner.

**2. 3 Person**
According to Hallliday, Interpersonal meaning can be analysed from the usage of personal pronouns. We can deduce how the speaker views the relationship between him/her and the listener, and the political purpose as well as their selection of speech identity is clear.

| Personal Pronoun | First Person (I, me, my) | First Person (We, us, our) | Second Person (You, your) |
|---|---|---|---|
| Occurrence (6messages) | I (11) Me (5) My (6) | We (22) Us (3) Our (29) | You (15) Your (1) |
| Total | 22 | 54 | 16 |

This chart is a collection of the frequency in the six Chinese Lunar New Year Messages. The third person adopted do not reflect people, so this paper will not discuss it. From this chart, we can see the frequency of 'we, us, our' is the highest, counting 54 times, which proved to be nearly two times the occurrence of 'I, me, my'. The word 'you, your' counted 16 times, take 'let me wish you' and "you can see the…'. The appearance of the first person singular 'I' in the New Year's greetings is mostly to explain what the leader has done in the past year and his feelings. It is a manifestation of personal will and it is usually expressed in a straightforward way. Therefore, the frequency of 'I' in the speech is higher. 'Me' and 'my' often appear as 'let me wish you' and 'my best wishes' to express personal wishes, and on average, they appear once in each message. The personal pronoun 'we' in the Lunar New Year messages by the British and US leaders are different from those appearing in the Queen's New Year messages. The former is aimed at the whole Chinese community. There were 54 personal pronouns expressing 'we' in the six messages, 25 of which refer to all the citizens represented by the leaders, mostly telling the investment obtained from China and the contribution

made by the Chinese community. For example: 'we receive more Chinese investment than any other major European country' and 'our country made better thanks to British Chinese people who make such a great contribution to our culture' The word 'we' in the messages are narrowing the distance between two countries, which appeared 19 times to mention the achievement s made through the cooperation of Britain and China. Such like: 'we made a huge range of agreements that would bring us even closer together…' and 'I want our two countries to continue working closely together for the mutual benefit of all our people. ' The adoption of 'we' of British messages demonstrates that they are looking forward to further cooperation with China and a better path of win-win, reflecting their friendly and positive attitude. Although it is rarely mentioned by the US President, the personal pronoun 'we' in it has also played a good role in closing the distance.

**3 CONCLUSION**
This paper selects the Lunar New Year messages of British and American leaders from 2017 to 2019 as a study object. Start from the perspective of interpersonal meaning, which analyzes the mood, modality and personal pronouns respectively. Aims to explore the language usages and potential attitudes of diplomatic speeches. According to analysis, the mood system in the Lunar New Year messages is mostly declarative, and in modality we can find medium and low modal verbs. The first person pronoun is far more than the second person pronoun. The interpersonal meaning of the six greetings is generally stabilized without major fluctuations. It can be concluded that the government represented by the British and American leaders has been positive and optimistic about the diplomatic relations between China for many years.

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# Research on the Ethics of Urban Medical Care Advertising under the Establishment of Civilized City

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Abstract: Healthcare advertising increasingly rampant and disorderly stick littering phenomenon affects the image of the city. In the social background, the author analyzes the current medical advertising and existing ethical problems and its causes, how to strengthen the health advertising supervision, standardize the health care industry market management order, in order to guide the public to face up to health care problems, alert street medical advertising, and promote the creation of the national civilized city.
Keywords: Civilized City; Medical Care Advertising; Medical Ethics; Governance Countermeasures

## 1. FOREWORD

With the improvement of people's material living standards, people are now more and more pursuing the construction of spiritual civilization, and the country also pays more and more attention to improving the level of urban civilization[1]. The establishment of a national civilized city is an important carrier and starting point of the construction of spiritual civilization, urban development is an important symbol of social development and progress, in the construction of spiritual civilization, from abstract to concrete, especially in the appearance of the city, the city has been paid attention to the construction. In September 2005, China commended the first batch of national civilized cities. So far, China's civilized city to create activities gradually in-depth[2]. In recent years, big to the construction of a national civilized city, and small to the construction of provincial, municipal and county-level civilized cities, the civilization level of the city has been further improved. However, in the construction of civilized city, there are also some neglected ethical problems. For example, medical care advertising like "psoriasis" to pollute the appearance of the city, especially in the street publicity column, buildings, public facilities posted some unsightly male advertising, medical care, and some exaggerated plastic surgery advertising, in order to attract attention and waste ethics and ethics. On the one hand, this urban "stubborn disease" affects the overall image of the city, and on the other hand, it infringes on people's physical and mental and property safety, especially the minors and elderly groups with a weak ability to distinguish right from wrong. At present, the short video industry of "We Media" is developing rapidly. Various Internet celebrities "sell strange treasures" and "grandstanding", which has attracted many fans, including minors. Because the value of "three views follow the facial features" has become

trendy, the "traffic first", "traffic realization", "take a shortcut" behavior has also become a flood scene, it is difficult not to be affected by minors in such a network environment. A reporter has interviewed some minors and asked them what they want to do when they grow up. Many people answer that they grow up to become beautiful when a star, when the Internet celebrity, because the money is fast. The answer is worrying. As everyone knows, some illegal institutions is to see people's higher pursuit of health, appearance, just designed one after another "beautiful trap". Therefore, it is particularly important in the environment where a civilized city is created to study and solve the ethical problems existing in the urban healthcare advertising industry.

## 2. LITERATURE REVIEW

In view of the current ethical anomie and ineffective supervision involved in medical care advertising, many domestic scholars have launched research and exploration on this. Niu Jing et al[3]. We studied the 317 advertising contents filed by Zhejiang Sharp Aisi Enterprise, and found that except for some broadcast draft advertisements, all other types of advertisements belong to false advertisements. Song Yang[4]. He studied the regulatory problems behind the phenomenon of surrogacy. He believes that the surrogacy chain is complex and involves many regulatory departments, and he should speed up the regulatory legislation of surrogacy intermediaries and surrogacy agencies. Chen Shuke[5]. We examine the bidding ranking of online medical advertising in the United States, and believe that the United States pays more attention to advertising self-regulation and self-discipline in this respect. Sometimes, the authenticity and legality of the content of health care advertising may be vigilant, but moral issues involving business culture or business marketing tend to be ignored. Francisco J[6]. He analyzed the use of HNB (low temperature smoke, an efficient nicotine delivery device) and safety problems, to explore whether HNB can be an alternative to cigarettes and thus reduce the smoking rate of young people. He believes that for people who cannot or want to quit smoking, HNB may be an alternative to reduce harm, but because HNB promotes safety and little physical harm, it will improve the smoking rate of young people, and even cause obstacles to quit smoking. Hassan C[7]. It is believed that restricting or banning alcohol advertising may reduce the risk of damage to alcohol in the general population, and that setting warning labels in the advertising content is a cheap and practical way of

education. In addition to the guiding advertising content, consumer decision-making behavior is also related to their own advertising recognition ability and cognitive level. Zhang Liangyue et al.[8]. Through the questionnaire, it was found to have high awareness, low sensitivity and high recognition of ethical problems in precision advertising. Later, they confirmed through the survey data that there was a significant relationship between consumers' ethical perception and the willingness to buy Internet medical advertisements[9].In addition, some medical students often use their medical identities to make money on social media platforms such as Instagram[10]. Therefore, in order to improve the public's identification ability of medical advertising, the government needs to strengthen publicity and guidance. At the same time, we should rectify the medical order, constantly standardize the professional attitude and medical behavior, and strengthen the training of medical interns[11].

The study found that scholars at home and abroad focus on the governance and supervision of healthcare advertising ethics and focus on case studies and lack the overall study on the status quo of healthcare advertising in cities in the social context in the creation of a civilized city. Therefore, this paper has a deep discussion on this issue.

## 3. CURRENT STATUS OF URBAN MEDICAL CARE ADVERTISING UNDER THE CONSTRUCTION OF CIVILIZED CITY

### 3.1 Propaganda Copy Overexaggerated and False Propaganda

It can be creative, but it cannot be mixed with false. Content marketing articles tend to go viral due to a lack of supervision. Some of them contain misleading information that can cause great physical and beneficial harm to normal consumers[12]. Some health care agency marketers do everything else to attract consumers. Not only cure all diseases, medicine to cure the guarantee of open mouth to come, even the service that is also the highest level of Haidilao. For example, some beauty people want to achieve rapid weight loss, these illegal medical plastic surgery institutions shouted in the advertising "liposuction and slimming, Where you want to lose weight, fast results without side effects". Such exaggeration, or even false propaganda, exists everywhere, especially in cities with higher consumption levels. But the best way to lose weight is to "Keep your mouth shut and your legs open, " and only the combination of exercise and diet is the best way to lose weight. In recent years, the "Beauty economy" has become a boom. From the initial influence of the Korean Wave to the widespread popularity of smart phones and short video platforms in recent years, a lot of people have facial anxiety[13]. More and more people want to become beautiful through plastic surgery, which is also largely the influence of false propaganda in medical plastic surgery institutions. There are also fake experiential health care services, often in the news, they claim to be free, but you are charged various fees, and the prices of these so-called medical products are not filed at the price bureau[14]. Timid consumers can be threatened if they do not comply.

### 3.2 Propaganda Pictures Harm to Body and Mind

In order to attract the attention of the target group, driven by the interests, advertising companies to achieve the publicity purpose of health care institutions, the publicity pictures are too direct, excessive emphasis on some problems, resulting in a certain negative public opinion. For example, some male advertisements and some illustrations that born your eyes in women's gynecological advertisements. In fact, these problems are surely belong to the medical category, however, once medical treatment is linked to interests, it will cause improper publicity. Informal advertisements are posted in some crowded old urban areas or public areas that are not easily removed because of the firm paste. Even without knowing it, informal advertisements or brochures have been put in their baskets or glass cracks. The owner will directly throw it out, causing a certain area of the ground full of these informal advertisements. The publicity content of these medical advertisements not only have ethical problems, but also cause certain pollution to the appearance of the city.

### 3.3 Medical Retrieval is like Walking a Maze

At present, the era of big data has arrived. While enjoying the convenience of data sharing, we will also be adversely affected by the proliferation of data. For example, in the process of information retrieval and screening, information errors are caused by information asymmetry, information blockage, and informational masker. This is a normal phenomenon with the influence of objective factors, but the subjective information monopoly behavior will make people lose the best time to obtain information, especially in the medical treatment[15]. The information retrieval process is like walking a maze, a little careless will be lost in the information link. Some people became the biggest victim because of this, that is, Wei Zexi. The Wei Zexi incident detonated the whole Internet. Wei Zexi searched Baidu for treatment institutions and treatments due to malignant soft tissue tumor. He quickly searched the biological immunotherapy of the top Beijing Second Hospital of the Armed Police, which then delayed the treatment at the hospital. It was learned that the technology was obsolete in the United States[16]. At present, there is an interest relationship between the bidding ranking of some search engines and the medical information promotion. Some web links don't rank high because of natural traffic, making searching for medical information like a maze. The reason why Wei Zexi was deceived by the hospital was probably also misled.

### 3.4 Illegal Advertising is Repeatedly Banned, and the Underground Black Market is Unfathomable

As the saying goes, "money can make ghosts grind", money can help us do 90 percent of what we want to do. But can not do what you want, abandon the basic public order and good customs. Anything that wants to pursue perfection must be moderate. Once it exceeds the limits of law, the nature will become bad. The previous period ' Zheng Shuang surrogacy ' event boiled, surrogacy, popularly speaking, is ' born by the abdomen '.Although the Civil Code does not have a system directly related to surrogacy, the principle of prohibiting the commercial use of human beings has been established[17]. As stars, they

have a certain social influence, often their clothes, practices will be imitated by ordinary people, so the impact of star surrogacy is also very bad. But in life, we also often in public areas on the wall, on the ground to see heavy money for children, heavy money for ova, donated sperm advertising, online also often found such illegal advertising. By collecting news cases, it is found that college students are the most injured by such illegal advertising. There are also organ trading incidents. Some college students sold their own kidney to buy an iPhone, causing permanent physical injuries[18].

## 4. ANALYSIS ON THE PROBLEMS AND CAUSES OF ETHICAL ANOMIE

### 4.1 Ethics Anomie Problem

#### 4.1.1 Consumers are prone to overtreatment

Excessive medical treatment refers to the behavior that medical institutions or medical personnel violate clinical medical norms and ethical standards, cannot truly improve the value of diagnosis and treatment for patients, but only increase the cost of medical resources[19]. The excessive medical problem referred to by the author refers to that people pay special attention to their health and their families after living a rich life, which is easy to be confused by the current variety of medical care advertisements, especially the middle-aged and elderly groups. Middle-aged and elderly groups pay more attention to physical care than younger people, and exaggerated or even false propaganda can undoubtedly attract these groups more. The medical device industry has become a lucrative and rapidly growing health care industry[20]. Some medical institutions, and even charlatans, cast their good way to produce the so-called health care devices or health care products, and the price is very expensive, propaganda can cure so-and-so disease. Usually, patients have little knowledge of medicine and are easily fooled by the rhetoric of salespeople. Some common small problems will be said by the salespeople, causing consumers health anxiety, thus making consumers over medical treatment and causing unnecessary property losses.

#### 4.1.2 "Visual" contamination

In terms of clothing, fashion is a reincarnation, however, more and more advertising agencies have put advertising in the field of local taste and vulgarity, causing public heated discussion, so as to achieve the effect of publicity. In addition to the littering advertising will cause visual pollution to the city' s appearance, the author believes that the earthy, vulgar, illustrations that born eyes in the health care advertising will cause visual pollution. Even some local stations will also appear to broadcast this type of advertising scene, the more popular is the induced abortion and andrology such advertising, the impact on the next generation is adverse. With this visual pollution, there are still countless medical accidents, but even so, we find that such advertisements are repeatedly banned, which is fundamentally caused by the problem of interests and the ineffective supervision of the government part.

#### 4.1.3 Human intervention in medical retrieval

Advertising revenue has always been main source of revenue for Baidu[21]. But is the medical information that needs to be retrieved timely and accurately also linked to commercial interests? When we use Baidu or other search engines to search for medical information, we found that some advertisements under the links. Are these advertisements ranked through natural stream flow. For this problem, has not attracted public attention, nor has the authoritative identification of the relevant authorities to give a conclusion. Finally, in 2016, Wei Zexi exchanged his life for the public criticism of the "medical bidding ranking", and Baidu did have a certain bidding behavior. Baidu was involved in public opinion in 2008. After signing an advertising agreement with Sanlu, Baidu did not upload criticism information about Sanlu after the outbreak of the melamine incident[22]. In 2018, ByteDance sued Baidu for interfering in the search results and slander Toutiao on the search page, which caused negative evaluation of users, misleading users on Toutiao's websites and services, and malicious obstruction of users' access. Finally, Baidu lost the case[23]. Many medical companies or institutions spend a lot of money competing for favorable positions on web sites, and there is still the problem of human intervention in medical retrieval. As a medical institution, it should clearly clarify the effect of medical advertising on patients and balance the expectations of patients[24].

#### 4.1.4 The dignity of life is under blasphemy

Through consulting relevant cases, it is found that surrogacy and organ trading events have been traced back for a long time. Obviously, behind the creation of civilized cities, there is still such social chaos challenging the bottom line of human ethics. Behind the interests of illegal medical institutions is the scene that people's lives are seriously violated. At present, these illegal industries have formed an industrial chain, and some hospitals are also cooperating with these illegal institutions to carry out some activities that violate ethics, but also illegal activities. Illegal advertising is repeatedly banned, the underground dark market is unfathomable, in the current relevant laws and regulations are not perfect, if the social governance ability is not tenacious enough, then this problem will be more difficult.

### 4.2 Genetic Analysis

#### 4.2.1 Commercialization of medical services

The government requires medical institutions to adhere to the public welfare attribute. However, from the current social situation, the excessive commercialization of medical services, gradually appears the momentum of capital ruling the medical market. In order to achieve the purpose of profit, the General trend publicized unnecessary medical services, which caused unnecessary panic in consumer groups, leading to more people to blindly trust advertising. At the same time, due to the lack of publicity of medical and health knowledge in China, the lack of ways and means, and insufficient efforts, a large number of non-professional bad publicity in the advertising industry has occupied a positive space. In particular, the Internet industry uses its strong and extensive marketing ability to drill into legal space, so that more and more unscientific health knowledge is flooded around. For example, the Wei Zexi incident, which caused

great hot discussion over the past period, fully illustrates the dangers of medical commercialization.

4.2.2 Insufficient management of website platform
Website management needs professional computer knowledge, and according to the particularity of the medical industry, it is not enough to have the computer knowledge only for the management of such website platforms, so there is an urgent need for comprehensive talents to enter this field. At present, the lack of such talents in China has objectively led to insufficient management of website platforms. In addition, due to the irresponsible ideology of the staff, more management processes that need to be completed by human resources are laissez-faire. There is a lack of scientific and effective training for regulating the management of the website platform. For the management of the website platform, a set of mature experience has not been formed in the society, which is also the subjective reason for the insufficient management.

4.2.3 Adverse competition in medical institutions
As there is no healthy mechanism for the social competition between medical institutions, this leaves a gap for the merchants of "the world is bustling for profit, and the world is bustling for profit". In order to maximize the interests driven by capital, medical institutions often choose by any means, and vicious competition is common. Even if some medical institutions realize the innovation of medical brands based on the principle of fairness and justice, it is difficult to maintain them for a long time. Mainly is the high cost of innovation, lack of punishment means of imitation products, fake other people ' s registered trademarks, or the use of names, packaging, decoration similar to well-known goods, resulting in confusion with other people ' s well-known goods and other illegal behavior cost low. Some medical institutions, in order to win customers, squeeze other institutions for malignant, wanton to reduce product quality, resulting in the market medical service quality is very low, bad money to expel good money phenomenon continues to emerge.

4.2.4 Regulatory system and system are not perfect enough
The problems faced by health care are more complex. A sound supervision system has not yet been established, and the supervision organization is not perfect. Most supervisors are managers of medical institutions, coupled with more links to new technologies in the health care industry, faster updates and more diverse. Which always faces the embarrassing situation of lagging supervision. Cannot be an effective regulatory model. On the other hand, there is also a regulatory body is not clear, there are regulatory loopholes.

5. COUNTERMEASURES FOR THE GOVERNANCE OF ETHICAL ISSUES IN URBAN HEALTH CARE ADVERTISING WITH THE CONSTRUCTION OF CIVILIZED CITY

5.1 Strengthening Organizational Leadership and forming Institutional Guarantee
Advertisement governance of urban health care ethics should be incorporated into the evaluation system of civilized cities, the types of advertisements should be refined, the division of responsibilities should be clarified, and the Office of Civilization should be in charge. A leading group on the governance of health care advertising should be set up, and functional departments such as public security, market supervision and comprehensive law enforcement of urban management should be organized to establish a joint law enforcement group. Special rectifications should be carried out regularly, and surprise inspections should be carried out irregularly, and joint meetings should be held. Market supervision department and comprehensive law enforcement departments shall punish physical stores that illegally post, spray and distribute "psoriasis" small advertisements in accordance with the 'People's Republic of China Advertising Law ' and 'Punishment Provisions for Urban Appearance and Environmental Health Violations'. The public security department shall punish the public security administration according to the relevant provisions of the Law of the People's Republic of China on Administrative Penalties for Public Security. If the damage to public facilities caused by spraying or posting small advertisements is compensated according to law. Make illegal costs greater than illegal income, forming a deterrent.

5.2 Advertisements on Health Care should be Combined to Eliminate Illegal Advertisements
In the main street side of the city, parks, squares, shopping mall crowd gathering place, residential areas and unit doors set up health care column, strict selection of health care advertising content, better meet the public demand for health care knowledge. For pure illegal advertising, the public security organs will strengthen the investigation of cases, and strive to crack a number of typical cases. In order to find false health care advertisements, the call system is used to send a message to the advertiser requiring him to be punished at a specified location and at a specified time. For those who refuse to accept punishment, the ' call to death ' system is used to make the communication number in the advertisement unable to use. According to the real-name information and small advertising clues of communication business, the public security, urban management, market supervision, tax and other departments jointly enforce the law to remove small advertising, restore the original appearance of the wall and public facilities, and fine them according to law, and incorporate them into the integrity blacklist. In a certain period of time, the illegal small advertising cases of punishment are exposed to the society, forming a deterrent to those who try the law.

5.3 Strengthening the Publicity of Health Care Advertisements and Creating an Interactive Scene of Mass Prevention and Treatment
Combined with the characteristics of urban health care advertising, make full use of radio, television, network, leaflets, mobile phone SMS platform and other ways and methods to carry out centralized publicity, During major festivals or activities, health care consultation points are set up in squares and streets. Organize authoritative experts in health care, provide free on-site answers for visitors, distribute publicity materials, set up health

education columns, and carry out the symposium ' Five Entering (Entering Schools, Entering Community, Entering Rural Areas, Entering Family, Entering Enterprises ) '.Improve the public, minors, the elderly health care knowledge, and thus resist the discrimination of health care advertising. In addition, the organization of voluntary compulsory labor to clear ' urban psoriasis ' activities, called on students, community residents, enterprise workers to join the voluntary service activities, on the back streets, building blocks, public places and other places for cleaning, cleaning. At the same time, the report phone and network platform are announced to the society, which encourages the public to report actively, stimulates the enthusiasm of the masses to participate, and fundamentally solves the problem of ' urban psoriasis'.

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# Analysis of Public Human Resources Target Positioning under Risk Society

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Abstract: The characteristics of risk determine the ubiquitous risk of risk, due to the rapid development of productivity, the complexity of risk. The problem of human resources under the risk society continues to breed, and seriously affects the reform of the public sector. Therefore, there is a change in internal drive, lookup target, and relocate the public sector human resources, so that the department is better for the people to maintain the national image.
Keywords: Risk; Risk social theory; Public sector human resources; Target positioning

## 1. INTRODUCTION

Modern people are through symbols to perceive social, and open their people's new world to the new world with symbols. French thinker proposes social symbolization and believes that society has transformed into consumer society from the production of society. So far, the symbol has become the entrance to the society. The consumer society has overcome the effective demand for market social needs, which is far more than people actual needs[1]. The desire pulls effective demand, overcoming the problem of insufficient demand caused by the market poverty gap. The development of consumer society has accelerated the differentiation of interest, which has prompted interest allocation, leading to constant accumulation of social risks. With the increasing risk of risk, gradually enter the risk society, give social labels[2]. The risk society is proposed by the famous German sociologist Ulrich and others, and the author is discussed in the "Risk Society" this book that risks from the system of human society, not based on Ignorance, reckless behavior, but based on rational provisions, judgment, analysis, infer, distinction, comparison, etc. It is essentially self-criticized society, not only for individual circumstances, but also in principle self-criticism, and describes the difference between risk society and other societies: "The driving force of class society can be summarized in one sentence: I am hungry! The driving force of the risk society can be summarized in another sentence: "He is afraid!" He narrates the high-speed development of contemporary economic society to human beings with his unique optimism. He advocates Pay attention to the risk of social development and increase humanity against risk. The risk is accompanied by the emergence of human ancestors, it is uncertain at the same time. Different from past formulas and time-off, risk is to deal with unpredictable future, and the risk social theory of forward-looking characteristics is to prevent and find out the strategic response of resistance. The latter negative effect. Before the traditional society, most of the living environment of human survival is only original risks - natural disasters, such as volcanoes, earthquake, flood, droughts, hurricane, snow disaster, but this kind of sudden natural disaster is fast, sagging quickly, such disasters At that time, it was unavoidable. Every ancient human beings had to sacrifice all their disasters, and they also saw the disaster as a punishment for human beings. Naturally, they could not form a systematic risk awareness to resist disasters. With the development of society, the generation of industrial society, natural disasters have decreased, and human IQ is increasing, and all kinds of high-tech scientific research results have emerged and applied to related areas for war, genetically modified technology for planting Human cheers brings the positive effects of high scientific achievements, but ignores negative effects to the corresponding punishment of humans. After the war, nuclear weapons buried in the underground, and the pollution to air and water, the development of genetically modified technology Not safe, etc., this can be seen, the emergence of new risks is the cost of human self-sufficiency, we are collectively referred to as social risks - this risk is more complicated, the harm is large, and it is difficult to prevent and resolve. Social risks are one of the external risks, usually refers to the unit organization activities caused by unstable factors that have not directly contacted in an external environment, and thereby bring serious losses to the unit organization. In social risks, risk and social model launch, with its corresponding management department's public organizational department is not in, with its goals, leading to the division of responsibility. The bureaucrat is serious, the public governance decision-making is opaque, long, in the case of the interior of the risk society There is a change in internal drive[3].

(1) Overview of Public Human Resources Goals under Risk Society

Public Human Resources Target refers to predicting the human resources demand of the Organization in accordance with the needs of organizational development in risk society, to ensure that organizational needs of human resources, quality, structural needs, and formulate human resource management Strategy to adapt to the development of public sectors under high-risk risk society. The public sector refers to the national award public power, and the public interest is organized to organize the social public affairs, providing services to all social members, such as governments, public enterprises, non-profit nature, and international organizations.

Public Human Resources Target is an important part of public governance. The entire public sector human resource system must be based on human resources goals. In detail, the human resources goal in risk society is to solve who is the face of risks. How to deal with risks, what kind of positive effects have been perfect.

As described above, the staff of the public sector should actively and optimistic to deal with the risk, and the interests of our interests into all national interests, which helps society more harmonious, people live more peaceful, experience the enthusiasm of participating in political activities, and let the people relations More close. The reasonable positioning of public human resources goals in risk society is very important, the goal is the starting point of the entire system, and what strategy is used as a target, which will directly affect the definition of the risks and the development of human resources.

(2) Second, the Status Quo of Human Resources in the Risk Society and the Importance of Target Positioning

As the saying goes: "Take the prior person, manage people to manage." It is necessary to think that the overall quality of society is good. The corresponding service organization has a good reform. The governance of the public sector is the favorable resources owned by the government as the core, gather in society, widely used political, economic, moral and legal methods to optimize public. The ability of department governance, enhances the performance of public sector and its services, thus achieving the most effective public interest. At the beginning of 2014, General Secokes of the Central Committee of the Communist of China delivered a speech at the 3rd Conference of the 18th Central Discipline Inspection Committee. He proposed to strengthen the unified leadership of style and clean government construction and anti-corruption work, strengthen ideological and political education, strict discipline, and persevere Correct the "four winds", keep punishment and high pressure, and strive to obtain the progress and effective progress and results of the people, and pointed out in the work plan to maintain the problem of flesh and blood in the and the people, these are sufficient to prove the determination of Central Committee Comprehensive Reform. The practitioners who governance are people, and they are the staff of the public sector. With the improvement of the overall quality of the masses, the number of people accountable is increasing. The people are increasingly realizing the superiority of the family. The government's governance is the management of the human resources of the public sector. In recent years, its management has received social community. Pay attention to the unique overall unit, the public sector has a special nature. The public sector is the national decision-making department and service department. It must require human resources to have a high political consciousness; in addition they represent the public sector Image, you must have no lofty moral cultivation and professionalism. The appearance of the media, the attention of the masses, allowing government staff to expose under spotlights, accept the supervision of the media and the masses. Government staff is dissatisfied with work dissatisfied with the business, and the work pressure is large and suicide[4]. The staff is eating empty, after 80, the county party secretary, after the post-employment of the local cadres, professional skills personnel will be arranged to have a place to work The role, using powerful corruption crimes, under the frequent occurrence of many risks, under the exposure of the media, the public human resources will be pushed to the tip less waves.

The traditional public human resources management experience is mainly the management of the right, and has nothing to do with the staff. It is not known that this has weakened the responsibility of the staff, and the staff's inertia is added. With the arrival of risk society, the emergence of many social risks, forcing traditional public human resources to establish a set of public sector human resources risk management systems to address high-risk risks, thereby increasing unit organization performance. Official staff is relatively low, the role of business is not recognized, and morality is not high. In addition, in the selection of job promotion, the performance assessment is also potential. The root is the unreasonable and method of public sector human resources management system. The backwardness, the back shield is weak, it is difficult to play its original quality potential, and the goal of public organizations cannot be successfully completed. Under the risk society, in the human resources management of public sector, we must correctly understand the risks, thus analyzing risks, can effectively control the risk, avoiding the happening of the same risk.

The public human resources goal is always in public governance, and it is also the most basic composition element in management. People are the core of activities. It is one of the human resources. At the same time, public human resources goals are the starting point of the public sector, what kind of human resources goals, the development trend of organizations will be related to Zeng. Since the one country is in a high-risk social stage, build a viable public sector human resource system to guide the risk to guide the public sector to respond to the crisis, so that the public sector is better for the people.

(3) Third, the Target Positioning Analysis of Public Human Resources under the Risk Society

In Peter Principle, each employee tends to be competent. Human resources play a very important role in the public sector. If there is a timely resolution, the policy method to address human resources is the key, it determines how public organizations have more effective development, first clarify the operational goals of public organizations. It is also necessary to know what the reasonable and effective goals can be set up in what context. In the risk societies, the number of universal varieties is invisible. In the active response to its high complex risks, we must divide the public sector human resources target into three stages, the risk of unformation, risk accidents, that is, the disaster phase, after the risk Evaluation phase.

## 2. BEFORE THE RISK IS NOT FORMED, IT IS THE MOST IMPORTANT STAGE OF THE PUBLIC SECTOR HUMAN RESOURCES TARGET POSITIONING.

The social risks of public sector human resources are mainly reflected in moral risks, trust risks, political risks, and cultural risks. So far, the public sector is more than 60, 70, leadership is the core of the management, and therefore has a professional leadership skill, the ability to predict the risk, these people Entering units before the examination system reform, there is no professional learning and training, only with work experience, the ideological and vision is relatively backward, and the risks will not be aware, and the staff is not moving in the 80r and 90s of the new staff. Even the staff of the 80, 90s, the temptation of the right to work, and the temptation of the right to enjoy, and there is potential moral risks, no guts and abilities. The leadership staff should conduct regular ideological and political education training and training and leadership skills and professional skills, and require application to actual work, each quarterly consolidated assessment system, visiting unit grassroots work employees, Talking to the leadership, but also strict assessments for professional skills, and work on the posts or work for unqualified staff, waiting for the next assessment. And the staff of the new public organization is due to the transformation of the times, the ideological trend, and the daring innovation, but the work pressure is large, and the risk of retaining, there is a certain professionalism and risk awareness, but the work experience is lack of hard work. The spirit is also easy to cause work strikes, malicious pets. To determine the awareness of public organization targets, care more about the pressure of these staff, such as relieving the pressure of rent, solving individual employee accommodation. Evaluation of the professional skills arrangements of the staff, the past, the person who has been assessing it is usually higher level leaders, to change the diversification of the assessment subject, avoid the arbitrariness of the assessment, rectify the salary system, cancel the papers, and strive for compensation To be proportional to the work efficiency, this can avoid the inefficiency of public organization staff, and treat the work burnout. The legal and local administrative regulations are not perfect, the hair strips are too general, the reform process is slow, so that the loopholes of corruption crimes should have targeted, clear, mandatory, and stipulate the fair and disclosure of public organizations. The principle of fairness. From the development of the decision-making layer to the executive to the system, it is necessary to unify the risk of risks. The reform of the leadership is conducive to personally communicating, improving leadership, grassroots staff reforms helps to identify public organization goals, actively respond to risks, stop risk, better for people to seek benefits. The constraints of regulations are more conducive to the occurrence of risk prevention and restraint mechanisms.

3. DUE TO THE CHARACTERISTICS OF THE RISK, UNIVERSALITY, LOSS, UNCERTAINTY AND VARIABILITY, RISK OF RISK IS NOT ESTIMATED IN TIME AND SPACE, INEVITABLY, IT IS NOT TRANSFERRED, IT DOES NOT TRANSFER IN PUBLIC ORGANIZATIONS, AND OBJECTIVELY EXISTENCE INDEPENDENT OF PUBLIC ORGANIZATION, AND MODERN SOCIAL PRODUCTIVITY IS IMPROVED, AND THE NEW RISKS ARE LIKE RAIN BEFORE THE RAIN. THEREFORE, IT CAN ONLY REDUCE THE FREQUENCY AND LOSS OF RISK, AND THE RISK CANNOT BE COMPLETELY ELIMINATED.

In recent years, the self-employment of public organizations, the social organization leaders, the frequent corruption of corruption, the petition, the people's petition, the people retaliate to government staff, and the employee has a dissatisfaction with the work, the efficiency is not high, threatening the people Interests.

The concept of public organization is mentioned above, but also fully understanding the importance of public sector staff, public human resources represent a country's face, is one of the national comprehensive management, must reduce the dangers of public human resources To the lowest, maintain the image of the country. The staff of the public sector corruption should also call the strong man's wrist. The leading group must be a special person to evaluate its professional skills, and do special people to be special, prevent talent waste, and work for civil servants, and unit leaders can conduct this unit system every half year[5]. In addition, since the minorterials have a personal attack behavior in the public sector, the unit must organize the employees' work in the work of the staff, and to strengthen the person's security work, the visitor should register. A certain measures have been taken in risk accidents, which reduces the harm to minimal, effective measures become the political power to maintain the country's image.

4. AFTER RISK, THE PUBLIC SECTOR HUMAN RESOURCES GOAL ENTERS THE EVALUATION AND APPEALING STAGE.

After the risk, there is no disappearance of risk. In public human resources, the security strategy should be added[6].In this process, the psychological state of public sector employees should be accurately analyzed, remind employee employees to improve the vigilance, strengthen the risk of risk, and establish high standard safety Mechanism, allowing leadership decision-making layers more transparent, and public sector leaders must trust society and their subordinates, appease employees, and make risks to effectively control, and put into the work of the people service as soon as possible[7].

Today, the country is in complex high-risk risks, human resources in the public sector are more important, promoting the improvement of their human resources, and effectively playing its role in national governance[8]. The human resources reform of the public sector is no longer a vacant slogan. Finding the target positioning, the public sector plays a vital role in the one country's social life, promoting its human resources to resist risk capability and consciousness, and effectively play its national governance Act.

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# The Influence of Third-Party Payment on the Intermediary Business of Commercial Banks and Countermeasures Analysis

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Abstract: In recent years, as China continues to promote the reform of interest rate marketization, the traditional business income of banks represented by the deposit and loan spread income business has shown a trend of declining. The importance of intermediary business to commercial banks has become increasingly prominent, and commercial banks themselves have become more and more aware of the importance of vigorously developing intermediary business. At the same time, the rapid development of third-party payment companies has had an impact on the intermediary business of commercial banks. Third-party payment and commercial banks grabbed the payment and settlement business market and online and offline users, narrowed the sales channels of wealth management services, and reduced the cost of collection and payment services. Profit income. The major commercial banks have a sense of crisis, and then continue to improve their own innovation capabilities, and seek some solutions to deal with the impact of third-party payment. Therefore, commercial banks must use big data as the basis to break technological barriers, enhance product diversity and competitiveness, and help commercial banks develop under pressure. Based on the above, firstly, this paper analyzes the development status of commercial banks' intermediary business through the overall analysis of the proportion of listed banks' intermediary business income, and then proposes the necessity of commercial banks to develop intermediary business. Secondly, point out the negative impact of third-party payment on commercial banks. Finally, provide relevant suggestions for commercial banks to deal with negative impacts. The first is to promote the strategic transformation of the payment and settlement business, strengthen the effective integration of various data, and promote the application of big data. The second is to expand the types of funds and wealth management sales channels and increase the types of agency sales. The third is to develop new bank card business and promote inclusive finance. It is to improve the service quality of electronic banking, optimize mobile banking, and the fifth is to optimize the construction of application scenarios.
Keywords: Third-party payment; Commercial bank; Intermediary business

## 1. INTRODUCTION

In recent years, the intermediary business of Chinese commercial banks at this stage is mainly bank card business, fund custody and agency sales business. Different banks may have different focuses. Compared with developed countries, Chinese commercial banks ignore the development of intermediary business, which accounts for only about 30% of commercial banking revenue. In developed countries, more than half of the operating income is created by intermediate businesses. In recent years, the proportion of traditional business income of Chinese commercial banks, such as the profits created by deposit business and loan business, has been declining. Intermediary business has become a new way for commercial banks to develop [1]. Banks themselves have become more aware of vigorously developing intermediary business. Commercial banks are also seeking reforms and innovations, and continue to promote the reform of interest rate marketization. The proportion of intermediary business has increased as commercial banks are gradually paying attention, but there is still a little development in the intermediary business of commercial banks at this stage. Shortcomings. Some people believe that the development of third-party payment has brought about a revolution, which has reduced the profitability of commercial banks' intermediate business. Others believe that with the development of third-party payment, further cooperation between commercial banks and third-party payment will give commercial banks' intermediate business. The development of China brings "opportunities." In this context, studying the impact of third-party payment on commercial banks' intermediate business and proposing corresponding countermeasures to commercial banks is a research topic of great practical value, which has important theoretical and practical significance. Help commercial banks to see the gap between the intermediary business and the third-party payment platform, and provide suggestions and countermeasures for reforming the intermediary business of traditional commercial banks, strengthening technological innovation and talent training, optimizing the system and mobile banking, etc. [2], to deal with third-party payment The influence brought by commercial banks and the increase in operating income of commercial banks are of great significance to promoting the stable development of commercial banks.

Through combing and reviewing the existing research literature on third-party payment and commercial bank intermediary business, it is found that from the comparison of foreign literature, foreign scholars have relatively little research on the impact of third-party payment on commercial bank intermediary business. The

direction is single, and there is no specific analysis of each item of the commercial bank's intermediate business, but a separate analysis from one aspect or several aspects. The domestic research situation is better than that in foreign countries. In many domestic documents, scholars pay more and more attention to the research on the third-party payment intermediary business and the commercial bank's intermediary business [3]. It can be seen that the development of the third-party payment for the commercial bank's intermediary business cannot be understated. Obsessed. These studies mainly focus on the individual analysis from one aspect or several aspects, without specific analysis of each item of the commercial bank's intermediary business. At present, most scholars conduct research on specific businesses and have few descriptions of countermeasures to solve the problems, and the analysis of various businesses is still at an incomplete stage.

The thesis aims at the development of traditional commercial bank intermediary business as a starting point, fully analyzes the influence of the third-party payment industry on the development of bank intermediary business, and analyzes the impact of the bank's specific business in the development of third-party payment, and proposes solutions. Helping the rapid development of intermediary business of commercial banks.

## 2. ANALYSIS OF THE STATUS QUO OF INTERMEDIARY BUSINESS OF COMMERCIAL BANKS

According to statistics on the proportion of commercial banks' intermediary business in 2019, the overall intermediary business income did not exceed 30%. From the data point of view, the proportion of intermediary business income of joint-stock commercial banks is greater than that of the six state-owned banks and that of city commercial banks. The development of intermediary business of joint-stock banks is ahead of other banks [4]. The proportion of intermediary business income of joint-stock banks is generally more than 20%, which is obvious higher than other commercial banks, the Minsheng Bank ranked first in the list, reaching 28.98%, and six joint-stock commercial banks accounted for more than 20% of the intermediary business. Only two listed joint-stock banks accounted for less than 20%, China Everbright Bank was 17.44%, and Zheshang Bank's revenue accounted for at least 10%, only 9.88%.

Among them, the intermediary business income of China Construction Bank accounted for the highest ratio of operating income to 19.46%. The three state-owned banks, Industrial and Commercial Bank of China, Bank of China, and Agricultural Bank, all reached more than 13%, ranking in the top 15 of the industry. Compared with other state-owned banks, the Reserve Bank is in a lagging position, with only 6.17% of the income from the intermediary business, ranking 33rd, which is close to the city commercial bank. Compared with joint-stock commercial banks, state-owned banks' intermediary business income accounts for a relatively low average of only 15.49%, which has become a shortcoming of their business development, and there is still a lot of room for improvement as a whole.

The income ratio of city commercial banks is very different. Among them, Bank of Ningbo's intermediary business income accounts for the highest proportion of more than 15%, 22.19%. It is the only city commercial bank that accounts for 15% larger. Eight of the other city commercial banks exceeded 12%, and the intermediate business development of the remaining city commercial banks was poor.

On the whole, commercial banks' intermediary business income accounted for no more than 30% of operating income in 2019, indicating that commercial banks did not pay enough attention to intermediary business. At the same time, the emergence of third-party payment also brought the influence to the commercial bank intermediate service development.
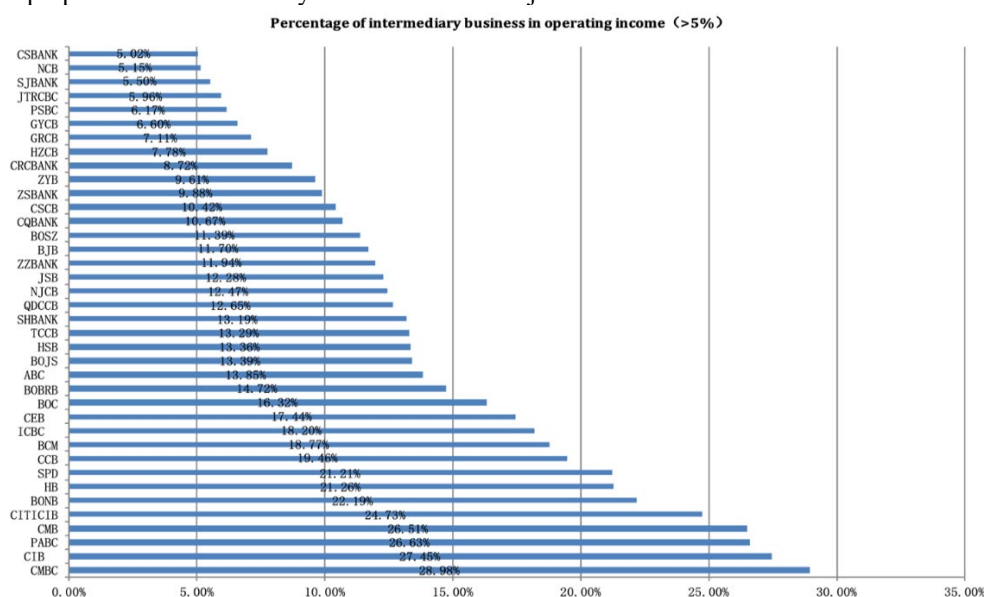


Figure 1 Domestic listed commercial banks' intermediary business income accounted for more than 5% of operating income, In 2019.

## 3. THIRD-PARTY PAYMENT AND COMMERCIAL BANKS GRAB THE MARKET FOR PAYMENT AND SETTLEMENT SERVICES

### (1) Compete with Commercial Banks for the Payment and Settlement Business Market

Before the advent of third-party payment, the payment and settlement business was mainly undertaken by banks, and transactions ranging from a few cents to hundreds of millions of dollars were undertaken by commercial banks. With the popularization of 5G and the rising rate of people's smartphone ownership, a large number of third-party payment platforms have emerged. The e-commerce platform Alibaba has introduced Taobao into our daily lives, which has changed our traditional payment and settlement methods. Third-party payment software such as "Alipay" and "WeChat" has also entered our lives to seize the payment and settlement business market of commercial banks has been weakened, and the dominant position of banks in payment and settlement has been weakened. This has brought a blow to the development of payment and settlement business of commercial banks. In terms of online acquiring and payment, traditional commercial banks need to distinguish between acquiring institutions and consistency of card issuers. In the same commercial bank, the transfer process of funds is simple, and the transfer of funds can be directly transferred from one account to another. However, when the card issuing bank and the acquiring bank are inconsistent, the settlement between the institutions must be aided by the bank card organization as a medium to complete the complete acquiring process [5]. The online acquiring of the third-party payment platform can be transferred directly, because the interface of the online acquiring of the third-party payment integrates the payment interfaces of various banks and merchants, so that the third-party payment platform has both acquirers and card issuers. It does not need to distinguish whether it is a peer-to-peer card or UnionPay as a transfer medium [6]. Moreover, most payment and settlement services of the current third-party payment platforms do not require customers to pay fees, and only charge fees when withdrawing cash. Commercial banks' payment and settlement services are not free. When customers use counter transfers offline, the bank will charge you from a handling fee ranging from 2 yuan to 50 yuan. Most payment and settlement services of third-party payment platforms do not require customers to pay fees, and only charge fees when withdrawing cash, making third-party payment faster, lower cost, and lower handling fees compared to traditional commercial bank settlement methods, Customers flow from commercial banks to third-party payment platforms.

From the perspective of offline acquiring, the offline acquiring of traditional banks mainly serves large offline institutions such as shopping malls, schools, and hospitals. Third-party payment services are online users such as O2O platforms. However, with the growth of online acquiring customers, the emergence of smart POS machines, and the popularity of QR codes, people can not only scan QR codes for payment and settlement, but also use third-party software such as WeChat to pay on smart POS machines [7]. The third-party payment platform has shifted from a single user group online to offline. Regarding offline prepaid card business, the prepaid cards issued by traditional banks are generally physical cards, which require users to register with their real names offline to enjoy the benefits of these prepaid cards. Merchants deposit funds on prepaid cards in banks to reduce risks, and banks obtain income through interest, deposits and some unused money in the card. However, with the development of third-party payment prepaid cards, people are tired of traditional bank card prepaid cards, and tend to third-party payment electronic prepaid cards. The convenience of electronic prepaid cards is that users don't need to bring physical cards to offline stores. For payment, you only need to scan the QR code to verify your identity and enjoy the discount. This new model makes third-party payment even better in the prepaid card industry and seizes the offline payment and settlement market.

### (2) Third-Party Payment Narrows Wealth Management Sales Channels

In terms of fund sales, Chinese fund sales are currently mainly based on bank sales. Banks have obtained approximately 80% of fund sales licenses and have accumulated a large number of customers through basic financial services such as loan and deposit businesses. Commercial banks have approved The advantages of widely distributed offline outlets have monopolized the fund agency industry, and the fund agency business has also brought benefits to commercial banks [8]. Since 2001, third-party payment platforms have also been qualified for fund agency sales. Major platforms have also rushed into the fund agency industry, and quickly seized the fund agency market with lower fees, making traditional banks Fund sales in the industry are more difficult. This has not only caused the loss of customer resources for commercial banks, but also greatly reduced the bargaining power of commercial banks for products, which has dealt a heavy blow to banks in terms of fund prices and fund sales.

In terms of wealth management product sales, third-party payment platforms such as "Alipay" have successively launched a large number of wealth management products, such as wealth management products that can be purchased at a minimum of one yuan, and insurance wealth management products with high returns and low risks. These innovative wealth management products have enabled banks with wealth management needs to flow into third-party payment platforms, and have also made it more difficult for commercial banks to sell wealth management products. In addition, the purchase threshold of wealth management products on third-party payment platforms is low. You do not need to go to offline outlets to do credit rating and double recording. You only need to do a financial ability analysis questionnaire in the software. The operation is simple and convenient, and the financial management operation is "zero". Threshold". This simple and convenient operation has also attracted a large number of wealth management customers [9].

**(3) Third-Party Payment Causes Long-Tail Users to Churn**

Commercial banks have always followed the "28 Rule", believing that 20% of the people create 80% of the wealth, and focus on financial services for large customers and head groups, so it ignores most individual users and small groups. Micro-enterprise services have led to the loss of some long-tail customers, and third-party payment platforms follow the "long-tail concept" in terms of customers, focus on the service of individual users and small and micro customers, and help small and micro enterprises to carry out digital transformation. It has accumulated a large number of users. Third-party payment implements a differentiated strategy in the business process to provide personalized services for each customer. It does not abandon the tail market and gets rid of the bank's original tendency towards large customers. It pays more attention to retail accounts. The service of the company has gathered the sand into the sea, thus getting rid of the competition and game with opponents in the existing market. Outside the bank, a new type of market has been created and a market with greater potential and demand has been opened up.

The technical problems of commercial banks have created "information asymmetry." Most commercial banks cannot obtain financial reports and operating information of small and micro enterprises, and cannot confirm the authenticity and completeness of information provided by individual users. For example, for personal credit card users, when a bank opens a credit card for a customer, a complex credit rating is required for the customer, and the customer also needs to fill out an application form at an offline branch and conduct an offline face-to-face signature to get the credit card [10]. The third-party payment platform distributes a certain amount to everyone, and then increases the amount to users by looking at the use of the amount and the repayment situation in the later period, which simplifies the use process of individual users, and introduces "Ant Huabei" to customers. "Etc., products that have a certain degree of homogeneity with the bank's credit card business have squeezed the bank's personal credit card business. Due to technological backwardness, banks are caught in a dilemma. On the one hand, commercial banks want to accumulate more small and micro enterprise users and individual users. On the other hand, in order to control the risks of financial institutions, they have to raise the barriers to entry. The loss of long-tail users.

**(4) Online Banking Ignores User Experience**

Firstly, the operating system of the bank is relatively complicated, which makes online users lack of user experience. The third-party payment products to WeChat Pay and Alipay have a relatively good customer experience. The emergence of products and functions is born from the needs of users, which makes third-party payment capture the hearts of most users. For example, the quick payment function introduced in the mobile phone software, this payment method is separated from the online banking u-shield cipher, password card and other complex security aids. It only needs to download the software to register, and the new user enters basic information and binds to any commercial bank. For the bank card, set a six-digit password to complete a series of operations such as transfer payment and fund purchase on the software [11]. On the other hand, the electronic banking developed by commercial banks is still subject to the login password operation time, payment limit and other conditions after login. Sometimes inadvertently copying mistakes, such as resetting the password to unbind the mobile phone, and changing the mobile phone number. To change a mobile phone, you need to wait for the offline outlets to queue up for recovery with your ID card. These tedious operations are the user's poor experience and cause the loss of customers.

Secondly, the decentralization of mobile banking functions of commercial banks has resulted in poor customer experience and lack of electronic banking that integrates functions. Commercial bank APP has ten decentralized functions. If you want to use the mobile banking of a commercial bank, you need to download the mobile banking launched by each bank separately, and one APP cannot meet all the needs, and you must download other software launched by the same commercial bank. To help meet our needs. For example, in China Construction Bank, small and micro customers need to download the "CCB Benefits for You" APP; corporate account inquiries, fund transfers, pre-open accounts, etc. Need to download "CCB Corporate Bank"; ordinary individual users need to download when they are inquiring about transfer business "China Construction Bank" APP, customers will encounter many different needs in daily life. When dealing with different needs, they have to download different software and log in to register the account again. This not only takes up the memory of the mobile phone, but also wastes our time. Causing many users to give up the mobile banking services launched by commercial banks.

Thirdly, the mobile banking page design and details of commercial banks are not humane enough. On the home page of Alipay, there are shortcut keys for various applications. You can design your own to put frequently used applications on the home page. And the sections of each application are divided in detail, such as education and public welfare, shopping, entertainment, capital exchange and other sections. A special wealth management page has also been set up, which includes a variety of wealth management services such as gold stocks, insurance, and pension funds. It provides stockholders with functions such as the increase in the Shanghai stock index, popular sectors and simulated stocks, so that users can understand the market. People push the fund list. The daily homepage displays all the wealth management income of yesterday, and pushes the monthly financial report every month. On the other hand, the bank's software can't be used to customize the arrangement, the income can't be cleared and displayed, and short interest reminders need to be charged. This has caused customers to turn back to third-party payment software [12].

(5) Third-Party Payment Reduces the Income of Collection and Payment

In order to facilitate customers, banks have also innovated their online collection and payment services, but compared with third-party payment platforms, there are two aspects: fewer types of services and less concise operations. Third-party payment has improved and innovated these two aspects. First of all, on every large third-party payment platform, there will be an application of city services, which not only provides basic living payment services such as water, electricity, gas bills, but also social security services for various cities, traffic fines and other services. The third-party payment platform has also innovated in the collection and payment services. Through cooperation with government departments, the third-party payment platform has launched convenient channels such as State Council services and tax services; cooperated with schools to provide education channels such as college list query, professional certificate query and tuition payment; launched global epidemic services during the epidemic period to provide on-site nucleic acid The detection service can be used to understand the new crown vaccine information and the real-time situation of the epidemic situation at home and abroad on the platform. It can be said that the third-party payment platform covers all aspects of services, integrates services in various fields, and provides users with a one-stop service, which saves users time and effort. It is easy to open the client on the mobile phone [13]. Completing various payment services, the types of online collection and payment services of commercial banks are relatively single and the service efficiency is not as good as that of third-party payment platforms. Second, compared with commercial banks, third-party payment platforms have more professional system development teams, so they have more advantages in program development and system optimization. Commercial banks do not have a unified business system for offline collection and payment. The service is distributed in various offline outlets, so that commercial banks cannot have a comprehensive understanding of their collection and payment services, and new contracts in various regions need to be manually reported to and approved by each outlet, and third-party payment platforms are responsible for payment. Compared with traditional online banking or mobile banking, the process is more concise, clear, easy to operate, and more complete in security measures. The third-party payment industry has accumulated a large number of customer groups, and the collection and payment functions in the client have greatly increased user stickiness, which has caused the loss of the scale of collection and payment transactions by commercial banks. Businesses that could only be handled by commercial banks are now almost contracted by third-party payment platforms, which reduces the income of commercial banks and brings certain difficulties to the development of other businesses. If commercial banks do not rectify their own software and existing problems in time, then banks will be at a disadvantage in this competition for collection and payment services [14].

4. COUNTERMEASURES TAKEN BY COMMERCIAL BANKS UNDER THE INFLUENCE OF THIRD-PARTY PAYMENT

(1) Promote the Strategic Transformation of Payment and Settlement

The first is the change in rate. The payment system must be optimized and rate reform must be promoted. Commercial banks should optimize their own payment and settlement systems, strengthen technological innovation and cooperation with third-party payments. Banks provide funds and third-party payment platforms provide technical support to create more convenient and lower payment fees than the banking system, as well as third-party payments. A more secure payment and settlement tool. For example, the payment and settlement system "China Merchants Bank One Netcom" jointly launched by China Merchants Bank and a number of companies provides a variety of payment scenarios to deal with the challenges posed by third-party payments.

For example, "WeChat" and "Alipay" are well-developed typical software. The rapid development of their payment and settlement business is inseparable from the application of the latest financial technology. Therefore, the second step for commercial banks is to strengthen technological innovation. The payment and settlement process is very cumbersome, not connected with other businesses, and there are no convenient payment methods. When paying, you need to enter a password to log in. These cumbersome use processes cause many users to lose. The bank should optimize the payment process to make payment. The procedures have become more concise and payment methods are more diverse. Commercial banks facing customers with different needs should add more advanced payment methods and adopt more advanced technologies, such as NFC payment.

Finally, to change the relatively fragmented status of payment and settlement, multiple commercial banks can jointly launch a common software and integrate the payment and settlement QR codes of various commercial banks to achieve "one code for multiple uses" and "one code for multiple scans". Dimension code can connect to multiple payment platforms. Integrate online and offline mobile payments, change the use of entities as payment media, implement electronic payment methods, improve their own payment systems, and implement mobile payments, O2O platform clearing, etc. Put bank QR codes and smart POS machines into a large number of offline physical store merchants, popularize bank payments offline, increase preferential activities to seize the offline payment and settlement market with third-party platforms, and invest a lot of funds for preferential treatment activities increase customer stickiness.

(2) Expand Wealth Management and Fund Sales Channels

Firstly, strengthen product innovation to inject vitality into banks. Commercial banks should focus on the innovation of wealth management products and launch competitive and characteristic wealth management products based on their own advantages. For example, the "CCB Longbao" product launched by China Construction

Bank and its subsidiary, CCB, accrues daily interest, starts at 1 yuan, and yields 2.83%. Compared with Alipay's Yu'ebao, which is more secure, more profitable and more stable, commercial banks not only have to launch similar products to deal with the impact of third-party payment platforms [15]. We must also launch wealth management products with core competitiveness in line with our corporate philosophy, and actively absorb the advantages of other banks and third-party payment platforms, and integrate and transform some old products with new technologies and new concepts to inject into the development of bank wealth management business New blood. At the same time, the commercial banking industry should seize the opportunity of Internet technological innovation, improve its own financial management tools, and provide its customers with a safer and more concise full set of financial management services. For example, commercial banks should do a professional financial management in their own APP and official website. Channel, put funds, precious metals, insurance and stock investment together, comprehensively expand their business scope and sales channels, and add income calculation tools for financial products to bring customers a systematic financial planning, so that offline At that time, the staff can also estimate the risk and calculate the profit for the customer.

Secondly, increase marketing and change marketing from the structure of the marketing organization. In terms of marketing countermeasures, banks should use their inherent advantages of having more offline outlets to carry out publicity, especially in some third- and fourth-tier cities and some remote areas. Propaganda by their own outlets in cities, people in these areas have relatively weak financial management concepts, and some people still don't know how to use mobile phones to manage financial affairs. At this time, commercial banks should cultivate a group of understanding and mastering product knowledge, accurately grasping product features and competitive advantages of wealth management workers explain wealth management products to offline customers, popularize wealth management knowledge, and strengthen the wealth management concepts of this group of people. For some banks' VIP customers, private banking customers, or customers who have a good knowledge of financial management, we will carry out some integrated marketing in a targeted manner, tailor-made exclusive wealth management solutions for this part of their customers, and turn them into a major in order to retain the high-quality customers accumulated by the bank over the years [16]. At the same time, it is time to mobilize the enthusiasm of employees in marketing, establish a proprietary reward mechanism, increase capital investment in this intermediate business, and increase the profit of some precious metal-tired products that are difficult to market, and encourage employees to vigorously develop financial business. Improve the ability and knowledge level of employees in offline branches, create wealth management talents, can explain some complex financial management knowledge to

customers through oral description, strengthen team building, and reduce the impact of third-party payment.

(3) Develop New Bank Card Business and Promote Inclusive Finance

The reasons for the massive loss of individual users and small and micro enterprises are the low level of intelligence in the business process of commercial banks, asymmetric information and backward risk control technology. If commercial banks want to enter the long tail market, they must develop new personal bank card business and transform to digital. Data is the core competitiveness of the financial industry. It actively creates new data models and uses new models to drive small and micro businesses in commercial banks [17]. And the development of personal financial services. First of all, we must build an all-purpose database, collect data in real time through automated means, send and classify scattered and messy small and micro enterprises and personal data, and form an integrated process of "data sorting-data classification-data analysis-intelligent decision-making". Reduce the risk of inclusive finance for commercial banks, match suitable insurance companies in the database to cooperate, compare the resources of multiple insurance companies, introduce insurance products that match the risk factors of small and micro enterprises' daily operations, and customize small and micro enterprises' products according to different industries Guarantee plans to expand users, increase the profitability of intermediate businesses and reduce risks to achieve inclusive finance.

Banks should develop risk control technology and improve risk systems. First of all, it is necessary to optimize risk management and control technology so that commercial banks can collect financial data credit and data flow of small and micro enterprises and inclusive corporate finance through big data and other technological means. Credit assessment, and launching more inclusive financial products, enriching the choices of long-tail users, optimizing the online approval process to reduce approval time and effort, and reducing the barriers to entry in disguise by improving risk control. Secondly, we must improve the risk system. Most of the businesses handled by personal businesses and small and micro enterprises are related to intermediate businesses. A risk control system for long-tail users should be established. Different types of risks should be established in the face of daily business. The transaction can be traced and the risk control is implemented on offline employees, rewarding employees with proper risk control, and also educating employees with weak risk control concepts, so that long-tail users can pay from third parties. The platform returns to commercial banks [18].

(4) Improve the Quality of E-Banking Services

If commercial banks want to develop electronic banking under the pressure of third-party payment, they must improve the service quality of electronic banking and plan the future development of electronic banking. Commercial banks should design a mobile banking that is not bank-centric, but user-centric, to improve the quality of electronic banking services instead of

launching a similar electronic software that imitates software on other platforms, commercial banks It is even more necessary to seize the opportunity of change brought by 5G. In the 5G era, more new functions are introduced to commercial banks. Only in terms of electronic banking can mobile banking realize overtaking and re-occupy the third-party payment platform. Highland, improve user utilization.

Do a good job in after-sales and feedback, set up a special department to take charge of online customer service and data collection, collect problems encountered by customers in using mobile banking, track customer feedback, and report to the technical department for a good customer service and after-sales service. Mobilize the enthusiasm of users, thereby retaining users. Establish a complaint channel. There is no effective complaint channel in the mobile banking midline of commercial banks. The bad mood of customers cannot be eliminated. The bank does not recognize any deficiencies in its own software. It should design a mobile banking system. Press the complaint button to supervise e-banking services so that customers' suggestions can be reported to the company.

(5) Optimize Payment Systems and Scenarios

Focusing on customers, integrating internal and external resources of the bank to fully meet customer one-stop service needs. Based on the integration and packaging of decentralized payment services and the realization of clearly categorized customer payment portals, the system is further improved, the operation steps are simplified, the customer operating experience is improved, and self-service signing of electronic channels for bulk withholding services is realized, reducing counter pressure and increasing signing possibility and efficiency; integrate technical resources, increase technological innovation, develop cardless payment, and explore collection services for non-bank customers. Develop the collection and payment business management system, integrate the counter, e-banking and bank-enterprise channel data, provide support for statistical monitoring, performance appraisal, and product post-evaluation, and gradually realize the unified collection and payment business management platform of the whole bank, and change the current data fragmentation, difficult extraction, and inefficient management.

Banks can cooperate with movie hospitals, catering departments, hotels and other living places, and provide them with a platform for promotion, allowing them to give certain discounts. If users want to use the coupons issued by merchants, they need to download the APP of the registered commercial bank and increase the activity of mobile banking has thus achieved an increase in the number of customers. In-depth cooperation with government agencies, online payment of party dues in commercial banks, online social security cards, and cooperation with human resources departments in various regions to provide employment inquiries for unemployed and transferred talents to help the country reduce the unemployment rate. Educational institutions cooperate to launch an online campus card, which can be used to recharge online with money in the commercial bank app, and cooperate with surrounding restaurants and entertainment to provide students with certain discounts, and cooperate in various ways to improve scene applications to retain customers.

## 5. CONCLUSION

This paper describes the current development of commercial banks' intermediary business. In order to promote the increase of the proportion of commercial banks' intermediary business under the background of the rapid development of third-party payment, corresponding solutions are proposed.

Through the analysis of the branch aspects of the payment and settlement business, agency sales, online banking and other intermediate business of commercial banks, combined with theoretical and practical analysis, the following countermeasures are proposed for the intermediate business of commercial banks: promote the strategic transformation of payment and settlement business, and use technological means to promote payment and settlement business, expand the scope of offline development of payment and settlement;

Improve marketing capabilities, establish and train a team of interdisciplinary professionals, provide important talent support for business development and risk control management, expand fund types and wealth management sales channels; develop new bank card business to promote inclusive finance; optimize mobile banking procedures and the functions make the operation more user-friendly to improve the service quality of electronic banking; optimize the construction of application scenarios, cooperate with major platforms, expand the scope of data acquisition, and comprehensively promote the construction of the system.

This paper enriches the challenges faced by commercial banks in various businesses under the influence of third-party payment, and provides countermeasures for the development of commercial banks to help the steady development of banks and enterprises.

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# Traditional Gardens and Modern Landscape Design

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**Abstract:** With the continuous development of China's social economy, people's living standards are also constantly improving, and there are higher requirements for the living environment, traditional gardens is a common design concept in traditional engineering design, which also has traditional cultural characteristics. However, with the development of the current era, the concept of modern landscape design has been gradually integrated into the current traditional design, and integrating the modern landscape design on the basis of the traditional garden art design has also become the focus of the current garden artists. Therefore, this paper analyzes the differences and characteristics of Chinese traditional landscape art and modern landscape design, aiming to provide a certain reference value for the development of modern landscape design.

**Keywords:** Traditional Garden; Modern Landscape Design; Features

## 1. INTRODUCTION

people's living standard in the social and economic development at the same time also made continuous changes, people not only pay more attention to the current standard of life and quality, but also more pursuit of things value and design, require design not only need to meet the basic needs of life, at the same time also need to have a certain artistic value and spiritual level. In the traditional design process, traditional garden is the most basic design concept and way, and with the advancement of The Times, modern landscape design gradually into the current design concept, and in the process of modern landscape design, relevant personnel need to pay attention to the application of garden materials, try to increase the application of garden materials, and effective garden design and modern landscape design, give full play to the characteristics of the two design, so as to make the current design more diversified [1]. Traditional garden design has the characteristics of higher naturalization and tradition, while the modern landscape is more scientific. The effective combination and inheritance of the two is also a very important content for the development of the current design field.

## 2. A COMPARATIVE STUDY OF CHINESE TRADITIONAL GARDEN ART AND MODERN LANDSCAPE DESIGN

China has a very long course of development, in this development process, garden art has also been sustained and in-depth development, so the traditional garden art in the development process of China, has a very strong historical characteristics and traditional characteristics. and the cultural style of traditional garden art is very diverse, but in the actual process of traditional garden art design, traditional garden art only serves a minority people, and this is and the modern landscape design goals, for contemporary landscape art design, more suitable for most of the population, so the application is more widespread. It can be seen that in the traditional garden art and modern landscape design concept, can not only can play the advantages of traditional garden art, can also be its design concept for certain innovation, and combined with the modern landscape design mode, not only played the effect of inheritance, also effectively extend the design [2].

## 3. ART CARRIER COMPARISON

### 3.1 Functional form level

Functional form is the most important difference between traditional garden art and modern landscape design. In different social environment buildings, the use function of buildings will also change greatly. Therefore, in the actual design process, it is necessary to fully consider and analyze the actual application background of traditional garden art and modern landscape design, so as to distinguish the application functions of the two on. Traditional garden art in the process of practical application, mainly serves the higher quality of life, these people usually have higher economic ability, and not only pay attention to material in life, also pay more attention to the atmosphere of life and spiritual level, such as study, hall, and so on., are the common application of traditional garden art. As far as modern landscape design is concerned, its service object is more common and popular, and all people are served by modern landscape design. Therefore, it can be seen that modern landscape art design pays more attention to people's actual needs for housing and transportation, and there is a big difference between traditional garden art and modern landscape design [3].

### 3.2 Material carrier level

In the garden architecture, more styles and types are included, while different styles and types also use different types of building materials. The development of the construction market has gradually formed a highly competitive environment during the development of the construction industry, which leads to the continuous changes of construction materials. The materials used by different garden art will also have great differences in different periods. In the design process, the traditional garden art pays more attention to the rationality of materials, which is usually designed and embellished on the basis of the original materials or terrain, so as to realize the design concept of the unity of man and nature. Although the traditional garden art has certain limitations in the use of materials, there are more material carriers. At

the same time, through this natural material carrier, the concept of the unity of man and nature can also be effectively fully expressed.

## 4. COMPARISON OF ECOLOGICAL VIEW

Compared with the modern landscape design, the traditional garden art pays more attention to the integration of man and nature. In the design process, it will respect the actual regional terrain characteristics, and skillfully use and design it, so as to design the garden art with more unique characteristics. Generally, before the design of traditional garden art, the relevant personnel will conduct full investigation and research on the garden plot, observe the surrounding soil and hydrology content, take these natural conditions as the design basis, and add a design sense with more humanistic characteristics on the basis of without changing the original. This way of design not only will not cause a certain landscape abrupt, but also more beautiful and natural, let the viewer also get happy and relaxed while watching [4].

The main content of modern landscape design is to extend the traditional garden art, the development of science and technology is the important driving force of modern landscape design, in the current design process, relevant personnel will be in line with the premise of ecological landscape construction concept, highlight the relationship between architecture and ecology, on the basis of the existing landscape diversified design, the design mode will not retain the original surrounding landscape, but also more scientific and environmental protection.

## 5. AESTHETIC COMPARISON

While people's living standards are constantly improving, the aesthetic concept is also constantly changing. Under the background of this era, the aesthetic requirements for design are even higher. For the garden style, more emphasis will be paid to the beauty of freedom, but also will pay more attention to the integration of natural beauty and humanity. In the process of design, the modern landscape pays more attention to the three-dimensional design, highlighting the overall sense of the landscape,

and paying more attention to its sense of hierarchy and fashion sense. Both people have their own different aesthetic characteristics. At the same time, in the process of design, traditional garden art usually takes attic and courtyard as the main design content, and the main design content of modern landscape design is the order and scientific nature of architecture. These differences and obvious differences have a great deal related to people's living background and culture [5].

## 6. CONCLUSION

To sum up, in the current traditional garden art and modern landscape design, relevant personnel need under the premise of traditional garden art, modern landscape design continuous innovation, and the effective integration, only both development and progress, can better promote the sustainable development in the field of construction and design in our country.

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# The Study on the Comparison between Literal Translation and Free Translation

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Abstract: For over a thousand years, the debate over the issue "What is translation?" has been catching the eyes of all engaged or interested in the field of translation, which is also true for the debate over the subject "Is literal translation or free translation better?". As we all know, literal translation and free translation are the most basic translating skills and the proper use of these two approaches can make your translation better. However, the debate over the themes "Which one can make the translation more natural? and "Which one contributes more to the translating of the source text?" never stops. The paper compares literal translation with free translation through several typical examples of English to Chinese translating, aiming to find the characteristics of the two different translating approaches and thus finding out both the strength and weakness of literal and free translation.
Keywords: Literal translation; Free translation; Comparison

## 1.INTRODUCTION

Within western society, issues of free and literal translation were for over a thousand years after St Jerome bound up with the translation of the Bible and other religious and philosophical texts[1]. The central recurring theme of "word-for-word" and "sense-for-sense" translation is a debate that has dominated much of translation theory in what Newmark calls the "pre-linguistic period of translation". It's a theme which Susan Bassnett, in "The history of translation theory" section of her Translation Studies, sees as "emerging again and again with different degrees of emphasis in accordance with differing concepts of language and communication".

## 2. LITERAL TRANSLATION AND FREE TRANSLATION

### 2.1 Definition of Literal Translation and Free Translation

Literal translation, also called word-for-word translation, is ideally the segmentation of the source language text into individual words and target language rendering of those word-segments one at a time. This ideal is often literally impossible. For example, an inflected word in an agglutinative source language can almost never be replaced with a single word in an isolative target language, and, even when literally possible, the result is often unreadable. Hence most so-called literal translations are in fact compromises with the ideal: looser renditions that replace individual source language words with individual target language words wherever possible, and cling as closely as possible to the source language word order in the target language[2].

Free translation, also known as sense-for-sense translation, emphasizes transfer of the meaning or "spirit" of a source text over accurate reproduction of the original wording. The purpose of sense-for-sense translation is to accommodate the needs of the target language reader by producing a text which conforms the linguistic and textual norms of the target language and culture and which does not therefore sound "foreign"[3].

### 2.2 Application of Literal Translation and Free Translation

Literal translation is a commonly used method of translation.In translation practice, generally, the literal translation is the main. Because in many cases, literal translation not only can keep the original content and spirit accurately but also avoid producing misunderstandings caused by improper paraphrasing. As long as it can reflect the content of the original and does not violate the expression habit of target language, the literal translation should be considered firstly. Some English idioms are often translated with this method such as:"Blood is thicker than water." (xuè nóng yú shuǐ) "God helps those who help themselves."(tiān zhù zì zhù zhě)

Literal translation emphasizes the importance of being faithful to the original as well as the faithfulness, expressiveness and elegance. And because of different structure of English and Chinese, translating between English and Chinese cannot be done word by word. Literal translation should not only elucidate the original meaning fully and accurately but also cannot distort, add or delete the original thoughts. At the same time, it should maintain the original style, and sometimes even the mood or feeling can't be ignored.

Literal translation, however, cannot be used under any circumstances. If just complying mechanically with the original words, phrases, sentence order and the surface meaning, the target text would fail to covey the correct meaning of the source text. For example, the phrase "He has an axe to grind." means" He has ulterior motives". It cannot be understood if it is literally translated.

During the process of rendering, sometimes English and Chinese have great differences regarding the same ideological content. In addition, the source language and target language are different in grammar, word order and rhetoric. Therefore, the expressions in target language which just adjust to the original words may be difficult to reproduce the original ideas accurately. To make the target text clear and convincing and to conform to the habits of target language, the translators must try to comply with the customs and the correct usage of the target language instead of adhering to the original patterns of expression mechanically.That is where free translation comes in. The following is an example of free translation.

Source text: We all look forward to the day when simple medical test can find cancer while it is still small.

Literal translation: wǒ men dōu xī wàng yǒu yī tiān jiǎn dān de yī liáo cè shì néng zài ái zhèng hái xiǎo de shí hòu fā xiàn ái zhèng.

Free Translation: wǒ men dōu qī wàng yǒu cháo yī rì, rén men néng yòng yī zhǒng jiǎn biàn de jiǎn yàn fāng fǎ fā xiàn zǎo qī ái zhèng.

From the above example, we can find that if literal translation is adopted, the expression in target language is hard to understand and unreadable and awkward for readers of target language.

Free translation is mainly adopted in the situation that huge cultural differences exist between the source language and target language. From the intercultural language communication and cultural exchange's point of view, free translation emphasizes the cultural system of target language. A large number of examples show that the use of free translation reflects differences among nations in ecological culture, language culture, religion culture, material culture, social culture and many other aspects.

In the use of literal translation and free translation, we must first thoroughly understand the ideas, emotions and feelings of the author. And then, we can choose whether free translation or literal translation should be adopted, or choose to combine both of them during the process of rendering. Only in this way can we be responsible to both authors and readers. The basic, and also the ultimate goal of translation is, the target text must be faithful to the source text and the target text must be expressive.

2.3 Literal Translation or Free Translation? Which One is Better?

By the 1980's, Chinese scholars seem to have reached a general consensus which favors literal translation wherever possible and free translation whenever literal translation is not a good choice. Translation practice has proven that literal translation and free translation are not contradictory but complementary.

Which one is better? Literal translation or free translation? After debating for so many years, there is still no absolute answer to this question. Some translators prefer literal translation because they think the target language should be consistent with source language in form. However, some hold that free translation is better. For example, Jerome rejected the word-for-word approach because, by following so closely the form of source language, it produced an absurd translation, cloaking the sense of original. Actually, there is no answer to this question and different translators will adopt different one under different circumstances. Xu Yuanchong, a very famous Chinese translator, has ever said, "Free translation or literal translation, both must meet the criteria of faithfulness and smoothness." Actually, I can't agree him any more, for faithfulness and smoothness are the most fundamental criteria used to decide whether the translation is correct or not.

When the form of target language is consistent with that of source language, it doesn't make sense to discuss

distinguish free translation from free translation. For example, if "Disaster never come single" is translated into "huò bú dān híng ", the target language is consistent with source language in both content and form. Therefore, it is acceptable to call this translated version free translation or literal translation. However, when the target language is different from source language in form, translators have to make choice between free translation and literal translation. In addition, both free translation and literal translation are not so absolute. Some translated versions are total free translation while some are not. The following example will help explain this.

Source language text: He had about as much chance of getting a job as of being chosen mayor of Chicago.

Target language text:

(1)tā zhǎo dào gōng zuò de jī huì hé dāng xuǎn zhī jiā gē shì zhǎng de jī huì jǐ hū chà bú duō.

(2)tā yào zhǎo dào gōng zuò jiǎn zhí jiù gēn dāng xuǎn zhī jiā gē shì zhǎng tóng yàng kùn nán.

(3)tā zhǎo dào gōng zuò de jī huì jiǎn zhí wēi hū qí wēi.

We can clearly see that version (1) is a version of total literal translation. Version (2) combines free translation and literal translation while version (3) is the one of total free translation.

Literal translation puts "faithfulness to content of the original text" first, "consistence with form of the original text" second and "smoothness" third. If using the form consistent with that of source language, target language is able to convey the content of source language, literal translation can be adopted. For example, phrase "wash one's hand" can be literally translated into"xǐ shǒu ". In addition, if the expressions in source language is more accurate and powerful that those in target language, translators can also employ literal translation. But remember, the criteria of " faithfulness and smoothness" must be met first. For example, "armed to the teeth" can be literally translated into "wǔ zhuāng dào yá chǐ ". As the late Chinese president Mao Zedong said, we should absorb exotic and fresh expressions from foreign languages. This actually is another case, namely foreignizing translation and domesticating translation, which are concerned more with cultural, linguistic and aesthetic considerations.

Like literal translation, free translation also puts "faithfulness to content of the original text" first. However, it regards "smoothness" of greater importance than "consistence with form of the original text". If "consistence with form of the original text" and "smoothness" can not be obtained at the same time, translators for free translation would put "consistence with form of the original text" aside. Generally, free translation will be employed if target language cannot express the exact meaning of the source text in the form consistent with that of source text. For instance, "wash one's hands of" means "refuse to have anything more to do with or accept responsibility for". So, this phrase can not be literally translated into "xǐ shǒu bú gàn". Instead, it should be translated into "sā shǒu bú guǎn", "bú zài guò wèn". Also, if the expressions in target language are more

accurate and powerful than those in source language, free translation can be adopted. For instance, "fight it out" can be translated into "dǎ gè fèn xiǎo", "jiàn gè gāo dī", "jué yī cí xióng".

However, one thing we have to keep in mind is that both free translation and literal translation cannot go too far, or wrong translation will come out. Being faithful only to the form of the source text without being faithful to the content will lead to stiff translation rather than literal translation. An example of stiff translation is some translators translate "the Milky Way" into "niú nǎi lù". Similarly, if translators just focus on the smoothness without being faithful to the content of the source text, they will be got caught by " random translation". For example, some may wrongly render "rub one's hand"(cuō zì jǐ de shuāng shǒu) into "mó quán cā zhǎng".

## 3. COMPARISON BETWEEN FREE TRANSLATION AND LITERAL TRANSLATION

We have discussed the definitions, features and application of both free translation and literal translation above. However, we cannot have a very good understanding of them unless examples are given for readers to compare them in an all-round way. Next are some examples of free translation and literal translation:Atomic clocks keep time to better than 0.01 second a year.

3.1LT:yuán zǐ zhōng bǎo chí shí jiān zhǔn què dù yī nián bú dào 0.01miǎo de wù chà.

3.2FT:yuán zǐ zhōng zǒu shí zhǔn, měi nián wù chà xiǎo yú 0.01miǎo.

First of all, both free translation and literal translation of this sentence are conveying the correct meaning of the source text, that is, they are both faithful to the original text. However, the outcome of literal translation is a little bit awkward for Chinese readers because the words order is weird and it is not expressive at all.

Translation:Distance and weight have been measured from at least 3, 000 B.C.

3.3LT:cóng gōng yuán qián zhì shǎo sān qiān nián qǐ jù lí hé zhòng liàng jiù yǐ jīng bèi dù liàng le.

3.4FT:cè jù hé héng zhòng zhì shǎo shǐ yú gōng yuán qián sān qiān nián.

For readers of target language, it is a very easy thing to judge which version is better. Indeed, version (3) is absolutely correct and has no problem of conveying the meaning of the source text. However, it is not consistent with the expression habits of the target language. Instead, the version(4) is more natural, easily read by the readers of target language.

He wanted to run, but that would be the worst thing he could do. (The Man from St. Petersburg)

3.5LT:tā zhēn xiǎng pǎo, dàn shì nà shì tā néng zuò de zuì zāo gāo de shì le.

3.6FT:tā zhēn xiǎng bá tuǐ jiù pǎo, dàn duì tā lái shuō, zuì zāo gāo de shì qíng mò guò yú cǐ le.

Again, the version (5) is not bad and it can be easily understood by Chinese readers. However, this version fails to convey the emotive tendency of author. In Chinese,

"néng zuò de zuì zāo gāo de shì" means such kind of thing will be done if no choice is given. However, I think the author is conveying that "the person will never do this at any circumstances". In addition, the version (6) adds "bá tuǐ" to tell the readers that the situation is really embarrassing.

Romeo is banished; and all the world to nothing that he dares never come back to challenge you. (Romeo and Juliet)

3.7LT:luó mì ōu shì yǐ jīng fàng zhú le, wǒ kě yǐ ná suí biàn shén me dōng xī lái gēn nǐ dǎ dǔ, tā zài yě bú gǎn huí lái zé wèn nǐ.

3.8FT:luó mì ōu yǐ bèi fàng zhú zài wài, wú lùn rú hé tā jué bú gǎn huí lái rèn nǐ wéi qī le.

First of all, "wǒ kě yǐ suí biàn ná shén me dōng xī lái gēn nǐ dǎ dǔ" is weaker than "wú lùn rú hé......jué bú" in emotion expression. The most difficult part to be translated is the word "challenge". Explanation "zé wèn" can be easily found in dictionaries while "yǔ......jié wéi fū qī" is hard to find. However, does it mean that we should just adopt the common explanation which can be found in dictionaries easily? Absolutely not! We should take the context into account. As we know, the line was produced after Romeo and Juliet had married each other. In addition, "challenge" was also used in other plays of Shakespeare as such a meaning. Therefore, we must attach great importance to the context during the process of rendering. Those were drinking days, and most men drank hard. So very great is the improvement Time has brought about in such habits, that a moderate statement of the quantity of wine and punch which one man would swallow in the course of a night, without any detriment to his reputation as a perfect gentlemen, would seem, in these days, a ridiculous exaggeration[4].

3.9LT: zhè shì yǐn jiǔ de shí dài, dà duō shù dōu nǔ lì hē jiǔ. yóu shí shì suǒ zào chéng de zhè zhǒng hǎo xí guàn shì rú cǐ wěi dà, yǐ zhì shù shuō yī gè rén zài yī tiān wǎn shàng hē wán le bú zhì yǒu ài tā de biāo zhǔn shēn shì shēng míng de xiàng dāng jiǔ liàng, zài dāng rì, sì hū shì guò fèn kè qì de xiào huà.

3.10FT: nà shí hòu shì zòng jiǔ de shí dài, dà duō shù rén dōu hē dé hěn xiōng. jǐ shí nián guò qù le, ér jīn zhè zhǒng è xí yǒu le hěn dà de shōu liǎn. yào shì fān gǔ, shuō qǐ dāng nián mǒu wèi dào mào àn rán de shēn shì lǎo yé yī yè zhī jiān guàn xià qù dà liàng huáng tāng, ér réng rán wú sǔn yú tā de shēng yù, nǎ pà shuō de bǐ jiào hán xù, zài jīn tiān de rén tīng qǐ lái, yě huì jué dé shì yī zhǒng nán yǐ zhì xìn de kuā.

As we see, both version 1 and version (10) are correct in meaning. However, the version (9) just conveys the meaning, regardless of emotive tendency of the author. Actually, author was condemning the behavior of "drinking hard". Also, compared with version (9), version (10) pays attention to the words and expressions. To be consistent with the times described in source text, version (10) uses more "ancient" words and expressions.

## 4. CONCLUSION

From the thesis, we can know that both free translation and literal translation have their own characteristics, advantages and merits. It is really hard to judge which one is better. Also, translators may turn to different strategies or theories under different circumstances. No matter free translation or literal translation is adopted, we, as translators, must bear one thing in mind, that is the most basic criteria of translation "faithfulness" and "expressiveness" must be met.

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# Issues hidden in the Japan-India Nuclear Cooperation Agreement

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Abstract: This article focuses on the Japan-India Nuclear Cooperation Agreement, which came into effect in 2017, and summarizes its contents. In addition, the issues facing the Japanese government and related companies in the agreement will be clarified. There are two main issues, one related to the diplomacy of the Government of Japan and the other being related to the implementation of the agreement by the Government of Japan and related companies. By clarifying these issues, this article argues that the Japan-India Nuclear Cooperation Agreement is by no means safe for the Government of Japan and its companies.

Keyword: Japan-India security relationship; Japan-India Nuclear Cooperation Agreement; Japan diplomacy; japan-India relationship

## 1. INTRODUCTION

The Japan-India Nuclear Cooperation Agreement was signed by the two governments of Japan and India in November 2016, and was approved and issued by both governments in 2017. [1] The entry into force of this agreement will not only deepen exchanges on nuclear power between the two countries but will also open the way for Japanese reactor manufacturer parts to be exported to India, which will help secure the interests of Japanese companies. The Indian side can also import advanced nuclear technology from Japan, which has the advantage of diversifying its domestic energy supply. At first glance, the agreement between the two countries would seem to be a win-win. However, since the agreement came into effect, there have been many criticisms of the agreement in Japan. It is necessary to sort out what these criticisms are and what risks they pose to Japan. This article considers the issues of the Japan-India Nuclear Cooperation Agreement from the perspective of Japan.

## 2. OUTLINE OF THE JAPAN-INDIA NUCLEAR COOPERATION AGREEMENT

On November 11, 2016, the Government of Japan and India announced the "Agreement between the Government of Japan and the Government of the Republic of India for Cooperation in the Peaceful Use of Nuclear Energy" (hereinafter referred to as "Agreement between the Government of Japan and the Government of the Republic of India" in conjunction with India's Prime Minister Narendra Modi's visit to Japan, the Japan-India Nuclear Cooperation Agreement) and the related "Official Statement on Opinions and Understandings". On the one hand, India is a nuclear-armed country that conducted nuclear tests in 1974 and 1998, refusing to participate in the Non-Proliferation Treaty (NPT). On the other hand, Japan has long called the abolition of nuclear weapons a national policy.

A major feature of the Japan-India Nuclear Cooperation Agreement is that it confirms the current situation of India, which has run wild with nuclear development contrary to the agreement of the international community. The agreement presupposes that India has not signed the Nuclear Non-Proliferation Treaty (NPT) and is armed with nuclear weapons. There is no provision that would "stop cooperation in the event of a nuclear explosion" as is seen in nuclear agreements with other countries. The conclusion of this agreement will lead Japan to recognize India as a de facto nuclear-weapon state. It also confirms that India "has technology" contrary to international agreements, as it allows reprocessing of spent fuel and enrichment of uranium up to 20%.

Other issues include compensation for damages when cooperation is suspended based on the Japan-India Nuclear Cooperation Agreement and compensation for damages based on the Indian Nuclear Damage Compensation Law. In some cases, a huge cost burden may be incurred by the Japanese government and the exported nuclear power plant manufacturers.

## 3. DIPLOMATIC CHALLENGES FACED BY THE JAPANESE GOVERNMENT

Japan has never signed a nuclear cooperation agreement with non-NPT parties, which also allows spent fuel to be reprocessed and plutonium removed. This is not permitted in nuclear cooperation agreements with other countries, and if the Japan-India Nuclear Cooperation Agreement is concluded, it will be a major shift in Japan's conventional nuclear non-proliferation diplomacy.

First, India is a country that possesses nuclear weapons without joining international treaties such as the Nuclear Non-Proliferation Treaty (NPT) and the Comprehensive Nuclear Test Ban Treaty (CTBT) and continues to use nuclear weapons for military purposes. Japan, on the other hand, Japan has long made the abolition of nuclear weapons one of its major foreign policies as the only war-affected country in the international community. Therefore, the conclusion of this agreement could effectively lead Japan to recognize India as a "nuclear-weapon state" and abandon Japan's long-established diplomatic asset of nuclear abolition. This is inconsistent with Japan's foreign policy on nuclear weapons.

Second, under the Japan-India Nuclear Cooperation Agreement, Japan has approved India for the production of low-enriched uranium and the reprocessing of spent fuel. The Japan-India Nuclear Cooperation Agreement is the first time that Japan has allowed the reprocessing of spent fuel from nuclear-weapon states under the NPT.

However, it is unclear how the Japanese government will reject the request if a country that is not a member of the NPT and CTBT and is not obliged to reduce nuclear weapons, requests Japan for special measures such as enrichment and reprocessing.

Currently, the nuclear disarmament and non-proliferation regime centered on the NPT and CTBT is shaking. At the 2015 NPT Review Conference, the gap was not filled by the concept of establishing a non-weaponized "mass destruction zone" in the Middle East, and the final document could not be reached due to opposition from the United States, Britain, and Canada. The 2016 UN First Committee resolution to start negotiations on the Treaty on the Prohibition of Nuclear Weapons also deepened the gap between nuclear-weapon states and nuclear-capitalized countries that oppose the start of negotiations and non-nuclear-weapon states that want to start negotiations. Under such circumstances, the recognition of Japan, which has long appealed for the abolition of nuclear weapons, with the huge exception of India, which possesses nuclear weapons outside the framework of the NPT, will have a major impact on the nuclear disarmament and non-proliferation regime centered on the NPT and CTBT.

## 4. CHALLENGES IN THE CONTENT OF THE AGREEMENT FACED BY THE JAPANESE GOVERNMENT AND RELATED COMPANIES

First, the Japan-India Nuclear Cooperation Agreement has a provision for returning nuclear materials and facilities subject to the agreement when cooperation is suspended, but there is not a specific provision for exchanging the inventory list of nuclear materials and facilities within the agreement. [2] So, it is difficult for the Japanese government to grasp the nuclear materials subject to the agreement because there is no such agreement. In addition, it is virtually impossible for the Japanese government to recover the exported facilities and nuclear materials under the agreement.

Second, the Japan-India Nuclear Cooperation Agreement states that damages can be compensated when cooperation is suspended. [3] When cooperation is suspended due to India's nuclear test, the Japanese government may file a huge claim for damages from the Indian government. Additionally, under the Nuclear Damage Compensation Law of India, if a nuclear accident causes damage and the nuclear operator compensates for the damage, the nuclear operator can reimburse the nuclear power plant manufacturer for the damage. As a result, if an accident occurs, Japanese nuclear power plant manufacturers may be subject to huge damages from India.

## 5. CONCLUSION

6. The above is a summary of future issues under the Japan-India Nuclear Cooperation Agreement. On these issues, it can be seen that while the Japan-India Nuclear Cooperation Agreement has the potential to affect the nuclear development of both countries in normal times, it may damage the relationship between the two countries in the event of a crisis. Especially for Japan, the conclusion of the Japan-India Nuclear Cooperation Agreement will greatly undermine the diplomatic legacy of Japan's "only war-affected country" that it has accumulated over a long period. In addition, the Indian Nuclear Damage Compensation Law leaves room for compensation for damages to Japanese nuclear power plant manufacturers, and if it were to be reimbursed, there is a risk that the amount would be extremely high. The Japan-India Nuclear Cooperation Agreement poses certain risks to the Government of Japan and companies, and for Japan to avoid the risks lurking in the agreement in the future, further exchanges with the Government of India must be promoted.

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# Cultural Transmission in Chinese-English Translation of tourism Texts from the Perspective of Functional Theory

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Abstract: If China's tourism industry wants to occupy a competitive advantage in the world market, it must choose to use accurate and appropriate tourism text analysis. In essence, tourism text translation is a cross-cultural communication. Due to the great differences between English and Chinese, and the different cultural backgrounds, there are many problems in the process of C-E translation of tourism texts. Carrying out this work from the perspective of functional theory can effectively achieve the goal of cultural transmission and provide support for the international development of tourism industry.

Key words: Functional theory; Tourism text; Chinese English translation; Cultural transmission

## 1.INTRODUCTION

China has a vast geographical area and a long history of development. There are many different types of tourism resources. After the reform and opening up, China's tourism has developed rapidly. At present, the 13th five year plan for tourism has been implemented, which provides new development opportunities for the development of inbound tourism in China. In essence, tourism is the process of cultural feeling and inheritance, which can meet people's spiritual needs. When foreign people travel to China, they can feel the natural scenery and accept the edification of China's excellent traditional culture. In other words, transnational tourism is essentially a cross-cultural communication activity, which plays a very key role in China's cultural communication. Therefore, we must pay attention to the cross-cultural translation of tourism texts. Applying functional theory to translation, we can choose the most appropriate translation method, so as to achieve the purpose of cultural publicity and provide support for the sustainable development of tourism industry.

## 2. FUNCTIONAL THEORY TRANSLATION

Functional theory translation mainly refers to the theory that focuses on one or more functions of the text and translation in the process of translation. In the 1970s, functional theory emerged and developed. It holds that the function of the text should be the focus in translation rather than its equivalence, which can effectively improve the shortcomings in the traditional translation process. Moreover, when translating, we should choose the ways and means to be used according to the purpose of translation. Translation in the cross-cultural context is an act of human activities from the perspective of functional translation. When carrying out translation, we need to take into account the audience's requirements for text and communication [1].

## 3. TOURISM TEXT TRANSLATION

Tourism text materials contain rich contents, including tourism advertisements, tourism brochures, scenic spot signs, etc. From the perspective of breadth, tourism translation is a practical activity related to tourism activities and tourism industry. From the in-depth analysis of tourism translation, it is a cross-cultural transformation and communication activity supported by the same text [2]. From the perspective of functional theory translation, tourism text translation has strong applicability. It should fully show its practical functions, such as publicizing the image of China or a region of China, so as to attract more foreign tourists. When carrying out tourism text translation, we can start from the following points: first, we should recognize the types and functions of tourism text, and clarify the objectives to be achieved in tourism text translation. The tourism text is mainly to publicize the local cultural resources and make the readers have the idea of traveling. Therefore, the tourism text needs to have the information function and calling function, and it should ensure that the information function and calling function can promote each other. To carry out tourism text translation, we should convey relevant cultural information, take inheriting and carrying forward China's excellent traditional culture as an important task, take into account the psychological needs and mentality of international tourists, provide them with appropriate texts as a reference, make them willing to understand China's local conditions and customs and participate in tourism activities more actively [3].

Therefore, to carry out Chinese-English translation of tourism texts from the perspective of functional translation theory, the translator needs to have a cross-cultural concept, form a certain understanding of the mentality and cultural needs of the target readers, and use appropriate translation measures to achieve the goal.

## 4. PRINCIPLES TO BE ADHERED TO IN C-E TRANSLATION OF TOURISM TEXTS

### 4.1 Adhere to the principle of moderation

Suitability mainly refers to whether the translation can achieve the translation goal with the help of context. The characteristics of tourism text can be mainly expressed as information, emotion and inducement. Therefore, when carrying out tourism text translation, we must pay attention to information transmission to make countries all over the world understand Chinese culture.

### 4.2 Ensure equivalence

The concept of functional equivalence first appeared in the last century. In order to achieve the goal of functional equivalence, in the process of translation, it is necessary to analyze and explore the cultural differences between China and the west, adjust the cultural translation scheme, or carry out the translation work with translation variation measures.

## 5. DIFFICULTIES IN CULTURAL TRANSMISSION OF CHINESE-ENGLISH TRANSLATION OF TOURISM TEXTS

Foreign language tourism materials need to be publicized so that foreign tourists can understand, understand and understand, and are willing to read and travel, which is the ultimate purpose of Tourism Text Translation [4]. Cultural tourism has become the focus of the international tourism industry. To understand the excellent Chinese traditional culture and feel the charm of traditional culture is the goal that inbound tourists need to achieve. Therefore, we must do a good job in tourism culture translation to achieve the goal of cultural transmission and cultural publicity. However, due to the great differences between Chinese and English cultures and languages, there are some problems in the process of tourism text translation, which can be summarized as follows:

First, there are not many available cultural counterparts [5]. There is a big gap between Chinese and foreign cultures. In the process of historical development and Dynasty change, there has been a lot of rich history and culture. When explaining a place of interest, it is likely to bring historical and cultural stories and celebrity deeds. These terms are special, but foreign tourists do not understand this content and hope to obtain this cultural experience. Therefore, when carrying out tourism translation, we must fully respect cultural differences and formulate reasonable measures for cultural transmission.

Second, the use of four character structure is more common. There are some differences in language logic between Chinese and English cultures. When formulating tourism texts, China will choose more gorgeous words and sentences to describe, while foreign countries will pay more attention to simplicity and point out the main idea when formulating tourism texts. For example, there are many four character idioms in Chinese tourism texts, which are catchy when reading. The English text has no corresponding expression. Therefore, when carrying out Chinese-English translation of tourism texts, we should focus on functional theory and do a good job in cultural transmission, rather than using a certain way [6].

Third, there are many ancient poems. China has a long history and has formed a large number of ancient poems in the process of development. The language of ancient poetry is concise, imaginative and emotional, which is common in tourism texts. For example, "Huangshan is the best in the world, and pine and stone are the most strange." only the cross shows the most special wonders of Huangshan. When reading tourism texts and carrying out tourism practice, appreciating ancient poetry can also bring foreign tourists a better sense of cultural experience.

Fourth, it leads to the loss of interest in culture. In the process of cultural transmission of tourism translation, there are many regional characteristic cultures. When carrying out tourism translation, cultural differences are likely to lead to cultural conflicts. In fact, if they think it is an invasion of foreign culture, they are likely to carry out local cultural protection [7]. For example, when explaining the red scenic spots in China, it can show the spirit of fearing hardship and the people's one mind in the process of the war of resistance against Japan. If the translation is improper, it may cause tourists to get tired of translation and lose the happiness of tourism. Therefore, when carrying out translation work, we should try our best to ensure the interest of tourism.

## 6. CULTURAL MEASURES THROUGH CHINESE-ENGLISH TRANSLATION OF TOURISM TEXTS

English Chinese translation of tourism texts plays a very key role in the transmission of culture. It can effectively spread China's excellent traditional culture, deepen the understanding of China's culture all over the world and feel the charm of China's traditional culture. Moreover, English Chinese translation can also stimulate the development of China's transnational tourism industry, bring more economic benefits to China's tourism industry, promote China's economic development and enhance China's overall strength. Therefore, we must pay full attention to the English-Chinese translation of tourism texts. From the perspective of functional theory, English-Chinese translation of tourism texts can be carried out from the following points:

### 6.1 Annotation of blank cultural vocabulary

If the words with large amount of information in the tourism text are directly translated, it is likely to confuse foreign tourists. The use of annotations can not only solve the lack of culture, but also make the culture more fluent and contain more comprehensive content. Annotation method mainly refers to ignoring the specific image in the text and only explaining the original text. When translating words with obvious national characteristics, if you choose direct translation, it is likely to lead to readers' incomprehension and feel that it is more boring. The use of annotation method can make the translation more concise and reasonably spread the information.

For example, many paper-cut works take the Eight Immortals crossing the sea as the theme, which is very key to the legend of the eight immortals.

There are various types of paper cut of the eight immortals across the sea, and is a very key scene for the Eight Immortals (fold phases, the eight immortals across the sea each show their power)

The little story of the Eight Immortals crossing the sea, each showing his magic power, is widely spread and well-known in China. However, it is incomprehensible to some foreign tourists, and the use of parenthesis annotation only makes up for cultural differences [8].

For example, "since ancient times, Huangshan has been the wonder of the world", "the wonder of Huangshan lies in the peaks: the wonder of peaks, the wonder of loose stones, the wonder of humble antiquity; the wonder of clouds and fog. The wonder of Huangshan lies in the sea". The mountains in the sky, vast clouds and smoke, rushing

waterfalls, jagged and skillful stones and strange green pines all show the magnificent demeanor of Huangshan.

Since ancient times, Huang has been extended to the miracle of the world, strange in the peaks, clouds and clouds Sky peaks, vast clouds, flying waterfalls, strange pines and stones, each is showing the magnificent beauty of Huangshan Mountain.

If only the literal meaning is translated, it is difficult for foreign tourists to understand the connotation and show the original meaning of the article. The beauty of artistic conception pursued by Chinese needs to be properly adjusted in translation to ensure that English readers and listeners can understand it.

For another example, in ancient times, the West Lake can be called Qiantang lake, Xizi lake, etc. Su Shi once said, "if you want to compare the West Lake with Xizi, it is always appropriate to wear light makeup and heavy makeup." The poet compares the West Lake to Xi Shi, one of the four beauties, with a unique imagination.

West Lake was once called Qiantang lake and Xizi lake An ancient poet Su Shi wrote a poem about the lake West Lake looks like Beauty Xi Zi at her best, whether she is richly adorned or plainly dressed. In this poem, he compared the lake to an ancient Chinese beauty called Xi Zi, better known as Chinese Cleopatra.

If Xi Shi is directly compared to Xi Shi, tourists may not understand China's traditional culture and its meaning. With the help of other annotation methods, they can not only provide support for the transmission of cultural information, but also strengthen foreign tourists' sense of identity with China's culture.

6.2 Simplification in the translation of four character idioms

Four character words are widely used in Chinese tourism texts. If the translation is carried out directly according to the original text in the process of translation, it will cause some misunderstandings among tourists. We should take the functional theory as the basis, analyze the understanding and recognition ability of foreign readers for the article, change their own views and views, and express them in English habits, so that tourists can feel the charm of nature and the value contained in the cultural landscape.

for instance: "If it rains heavily, the moon doesn't open, the wind howls, the turbid waves empty, the sun and stars are hidden, the mountains are hidden, the business travel is not good, the spars are destroyed, the dusk is dark, and the tigers roar and apes cry. Dengsi tower is also a place for people to go to the country and nostalgia, slander, fear and ridicule, look bleak, and feel extremely sad. If spring and the scenery are bright, the waves are calm, the sky is bright, the vast expanse of water, the sand gulls gather, the brocade scales swim, and the shore Zhi Tinglan, blue and blue. Or a long smoke, a bright moon, a floating light and gold, a still shadow, and fishing songs answer each other. What a joy! There are also those who are relaxed and happy, who spoil and disgrace and forget, and who bring wine to the wind [9]. "

If the monthly rain, wind and waves, business travel is difficult, boarded the Yueyang Tower, it is like to appear sad and negative emotions And in the spring sun is bright, the wind is calm, there will be a beautiful water and sky, at this time on the Yueyang Tower, will forget the sadness, feel happy.

This describes the description of different landscapes and emotions of Yueyang Tower and Dongting Lake. We should adhere to the functional theory to make tourists better understand the characteristics of Yueyang Tower and simplify the article.

6.3 Interpretation of ancient poetry

The application of ancient Chinese poetry can make the description of scenic spots more attractive and play a finishing touch. Ancient poems pay more attention to rhythm and rhythm. Considering the information function and exchange function of tourism texts, they can be translated after reasonable adjustment, and only need to show the main content of the original text.

For example, when viewing Yueyang Tower and Dongting Lake, Yuan Zhen of the Tang Dynasty once wrote that "the sun holding windows on Yueyang tower shadow the red jade building in the deep pool. Looking at the Wanyi of the late spring, the water from the lattice Lake flows into the Xijiang River."

For example, in the Yueyang Tower and Dongting Lake for viewing, the Tang Dynasty yuan once wrote about the Yueyang Tower, the sun hangs in the window of Yueyang Tower, the shadow of high tall buildings lie in Dongting Lake, very beautiful The lake fell down from the window and went straight to the Yangtze River in the distance, dazzling.

For another example, in Yuefei's tomb in Hangzhou, you can see the couplet: "Castle Peak is lucky to bury loyal bones; white iron casts innocent courtiers."

Yuefei tomb can be seen in Hangzhou, you can see couples burned bones here is the luck of Castle Peak, shaping the white iron how innocent

6.4 To reorder text

When carrying out tourism text translation, if we translate some characteristic cultural words directly, it is likely to increase the difficulty of understanding. Therefore, we must break the original word order and make reasonable adjustments to make the translation work more smoothly. Carrying out tourism translation can effectively meet the cultural needs and aesthetic requirements of foreign tourists. While carrying out cross-cultural communication, it can realize the balanced development of tourism translation and cultural communication, which can not only maintain the original cultural characteristics, but also make communication more smooth.

7. CONCLUSION

According to the above analysis, language is one of the forms of culture, and the cultural connotation is relatively rich. In particular, Chinese tourism texts have obvious cultural characteristics and a large amount of information, which can attract more foreign tourists to visit scenic spots in China and provide support for the sustainable development of China's tourism industry. Therefore, Chinese-English translation staff of tourism texts should analyze the functional theory, carry out targeted translation under the guidance of this theory, and deepen

the interpretation of cultural connotation, so as to find out appropriate translation methods and provide support for the spread of Chinese culture around the world.

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# Application of "micro course" in the course of "Fundamentals of computer application" in Higher Vocational Colleges

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Abstract: With the application of science and technology in the field of education, education and teaching has been successfully promoted to informatization, digitization and modernization, which not only effectively improves the quality of education and teaching, but also greatly promotes the development of education and teaching in China. Based on this, in order to adapt to the development trend of modern society, the course of computer application foundation in Higher Vocational Colleges successfully integrates micro course teaching into the course, and studies and innovates a series of micro course teaching methods and contents, so as to achieve the goal of information construction of computer application foundation course teaching. This paper takes the application of micro course in the course of "Fundamentals of computer application" in Higher Vocational Colleges as the research object. Firstly, it analyzes the application significance of micro course teaching mode, and then expounds the application strategy of micro course teaching mode, in order to share and communicate with the majority of teachers of "Fundamentals of computer application".
Key words: Micro course teaching mode; Higher vocational education; Computer teaching; Application strategy

## 1.INTRODUCTION

The so-called "micro course" is a way to implement teaching with the help of information technology, which integrates the characteristics and advantages of information technology and transforms offline teaching into online teaching. Therefore, the application of micro course in teaching activities has very important significance and advantages, and plays a role in promoting the development of teaching innovation. As for the current micro course teaching of computer application foundation in higher vocational colleges, teachers can use micro course video to show students the key points and difficulties of knowledge, and also remove the restrictions on students' learning activities caused by factors such as time and place. Based on this, teachers need to constantly innovate the specific forms of micro class application, and scientifically design micro class teaching video, so as to give full play to the application value of micro class teaching mode.

## 2. APPLICATION SIGNIFICANCE OF MICRO COURSE TEACHING MODE IN THE COURSE OF FUNDAMENTALS OF COMPUTER APPLICATION

The application significance of micro course in the course of fundamentals of computer application is mainly based on the characteristics and advantages of information technology. The following will analyze the significance of micro course teaching in detail from the two aspects of strengthening teaching quality and stimulating learning interest:

### 2.1 It helps to strengthen knowledge points and improve teaching quality

Micro class teaching mode has the characteristics of fragmentation and flexibility, that is, teachers can design micro class teaching video according to the teaching content, so micro class teaching usually has the effect of strengthening knowledge points. For example, in the teaching of fundamentals of computer application, teachers pick out the key points and difficulties of knowledge, and design micro class videos in a way that is easy for students to understand and accept, At the same time, videos are displayed for students at the appropriate time of classroom teaching (when explaining key knowledge or difficult knowledge), so that students can use micro class videos to learn key and difficult knowledge more deeply and systematically until they can help students really master knowledge [1] 。 In addition, the micro class teaching mode helps to strengthen knowledge points, which is also reflected in the form of micro class teaching video. Generally, in order to facilitate students to understand knowledge, Teachers will integrate effective teaching elements (illustrated, practical operation and other elements) into the video design of micro class, which can improve students' understanding of knowledge for rigid book text. Therefore, the application of micro class in the course of computer basic application in higher vocational colleges has played the advantage and significance of improving teaching quality.

### 2.2 It is conducive to stimulate students' interest and enthusiasm in learning

Micro class teaching gives students different experience and cognition of traditional classroom teaching and meets students' thinking of seeking innovation and change. Therefore, micro class teaching mode has played a significant role in stimulating students' learning interest and enthusiasm [2]. Firstly, the micro class teaching video is mostly controlled in 5 to 10 minutes, which avoids the fatigue and boredom caused by long-time teaching to students to a certain extent, thus changing students' understanding of the complexity, tediousness and repetition of the teaching of computer basic application. Secondly, the micro class teaching method is flexible. It

does not have to carry out teaching in a fixed place and time. For students who focus on classroom learning for a long time, they can realize the freedom and autonomy of learning, and then make students gradually interested in the course of basic computer application.

## 3. APPLICATION STRATEGY OF MICRO COURSE TEACHING MODE IN THE COURSE OF FUNDAMENTALS OF COMPUTER APPLICATION

The application advantages and functions of micro class teaching mode often need to rely on Teachers' teaching design, organization and development ability. Therefore, the following will put forward more suitable application strategies and ideas from the two aspects of micro class teaching video production and micro class application opportunity.

### 3.1 Scientific production of micro course teaching video

Micro class teaching video is not only the basic condition for the application of micro class, but also the key element to ensure the effectiveness, scientificity and adaptability of micro class teaching. Therefore, in the course of computer basic application in higher vocational colleges, teachers must pay attention to the production of micro class teaching video, so as to provide students with the most efficient micro class teaching. Firstly, when designing the micro class teaching video, teachers should be based on the student-oriented teaching concept, and adjust the display form and specific content of the micro class teaching video in combination with the learning characteristics and needs of higher vocational students. For example, in view of the weak ability of higher vocational students to master basic knowledge, teachers need to adopt an easy to understand, simple, intuitive and vivid teaching language, and try to use the display form of both pictures and text or practical demonstration, so as to not only meet the learning needs of Higher Vocational Students, It can also ensure the teaching effect of making the finishing point and getting twice the result with half the effort. Secondly, when making micro class teaching video, teachers should also grasp the key points, difficulties and key points. On the one hand, they should avoid the delay and complexity of micro class teaching video. On the other hand, they should prevent the long duration of micro class video from reducing the effect. For example, when explaining the relevant knowledge of "computer operating system", teachers can take the operation method of the operating system as the focus of micro class teaching video production, show the whole operation process of the operating system to students, and guide students to practice in the classroom. In addition, for students who cannot understand and master well, teachers can also design more specific operation demonstration teaching videos separately, so that such students can learn and consolidate at any time and place after class. In a word, the application of micro class teaching mode in the teaching of computer basic application in Higher Vocational Colleges requires teachers to make micro class teaching videos scientifically, so as to effectively give full play to the characteristics and advantages of micro class teaching.

### 3.2 Reasonably control the application opportunity of micro course

In the teaching of computer basic application course in higher vocational colleges, only by applying micro course at the right time can we achieve twice the result with half the effort and achieve the purpose of strengthening teaching quality and efficiency. Based on this, as the designer, organizer and developer of teaching activities, teachers should be good at finding and looking for the teaching opportunity of application micro course. For example, before carrying out course teaching, teachers can send micro course teaching videos to designated websites or information groups, encourage students to complete pre class preview with the help of micro course teaching videos, and require students to feed back learning information in time, so that teachers can design follow-up teaching plans and processes. For another example, in the process of classroom teaching, teachers can show micro class teaching videos to students when explaining key or difficult knowledge, so as to strengthen students' understanding and mastery of knowledge points.

## 4. CONCLUSION

The implementation of micro course teaching mode in the course of computer basic application in higher vocational colleges has successfully changed the form of traditional teaching, effectively stimulated students' learning interest, and greatly improved the quality of teaching. Therefore, the application of micro course teaching mode has very important significance and value. Therefore, teachers need to combine the characteristics of micro class teaching, research and innovate from the aspects of micro class video production and micro class application opportunity, so as to create a more efficient and adaptive classroom for students.

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# Exploring a New Model of Mathematics Teaching in Higher Vocational Colleges Under the Guidance of Specialty

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Abstract: Higher vocational education is the main way to cultivate and transport professional talents, quality talents and compound talents for the national society. It is also an important part of China's education system. Therefore, the development of higher vocational education has very key significance and value. Based on this, higher vocational educators have implemented scientific and effective reform and innovation for higher vocational teaching mode in combination with the development trend of modern society and according to the social demand and standards for talents, in order to comprehensively improve the level and effect of higher vocational teaching. Among them, higher vocational mathematics teaching, as a key link of teaching mode reform, has formed a teaching mode reform path guided by specialty and based on students, and has successfully achieved a series of achievements in teaching mode reform.

Key Words: Higher Vocational Education; Mathematics Teaching; Professional Orientation; Teaching Model

## 1.INTRODUCTION

The main goal of higher vocational education is to transport professional talents for the society. Therefore, higher vocational mathematics teaching is professional oriented, and the implementation of teaching model innovation has certain adaptability and scientificity. However, in order to ensure the effectiveness of the reform and innovation of teaching mode, we also need to deeply understand the problems existing in the current higher vocational mathematics teaching and fully understand the connotation of professional oriented higher vocational mathematics teaching. In this way, we can effectively strengthen the effectiveness, adaptability and scientificity of the reform and innovation of teaching mode. Therefore, the following first summarizes the specialty oriented higher vocational mathematics teaching, then expounds the problems existing in the current higher vocational mathematics teaching, and finally summarizes the strategies conducive to the reform of higher vocational mathematics teaching mode, in order to share and communicate with the majority of higher vocational educators.

## 2. OVERVIEW OF SPECIALTY ORIENTED MATHEMATICS TEACHING IN HIGHER VOCATIONAL COLLEGES

Higher vocational education has always been responsible for cultivating professional talents, but with the continuous development of society, the demand for professional talents has also changed. Therefore, in order to adapt to the trend of social development, higher vocational education must implement teaching reform, which lays an ideological foundation for the innovation of higher vocational mathematics teaching mode. The connotation of specialty oriented higher vocational mathematics teaching is mainly reflected in the following aspects: higher vocational education simply focuses on professional knowledge and skills, which can not ensure the healthy development of students after entering the society and entering the post [1]. For example, although some students are fully competent in professional knowledge and skills after employment, they have obvious shortcomings in basic knowledge, which will eventually hinder students' future development. Based on this, in order to ensure that higher vocational students will not be limited by the shortcomings of basic knowledge in the future development, we must implement the reform of specialty oriented teaching mode, so as to realize the situation that students' basic knowledge is "completely enough" on the premise of mastering professional knowledge and skills. Therefore, the connotation and significance of the specialty Oriented Innovation of mathematics teaching mode in higher vocational colleges is to advocate students to learn the necessary mathematics knowledge in professional courses, and then provide strong support for students' long-term development.

## 3. PROBLEMS IN HIGHER VOCATIONAL MATHEMATICS TEACHING

### 3.1 backward teaching mode

Teaching mode is not only the basic condition for carrying out teaching activities, but also the key factor affecting the effectiveness and scientificity of teaching. As far as the current higher vocational mathematics teaching is concerned, there is a problem that the teaching mode is relatively backward, which is reflected in the following aspects: first, the teaching content display form of higher vocational mathematics is not only single, but also very old-fashioned, This undoubtedly increases the difficulty of learning for higher vocational students whose basic knowledge is not solid [2]. Second, the teaching methods are inconsistent with the actual semester needs of higher vocational students, and show the limitations of poor quality and low efficiency. For example, in higher vocational mathematics teaching, many teachers still use the "spoon feeding" teaching method. Usually, they only play the role of knowledge Porter and do not implement the innovation and improvement of teaching methods, which eventually leads to the reduction of students' learning interest and seriously affects the substantive

effect of teaching. Finally, higher vocational mathematics teaching ignores the main position of students and does not take into account students' learning ability, learning needs and learning characteristics, which makes mathematics teaching difficult to adapt to students' own development.

### 3.2 insufficient teachers

Teachers are the designers, organizers and developers of teaching activities, so the quality of teachers' team affects the quality and efficiency of practical teaching to a certain extent. At present, there is a shortage of teachers in higher vocational mathematics teaching, which should be reflected in the following aspects: first, teachers have lag and limitations in teaching ideas. Some teachers believe that students only need to master professional course knowledge and skills, and there is no need to systematically study some basic theoretical knowledge, This leads to obvious lag in mathematics teaching in higher vocational colleges. Secondly, there are some deficiencies in the construction of teaching system in higher vocational colleges. For example, higher vocational mathematics teachers are out of balance with students in quantity, or colleges ignore the educational background of teachers' Mathematics Specialty in the process of hiring mathematics teachers, resulting in the mismatch between teachers' teaching methods and higher vocational mathematics teaching.

### 4. Reform strategy of higher vocational mathematics teaching mode guided by specialty

### 4.1 taking needs as teaching objectives

Although professional knowledge and skills are the teaching focus in higher vocational education, it does not mean that basic knowledge teaching can be ignored. Therefore, the reform and innovation of higher vocational mathematics teaching mode should reasonably coordinate the relationship between basic knowledge and professional knowledge, and establish an innovation strategy with demand as the teaching goal, so as to ensure the effectiveness and scientificity of higher vocational mathematics teaching. Based on this, teachers should abandon the unified teaching methods and syllabus, but re formulate teaching plans and programs according to the needs of different majors for mathematical knowledge, and clarify the teaching objectives and directions. For example, for different majors such as chemical engineering, mechanical and electrical engineering and architecture, teachers need to detail the needs of various majors for mathematics knowledge, and then scientifically design mathematics teaching modes to adapt to different majors. For example, for students majoring in chemical engineering, teachers need to focus on univariate function, calculus and other knowledge in mathematics teaching, while for students majoring in mechanical and electrical engineering, linear algebra and probability statistics should be added on the basis of univariate function and calculus knowledge, so as to form a professional oriented

mathematics teaching mode in higher vocational colleges, Finally, we can strengthen the adaptability and effectiveness of higher vocational mathematics teaching, and create favorable conditions for the future development of higher vocational students.

### 4.2 strengthen the construction and development of Teachers

Teachers are not only the main body of teaching model reform and innovation, but also the fundamental element to ensure teaching quality. Therefore, if higher vocational mathematics teaching wants to build a professional oriented teaching model, we must pay attention to strengthening the construction and development of teachers. Firstly, higher vocational colleges need to actively attract teachers with strong mathematical professional ability, so as to ensure that the professional oriented teaching mode can meet the mathematical teaching requirements and objectives of different majors. Secondly, pay attention to cultivating and developing teachers' teaching ability to ensure that teachers can research, innovate and use teaching methods in line with the actual situation of higher vocational students in the professional oriented teaching mode, so as to improve the quality of professional oriented mathematics teaching. Finally, encourage teachers to update their teaching ideas in time, advocate teachers to abandon traditional and old teaching ideas, and ensure that teachers can become an important force in the reform and innovation of professional oriented teaching mode.

### 5. CONCLUSION

The innovation of higher vocational mathematics teaching mode guided by specialty can help students master the mathematics knowledge necessary for professional application and development, and provide strong support for students' future development. Therefore, teachers must constantly update the teaching concept and direction, and reasonably innovate the teaching methods and contents, so as to change the previous single limited and almost OK higher vocational mathematics teaching form, and finally build a suitable and efficient higher vocational mathematics classroom for students.

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# Dynamic Analysis on The Coupling and Coordinated Development of Urban and Rural Mass Sports in China

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Abstract: An evaluation index system for the coupling coordination of urban and rural mass sports development was established, and a coupling coordination degree model was established to analyze the coupling coordination degree characteristics of 31 provinces in China from 2015 to 2019, and to explore the coupling coordination development mechanism among the systems. The results show that the development level of mass sports in urban and rural areas shows a fluctuating growth from 2015 to 2019.The coupling coordination degree of each province is between near imbalance and good coordination, and the phenomenon of "polarization" is prominent. The comparison between 2015 and 2019 shows that the coupling coordination degree of urban and rural mass sports development shows an increasing trend, but the speed is slow. The research is of certain significance to the development of mass sports in urban and rural areas, the equalization of basic public services in urban and rural areas and the innovation of mass sports social governance in urban and rural areas.
Key words: Urban and Rural Development; Mass Sports; Coupling; Coordination Degree

## 1. INTRODUCTION

The principal contradiction facing China's social development in the new era is that between unbalanced and inadequate development and the people's ever-growing needs for a better life. The unbalanced and inadequate development of social undertakings is concentrated between urban and rural areas, and mass sports as a public service is no exception. Although after decades of development, rural mass sports has made great progress, but due to natural conditions, realistic basis, system and mechanism, there is still a gap compared with urban mass sports. Therefore, the coordinated development of urban and rural mass sports has become an urgent problem to be solved in the development of China's sports cause. It is of certain practical value to establish a model of the coupled coordinated development of urban and rural mass sports and dynamically analyze the evolution process of the coordinated development of urban and rural mass sports.

The research on the coordinated development of urban and rural mass sports in foreign countries is relatively early, and the research results mainly focus on the formation of urban and rural mode, the theoretical discussion of urban and rural relations, and the practice of coordinated development of urban and rural mass sports.In recent years, the academic circle has made increasing research achievements on the coordinated development of urban and rural mass sports, including the theoretical level of the overall development of urban and rural mass sports, the integrated development of urban and rural mass sports and the connotation of the integrated development of urban and rural mass sports. It also includes the development differences and causes of urban and rural mass sports in different areas, the integrated or overall development model of urban and rural mass sports, development paths, symbiotic development and equalization development, etc. The comprehensive evaluation model method was used to dynamically analyze the coordinated development level of urban and rural mass sports in 31 provinces (municipalities directly under the Central Government and autonomous regions) in China from 2015 to 2019, and then ArcGIS and GeoDa were used to analyze the spatio-temporal evolution characteristics and geographic agglomeration of the coordinated development level of urban and rural mass sports in 31 provinces (municipalities directly under the central Government and autonomous regions). Finally, some suggestions are put forward to promote the coordinated development of urban and rural mass sports.

## 2. RESEARCH OBJECTS AND METHODS

### 2.1 Research Objects

Selection of 31 provinces in our country urban and rural mass sports development present situation as the research object, based on the administrative divisions in 2010, on the space according to the area is divided into east and west region, the central region and northeast China, the time span from 2015 to 2019, combed five years of the development of urban and rural mass sports, studies the evolution course of coordinated development of urban and rural mass sports.

### 2.2 Research Methods

Literature method: through online and offline book resources, the relevant theoretical knowledge and practice of various disciplines and specialties are consulted, analyzed and sorted out the policies and related research results of urban and rural sports, mass sports and the coordinated development of sports.

Delphi method: on the basis of literature review through interview experts and scholars from the content of the urban and rural mass sports development, on this basis, according to preliminary build the index system of the

coordinated development of urban and rural mass sports coupling design questionnaire, survey for three rounds of experts, establishment of index system of one, two, three, four specific indicators.

Mathematical statistics: Excel is mainly used to describe and analyze the survey data, and ArcGIS geographic information system software and GeoDa spatial analysis software are used to conduct statistical analysis on the coupled and coordinated development of urban and rural mass sports in China.

## 3. MODEL CONSTRUCTION OF COUPLED COORDINATED DEVELOPMENT OF URBAN AND RURAL MASS SPORTS

### 3.1 Construction of evaluation index system

In order to conduct a systematic and comprehensive evaluation of the coupled and coordinated development of urban and rural mass sports in China from 2015 to 2019, an indicator system for the coupled and coordinated development of urban and rural mass sports was established based on the principles of integrity, representativeness, data availability and comparability, and referring to the current research results of urban and rural mass sports development and its influencing factors.From the perspective of regional urban and rural mass sports development involves the cities and the countryside, from the Angle of sports enterprise development involves the elements of sports system internal people, goods, content, time, space, information and management, is a relatively complex system, from the perspective of the WSR methodology will elements such as the physical dimension, reasonable dimensions, one dimension three categories.Therefore, the index system of the coordinated development of urban and rural mass sports includes two standard levels of urban mass sports development level and rural mass sports development level, and two second-level indicators are established, and three third-level indicators are respectively established according to physics, affairs and human science to

evaluate the development level of urban and rural mass sports.The urban factor index and rural factor index are distinguished to construct 18 four-level indexes.

### 3.2 Data sources and processing

Taking 31 provinces (municipalities directly under the Central Government and autonomous regions) as the research object, and referring to the regional division standard of China in China Statistical Yearbook, 31 provinces (municipalities directly under the central Government and autonomous regions) are divided into four spatial regions, namely, eastern, central, western and northeastern Regions.The data analyzed in this paper are partly from China Sports Statistical Yearbook, China Social Statistical Yearbook, Statistical Bulletin of China's National Economic and Social Development and the website of the National Bureau of Statistics from 2015 to 2019. For some missing data, the data of two years before and after or adjacent regions are used to calculate.The range method is adopted for dimensionless processing of the original data to eliminate the influence of different dimensions and orders of magnitude of the data. The formula is as follows:

$$X'_{ij} = \begin{cases} \dfrac{x_{ij} - min(x_{ij})}{max(x_{ij}) - min(x_{ij})} \\ \dfrac{max(x_{ij}) - x_{ij}}{max(x_{ij}) - min(x_{ij})} \end{cases}$$

Where, I is the evaluation object and J is the evaluation index;$x_{ij}$And respectively represent the initial value and the value of the ith province after transformation under the JTH index;$x'_{ij}$ Min () and Max () represent the minimum and maximum values, respectively. $x_{ij}x_{ij}$ In order to determine the index weight more objectively, entropy method was adopted to determine the weight of each index after data standardization, and the calculation results are as follows, as shown in Table 1.

Table 1: Evaluation index system of coupling coordination degree of urban and rural mass sports

| The target layer | Rule layer | Index layer | The weight |
|---|---|---|---|
| Coordinated development of urban and rural mass sports | The development level of urban mass sports | D111 per capita physical exercise area | 0.06 |
| | | D112 Number of sports and fitness facilities built | 0.03 |
| | | D113 Total annual investment of sports-related funds | 0.04 |
| | | D121 Number of people employed in mass sports system | 0.12 |
| | | D122 Number of sports institutions | 0.05 |
| | | D123 Number of mass sports organizations | 0.05 |
| | | Per capita disposable income of urban residents | 0.07 |
| | | Per capita consumption expenditure of urban residents | 0.05 |
| | | D133 National fitness monitoring rate | 0.06 |
| | The development of mass sports in rural areas | D211 per capita physical exercise area | 0.11 |
| | | D212 Quantity of sports and fitness project construction | 0.04 |
| | | D213 Total annual investment of sports-related funds | 0.07 |
| | | D221 Number of grassroots sports institutions | 0.04 |
| | | D222 Number of mass sports organizations | 0.04 |
| | | Number of employees in D223 sports system | 0.02 |
| | | D231 farmer per capita net income | 0.05 |
| | | Per capita consumption expenditure of rural residents | 0.03 |
| | | D233 National physical fitness monitoring rate | 0.03 |

### 3.3 Establishment of coupling coordination model

When calculating the coupling coordination degree, the entropy weight TOPSIS model is firstly used to

objectively assign values to each system indicator according to the variation degree of each indicator, and then the development level of urban mass sports and rural

mass sports is comprehensively evaluated. Then the coupling coordination degree function is used to evaluate the coupling coordination degree between systems.Many scholars have conducted extensive studies on the coupling coordination between urban and rural systems. In this paper, referring to the studies of relevant scholars and using the "deviation" minimization principle to construct the deviation model, the coupling degree model of interaction between urban mass sports development level and rural mass sports development level is constructed. The calculation process is as follows:

(1) The development level of urban mass sports

The formula for calculating the development level of urban mass sports is as follows:

$$USD = \sum_{i=0}^{n} U_i \times W_i$$

USD is the development level of urban mass sports;$U_i$Is the standardized value of various elements of urban mass sports development level;$W_i$Is the corresponding weight value of element I.The higher the value of USD is, the higher the development level of urban mass sports is.

(2) The development level of rural mass sports

The formula for calculating the development level of rural mass sports is as follows:

$$RSD = \sum_{i=0}^{n} R_i \times W_i$$

RSD refers to the development level of urban mass sports;$R_i$Is the standardized value of various elements of urban mass sports development level; $W_i$ Is the corresponding weight value of element I.The higher the VALUE of RSD is, the higher the development level of rural mass sports is.

(3) The development level of mass sports in urban and rural areas

Formula for calculating the development level of urban and rural mass sports:

URS=RSD, ()$\alpha USD + \beta \alpha + \beta = 1$

URS is the development level of urban and rural mass sports;$\alpha \backslash \beta$ Is the undetermined coefficient. The higher URS value, the higher the development level of urban and rural mass sports. Here, considering that urban and rural areas have the same contribution to the coordinated development of urban and rural mass sports during the development of mass sports, both values are 0.5.$\alpha + \beta = 1\alpha$ and $\beta$

(4) Evaluation of urban and rural mass sports coupling degree

Referring to the coupling coordination model in physics, the coupling degree evaluation model of coordinated development of urban and rural mass sports is established, and the calculation formula is as follows:

$$C = \left\{ \frac{USD \times RSD}{\left(\frac{USD + RSD}{2}\right)^2} \right\}^2$$

Where, C is the coupling degree of urban and rural mass sports development, and it is between [0, 1].The higher the C value is, the higher the correlation degree of coordinated development of urban and rural mass sports is.The lower the C value is, the lower the correlation between urban and rural mass sports coordinated development is.

(5) Urban and rural mass sports coordination evaluation

Coupling degree indicates the strength of the correlation degree between urban and rural systems, but cannot indicate the order type. Therefore, the coordination degree model is adopted to evaluate the coordination degree of the coordinated development level of urban and rural areas, and the calculation formula is as follows:

$$D = \sqrt{C \times URS}$$

Where, D is coordination degree, C is coupling degree, and URS is coordinated development level of urban and rural mass sports.The value range of coordination degree is [0, 1]. The larger the D value is, the higher the coordination degree of coordinated development of urban and rural mass sports is; the smaller the D value is, the lower the coordination degree of coordinated development of urban and rural mass sports is.

4. RESULT ANALYSIS

According to the above evaluation model, the development index values of urban mass sports and rural mass sports in 31 provinces (municipalities directly under the central government and autonomous regions) can be obtained. From this, we can further determine the comprehensive index (USD, RSD) of urban and rural mass sports development in 31 provinces (municipalities directly under the Central Government and autonomous regions) of China. This, in turn, can determine the provinces (municipalities directly under the central government, autonomous regions) of urban and rural mass sports development level index (URS), the coordinated development of urban and rural mass sports coupling (C) and the degree of coordination of coordinated development of urban and rural mass sports level (D), and on the basis of the coordinated development of urban and rural areas in table 3 degrees classification standard and representative of the coordinated development of urban and rural areas of provincial administrative region.

4.1 Comprehensive level analysis of urban mass sports development and rural mass sports development

From the perspective of time series, the comprehensive level of urban mass sports development and rural mass sports development has been improved in most provinces, showing an overall upward trend (see Figure 1). In 2019, compared with 2015, 15 urban and 10 rural provinces made notable progress in developing mass sports. In 2015, the average value of urban mass sports development and rural mass sports development was about 0.1801 and 0.2366.In 2019, the average urban mass sports development and rural mass sports development were about 0.2664 and 0.3118 respectively.The development speed of mass sports in urban and rural areas is inconsistent, and the development level of mass sports in rural areas lags behind that of urban areas. However, under the relevant systems and policies of overall planning and integrated development of urban and rural areas, the development of mass sports in urban and rural areas shows a trend of gradual coordination.
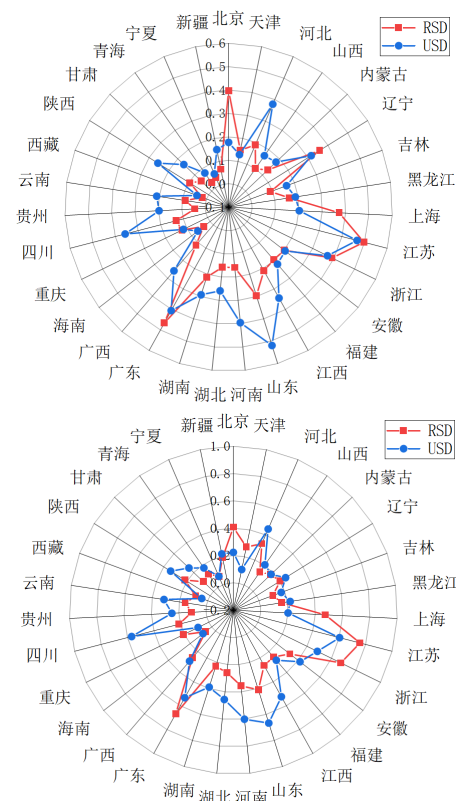
Figure 1: Comprehensive level of urban mass sports development and rural mass sports development in provinces in 2015 (left) and 2019 (right)

4.2 Analysis of coupling coordination degree between urban mass sports and rural mass sports

From the perspective of time sequence, the mean value of the coupling coordination degree of urban and rural mass sports development in China grew from 0.506 in 2015 to 0.583 in 2019 (see Table 4), showing a trend of slow rise, and the coordination was strengthened, falling within the barely coordinated range.In 2019 and 2015 contrast analysis, mild imbalance of provinces have been reduced, is on the provinces of disorders were compared with 2015, mainly concentrated in the western provinces and the northeast of liaoning, heilongjiang, etc., and primary coordination, intermediate coordination, good coordination is the eastern part of hebei, zhejiang, jiangsu and so on, the development process of the provinces into the back, The coupling and coordination level of urban and rural mass sports development in China has gradually improved.In general, all provinces should continue to strengthen and improve the system of coordinated development of urban and rural mass sports, and focus on solving the problem of insufficient coordination.
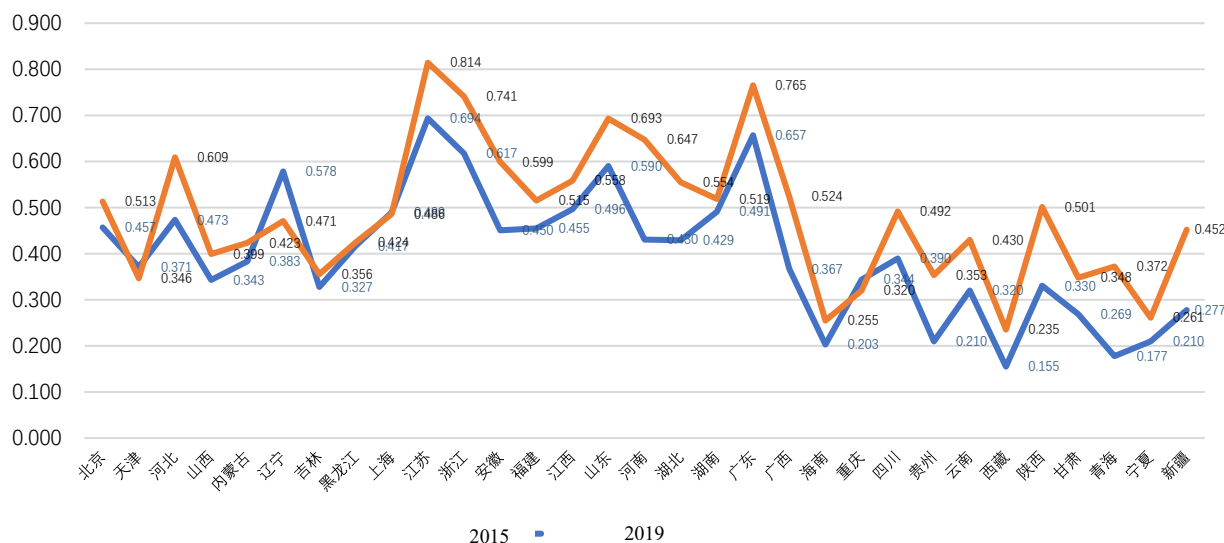


Figure 2: Coupling coordination degree of urban mass sports development and rural mass sports development in provinces in 2015 and 2019

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# Discussion On Reflection and Suggestions in Flipped Classroom Teaching

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Abstract: With the continuous development of science and technology, the flipped classroom teaching model has significant effects in the field of education. In flipped classroom teaching, the "reverse questioning system" teaching method is an important teaching method for teachers to respond to students' questions or answers in class Strategies are also the rhetorical questions in the teaching of cultivating students' independent thinking and self-inquiry. It is also a relatively novel teaching mode. By discussing the rational thinking of the reverse-question system in flipped classroom teaching and conducting a comprehensive analysis, it is found that there are also defects in the reverse-questioning system in flipped classroom teaching. In order to further improve the effect of flipped classroom teaching, relevant suggestions and examples are put forward to realize learning the sharing of resources and the improvement of course teaching effects provide theoretical references and have important practical significance.

Keywords: Flipped Classroom; Rhetorical Questioning Teaching; Thinking and Suggestions

## I. RATIONAL THINKING AND ART OF RHETORICAL TEACHING IN FLIPPED CLASSROOM

At present, flipped classrooms are more popular in universities all over the world, and the implementation of the rhetorical teaching method in flipped classrooms is a new teaching mode. The flipped classroom we usually refer to mainly refers to the readjustment of the teaching or learning time inside and outside the classroom in the course of teaching, and the right to learn is mainly from the teacher to the student's learning. Under this teaching method, students cherish their precious time in class, take the initiative to study or focus more on project research to solve the problems they face, so as to gain deeper knowledge or understanding. As far as flipped classroom teaching is concerned, its teaching mode is part of the larger education, usually combined with blended learning or teaching, inquiry teaching and other teaching methods and tools, and even its meanings are also overlapped. Its role is mainly to let Students' learning is more flexible, active and has increased student participation. With the continuous development of multimedia, online courses have been enriched. Students can also not be taught by teachers in schools[1].The "Rhetorical Questioning System" teaching method refers to a teaching method that emphasizes that students need to set up some questions that suit their own development needs through teaching and active learning in the process of flipped classroom teaching, and then ask the teacher back. In flipped classroom teaching, the "Rhetorical Questioning System" teaching method is an important teaching strategy for teachers to respond to the questions or answers raised by students in the classroom. It is also an important teaching strategy for cultivating students to think independently and explore the rhetorical questions in teaching.

(1) Be good at preset flipped classroom situation and improve the effect of rhetorical teaching

In flipped classroom teaching, teachers should preset the teaching situation of each class according to the teaching content and their own teaching level, and guide students to think about problems. At the same time in the preset classroom teaching situation, also according to the students' experience and cognitive level ability, put forward the corresponding rhetorical questions, so as to further stimulate students' interest in learning or research, fully mobilize the enthusiasm of students to explore, let students feel new knowledge in the new classroom teaching. For example, before class, the teacher first provides students with a micro-class video of sports medicine recorded by himself (about 3 minutes) and a self-learning list of self-learning before class, which includes teaching objectives, learning content and self-learning knowledge points of self-learning. This is conducive to improving the effect and efficiency of students' learning in class. Therefore, the situation preset in flipped classroom teaching is an important guarantee for the effective organization or realization of flipped classroom teaching.

(2) Multidimensional research perspectives, deepening understanding of flipped classroom rhetorical teaching

The research of flipped classroom is no longer limited to flipped classroom itself, but takes flipped classroom as the fulcrum and conducts divergent research on it from different angles. In flipped classroom teaching or exploring questions, the learning content or knowledge points should be taught in a rhetorical teaching method, so as to further cultivate students' learning thinking ability and improve their intelligence level, so that students can better understand the knowledge and why they need to learn the knowledge, and further apply it to practice. In addition, the use of rhetorical teaching in flipped classroom teaching has an enlightening effect. For example, when students are blocked in a certain knowledge point, teachers can use the method of rhetorical teaching to point out the direction for students, so that students can quickly adjust their thinking and devote themselves to learning.

(3) The rhetorical questioning system in flipped classroom teaching should be "questioning value for money"

The flipped classroom teaching model is gradually applied to the curriculum teaching of universities, high schools and vocational schools from abroad to domestic. In fact, in the course of curriculum reform, most schools have carried out the practical activities of "learning before reform", and have basically understood and mastered the important ideas of flipped classrooms. However, when using rhetorical teaching in teaching, questions must be purposeful and conform to the content of the teaching. In the "reverse questioning" session, students must be "fast, accurate, and ruthless". In the connection of various knowledge points, students should grasp each knowledge point to ask questions, and they can ask the teacher a difficult question at any time in class. Teaching should also quickly and efficiently answer questions raised by students to save valuable time in class. In addition, teachers must be accurate when answering students' rhetorical questions, establish a good image of learned and thoughtful thinking, and achieve "questioning value for money".

(4) The rhetorical questioning system in flipped classroom teaching should promote teaching and learning

At present, the teaching of theoretical knowledge of college physical education courses in colleges and universities is mainly conducted by teachers in the classroom, and the classroom is relatively small. After the introduction of the rhetorical questioning system, teachers can organize and perfect the theoretical knowledge and put them in the flipped classroom. Students can watch, think and learn at any time, and they can also give feedback to the teacher in time for the parts they don't understand. A reflection of the interactive teaching mode between teachers and students in the "Rhetorical System" teaching process [2]. When using multimedia technology and a developed network platform for flipped classroom teaching, students actively think, deepen their understanding, and flexibly use what they have learned under the teacher's questions and inspirations, providing students with opportunities to ask questions and space for thinking; at the same time, it is also Reflect the teaching principle of "teach students in accordance with their aptitude". Teachers should promptly answer or give feedback to students' rhetorical questions or exploratory topics in flipped classroom teaching, which is conducive to improving classroom teaching ability and stimulating the subjective initiative between teachers and students, and promoting the continuous development of teaching.

(5) Through the establishment and improvement of flipped classroom teaching teams of different age groups

Establishing a counter-questioning teaching team in flipped classroom teaching will bring challenges to team teachers' cognitive attitudes to flipped classrooms, informatization technology, and counter-questioning teaching methods, especially for team teachers with very long teaching experience to new media and new technologies. It is also a particularly big challenge. In the process of formation, the media technology of young teachers can be used and the teaching methods of middle-aged teachers and the teaching experience of older teachers can be used to tackle key problems and flip the questioning method in classroom teaching. Second, give full play to the role of the teaching team in two aspects: First, middle-aged and young teachers give corresponding help to older teachers, improve their informatization teaching ability and confidence, and improve their recognition of flipped classrooms. The second is to establish a team course teaching responsibility system, that is, all members of the team will jointly complete and be responsible for the relevant course construction in the flipped classroom. Middle-aged and young teachers are mainly responsible for completing the relevant content of the flipped classroom informatization teaching, and the elderly teachers are mainly responsible for flipping. In the classroom teaching, the relevant content of the teaching method of the rhetorical questioning system can not only give full play to the respective advantages of the team teachers, but also effectively carry out the rhetorical questioning system teaching of flipped classroom teaching.

## 2. SUGGESTIONS FOR RHETORICAL TEACHING IN FLIPPED CLASSROOM TEACHING

(1) Confiscating and using network resources to increase students' interest in learning

In flipped classroom teaching, it is necessary to make full use of network technology resources, allowing students to use network video, media and knowledge network resources to produce sophisticated, high-quality flipped classroom teaching videos. Help them better master the content of learning, help students and classmates learn basic professional knowledge, and let them realize the multiple ways to achieve their goals, enrich their resource reserves, expand their horizons, and stimulate students' interest in learning to a certain extent, To promote students' reflective role, learn to apply critical thinking methods in practice, analyze and solve various problems. Promote the overall development of students' basic knowledge. The implementation of the flipped classroom model requires certain basic hardware and software conditions, and needs to increase the input of online course teaching resources, relying on network information technology to continuously improve the networked teaching environment. Teachers need to improve the ability to use information technology, relying on information technology to carefully produce high-quality teaching videos that meet the teaching goals, arouse students' interest, and promote students' efficient learning.

(2) Create an atmosphere of exploration and arouse the enthusiasm of students in learning

The teaching and learning in the flipped classroom should also continue to innovate and set goals. It requires students to strengthen cooperative learning in their studies, so as to achieve their own rhetorical learning, so that students can experience the process of in-depth knowledge and let students do their own questions. Make new judgments or further investigations. This not only mobilizes students' enthusiasm for learning and research, but also further cultivates students' ability to think, analyze and solve problems. In addition, it is necessary to continuously

improve students' learning awareness of cooperation and communication, focus on cultivating team spirit, and actively discuss problems in the online learning platform, so that students can shift from passive learning to active acquisition of knowledge.

(3) Build a high-quality flipped classroom teaching team
The implementation of the flipped classroom has made a major change in the identity of teachers. Teachers' teaching ability, organizational ability and communicative ability have to face major changes, and students are the major beneficiaries. When creating flipped classroom teaching, teachers must make full use of modern science and technology to process student information through cloud platforms, keep abreast of students' learning conditions, and formulate and organize classroom exchanges and discussions and solutions to problems [3]. Third, it is necessary to further improve teachers' information technology level, teaching wisdom, and teaching democratic awareness. In addition, it is necessary to form a team of the same course, which can allocate tasks in the same course that is suitable for flipped classrooms, reduce the burden on teachers and alleviate contradictions in teaching, achieve complementary advantages, and improve teaching effects. Finally, classroom teaching activities are carried out in the form of group discussion, cooperation and interaction; the characteristic of making full use of contextual learning theory is to learn knowledge and skills in the context of actual use.

(4) Strengthen the assessment and evaluation mechanism
The assessment method in the flipped classroom questioning system should be constantly innovated, while the traditional teaching assessment method often uses a single assessment method in the classroom and test papers, focusing on scores, and less evaluation of practical aspects, resulting in excessive teacher input Flipped classroom teaching spends a lot of time and energy but it is difficult to help students improve their academic performance [4-5]. From the point of view of evaluation content, it ignores the evaluation of students' cognition and emotion. Innovative evaluation methods must be coordinated with various evaluation methods to ensure the objectivity and comprehensiveness of the evaluation effect. Various evaluations can be expressed in many aspects. Both evaluation concepts and evaluation technical methods need to be continuously improved. For example, evaluation content, evaluation stage, etc.

## 3. CONCLUSION

The use of counter-questioning teaching methods in flipped classroom teaching is a concept that subverts traditional classroom teaching. In recent years, it has received continuous attention, research and practical exploration from scholars and experts. It is more prominent in teaching or research teaching in universities across the country. Laiyue is favored by front-line teachers. In addition, the reverse-questioning teaching method in flipped classroom teaching is beneficial to increase the learning interaction between teachers and students, and at the same time enhance the students' sense of teamwork. While improving the learning ability, strengthen physical exercise and help students develop good habits. In short, the use of rhetorical teaching methods in flipped classroom teaching can not only promote the development of students' thinking ability, but also improve the teaching ability of teachers and improve the teaching effect or scientific research ability.

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# Innovation and Development of Ideal and Faith Education of College Students from The Perspective of Moral Education

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Abstract: Thought is the guide to action, a person's external behavior is the presentation of its internal ideas and concepts, the basic premise of the ideal and faith education of college students to achieve effectiveness under the vision of Moral education is to lay a solid theoretical foundation for students. The education of ideals and beliefs should also strengthen the relevant basic theory education of students. In the process of education, the scientific guidance of Marxism should be firmly established, the excellent traditional culture should be transformed into profound ideological deposits, and the socialist core values should be taken as the criterion to lay the foundation for the ideal and faith education of college students from the perspective of moral cultivation.

Key words: College Students; Faith Education; Innovation

## 1. INTRODUCTION

Marxism, as a widely recognized system of scientific theories that has been guiding our practice, is the ideological guide for Chinese Communists to advance, and the driving force for our Party to stand up, become rich, and then become strong. One of the goals of school ideal and faith education is to educate students to master and use scientific and correct viewpoints and methods to understand the world, so that learning Marxism becomes the spiritual world pillar of college students and the self-consciousness of belief. First to guide students to read classic works of marxism, and further explore Gui of classic learning is to grasp the method of marxist theory, the basis of the introduction to basic principle of marxism related knowledge is connected to the classic text, through the principle of the class to let the students can feel a classic, grasp the essence of marxist theoretical system, Study dialectical materialism and historical materialism and master scientific world outlook and methodology.

## 2. EDUCATION OF IDEALS AND BELIEFS

Xi Thought on Socialism with Chinese Characteristics for a New Era is the latest achievement of adapting Marxism to The Chinese context, and the latest exploration of combining Marxism with China's specific realities. Under the conditions of new era, we should use new ideas to guide the way forward, college students to meditation reading xi related theory writings, by xi, a new era of socialism with Chinese characteristics in-depth study and understanding, firmly to the theory of the party and national identity, four firm confidence, enhance new times

youth should have the sense of responsibility and sense of mission.

Socialist core values are an important value goal to cultivate new people of The Times. The growth of college students cannot be separated from the guidance of correct values. Core socialist values are the basic moral code and code of conduct that citizens should abide by in the new era, and are an important part of establishing moral integrity and fostering human neutrality. Today's society is in a period of great change, with increasingly frequent ideological and cultural exchanges, increasingly fierce competition in the field of values, and frequent social conflicts, which inevitably collide with the value choice and value judgment of college students. But college students' values of the whole situation is positive, college students only to remember by heart of socialist core values, and then translate into their own code of conduct, through the daily learning life, to avoid itself in the process of value judgments and value choice is stuck, can better will be a teacher, personal character and social Combine personal and social ideals. Through the correct guidance of socialist core values education, the school should promote students to firmly adhere to the common ideal of socialism with Chinese characteristics.

The fine traditional Chinese culture is the sum up of people's practical experience and the crystallization of collective wisdom. It fully demonstrates the spiritual outlook of the Chinese people, and is the spiritual blood that we inherit from each other. In the excellent traditional Chinese culture, there are many excellent qualities and noble spirits worthy of our learning and inheritance, and the excellent moral resources in the excellent traditional Chinese virtues are also worthy of our better inheritance and development. Such as day line, the gentleman with unyielding fighting spirit, wealth can't Yin, the brake strong character of fear, the rise and fall, fortunes of patriotism, I see the road, I will search up and down the exploring spirit, misfortune, and; happiness, that is where misfortune underlies spirit of self-reflection, and so on, these excellent spirit, though distant, but value forever, It can still provide help for the study and life of today's college students and inject valuable spiritual nutrition into the ideal and faith education of college students in the new era. As General Secretary Xi said: The core values of a nation and a country must be consistent with the history and culture of the nation and the country, with the ongoing struggles of the nation and the people of the country, and with the problems of The Times that the nation and the

country need to solve. We should integrate excellent traditional culture into the development requirements of the new era, and strengthen the cultivation of people through culture. Guide students with cultural ideas, enrich students with cultural content, and educate students with cultural methods.

## 3. PATRIOTISM EDUCATION INNOVATION

In order to innovate and develop the ideal and faith education of college students from the perspective of moral education, it is necessary to strengthen the education of party history and national history for college students to strengthen the national spirit education with patriotism as the core. Since the establishment, by the party since the founding of new China, since China's reform and opening up the great historical events, historical figures of learning, let the student fully to realize our party led the people along the way of hard and not easy, why can realize that the communist party of China, why can red political power, lets the student from the older generation of revolutionary figures, feel the great power of marxist belief, Understand what is true beginner's mission through the introduction course and the situation and policy course so that students can

To understand the past is to understand the present. Opening history is like opening a treasure house, which contains all kinds of experience and lessons to solve problems. We should learn history as a required course rather than an elective course. By learning and summarizing historical experience, we can reflect on the past, guide the present and reflect on the future. Through history education to students in all aspects of consciousness of the correct guidance, build a solid patriotic feelings of college students, a deep understanding of the Chinese dream and personal dream closely linked to the relationship between the love of the motherland, to actively participate in the construction of the motherland filled with passion into practical work. The love of the motherland should not only be expressed through words, but also reflected in action, to put

Our own future is closely linked to the destiny and future of our motherland. We should have firm confidence in ourselves, stay true to our original aspiration, and embark on a long march in the new era. The spirit of The Times is a value orientation accepted and learned by all members of the society. It is an inexhaustible driving force for encouraging individuals to grow up and become talented, promoting social progress and national prosperity and development. Ideal and faith education is also to innovate content and methods with the different times, so the process of ideal and faith education is indispensable to involve the education of the spirit of The Times, through the education of the spirit of The Times to inject new content and vitality into the education of ideal and faith. The inspiring spirit developed in the course of socialist construction is deeply embedded in the cohesion and creativity of the Chinese nation, providing strong spiritual support for the people of all ethnic groups to unite as one and work together. It is under the guidance of the great national spirit that the Chinese people have united and fought together against COVID-19 in 2020, forming a

great anti-epidemic spirit with unique connotations and values, injecting fresh blood into the spirit of The Times, which is an excellent character that young students should learn from. Teachers should guide students to understand deeply and practice actively by comparing and connecting various spirits. Persisting in reform and innovation is the premise and foundation of building a socialist innovation-oriented country. In the new era, the reform and innovation focuses on scientific and technological innovation, which is closely linked to our lives. The important role of scientific and technological innovation was highlighted during the epidemic in 2020.

## 4. BELIEVE IN THE IDEA OF EDUCATION

In order to achieve moral first, colleges and universities need to highlight the importance of moral from the concept, form and education evaluation. First of all, colleges and universities should attach importance to moral education from the concept. Moral education is the main content of ideological and political education. College education should highlight the important position of ideological and political education in the whole teaching system, and grasp the guiding role of ideological and political education in moral cultivation and moral behavior shaping of college students. Colleges and universities aim at cultivating students' all-round development of morality, intelligence, physique, beauty and labor, but morality is in the primary position, so we must put the improvement of college students' moral consciousness and good morality in the front of education content. Take moral education as the guide to promote the development of other aspects. Secondly, we should constantly innovate the way of moral education and enrich the content of moral education. Moral education and ideal and faith education of college students are both a process of dynamic development, not the product of fixed times. Different education contents will be provided in different development periods. We should pay attention to the inheritance of history and the innovation of The Times, and have historical thinking and modern perspective. To ensure that the content of ideal and faith education of college students from the perspective of Moral education should be based on the inheritance, development and innovation, and the methods, carriers and relevant paths should keep up with the pace of the development of The Times and timely absorb new elements. From the object of moral education, the group of college students is constantly changing, each age of college students thinking agility and knowledge of curiosity is different, so we should continue to enrich the content of moral education and innovation of moral education. In the evaluation of education and teaching, moral education should be regarded as the primary evaluation standard, and those that do not meet the requirements of moral education should not be passed. At the same time, moral is also a process of practice, to guide students to turn theory into practice, in practice to increase their knowledge. Both the realization of the general goal of moral education and the realization of the goal of ideal and faith education are to adhere to the principle of moral education to promote the healthy and comprehensive development of students. This

is not only the practical need of training new people of The Times, but also the need of following the law of physical and mental development of college students.

In the teaching philosophy, colleges and universities insist on cultivating talents with ideals and responsibilities. How to achieve the tree, tree what kind of people will become the main goal of current school education. With the guidance of Lide, the direction of shuren is more clear. In the new era, we should train people who are needed for our great cause, who are mindful of the future development of our motherland, and who have noble sentiments and moral integrity. The school should establish a sound and perfect talent training mechanism. First of all, strengthen the construction of teachers. High-quality teachers are the premise of cultivating excellent talents. Schools can increase the channels for introducing excellent teachers, attract more teachers with teaching experience and talent, and strengthen the talent reserve. Secondly, explore multiple ways to cultivate people. We should innovate education and teaching methods that combine theory with practice, broaden diversified education carriers, strengthen students' independent education, and help students learn to think independently and make independent choices through active guidance. It is necessary to establish and improve the evaluation mechanism and guarantee mechanism of tree people. Schools can regularly evaluate the effectiveness of education and improve the quality of talent cultivation through fair and reasonable evaluation and supervision. In a word, cultivating people is a systematic project that needs long-term persistence and continuous improvement.

## 5. INNOVATION PATH

The innovation and development of college students' ideal and faith education from the perspective of Moral education should strengthen students' deep feelings of identification with the motherland through four self-confident education. It is the objective requirement for universities to adhere to the guiding ideology and the realistic need for the innovative development of college students' ideal and belief education to run the four self-confident education through the whole process of ideal and belief education. General Secretary Xi has also stressed on several occasions to strengthen the four confidence education for contemporary youth. College students a firm confidence roads, the first thing to let students to the road of socialism with Chinese characteristics to have a whole understanding and correct understanding, to the whole development history of our country, with a long history of exploration and struggle and continuous development policy, the great achievements of the constantly, rising international status, Beijing loud voices expound the connotation of the Chinese road, through the path of socialism with Chinese characteristics and the contrastive analysis of the capitalist road, let the students know the path of socialism with Chinese characteristics and capitalist road is different also, but in contrast to highlight the superiority of the socialist road with Chinese characteristics, so as to establish students' inner choice. Theoretical confidence to strengthen the ideal and faith education of college students.

It is necessary for a person to have a firm belief in his heart at any time. Firm theoretical confidence is to let students master more, more comprehensive, more advanced and more scientific theoretical knowledge and better guide their behavior through in-depth theoretical explanation to students. Teachers should make good use of the classroom, explain relevant theories to students from the historical background, relevant content, formation conditions, significance, unique value and other aspects of different theories, and discuss and analyze them together with all kinds of theoretical guidelines to promote development as materials. In each stage of development, our country will design new development plans and theoretical schemes. These theories are broad in content and strong in The Times. Students can learn a lot of knowledge closely related to our country's development and have a deeper understanding of the theoretical system.

College students should have a comprehensive understanding of themselves and be able to supervise themselves in their study and life. College students should through a comprehensive understanding of their own, see their strengths and weaknesses, know their own interests and needs, and then learn from each other, toward the direction of their interest in development; Understand the environment in which you live and study, think about how to turn the efficiency of the environment into self-efficacy, and make full use of all the advantages to help you grow. Correct self-evaluation, achievement can not be arrogant, belittle oneself; Do not give up in the face of failure, grasp the nettle; Formulate their own development goals, while urging themselves with short-term goals to do a good job in the long-term goals, and strive to learn theoretical knowledge, enhance practical skills; In the current stage of China's development, youth assume important responsibilities and also play an important role. The role of youth is irreplaceable. College students should take the initiative to shoulder the responsibilities given by The Times.

## 6. CONCLUSION

Young people of different ages have their own different needs for growth and also have to undertake different missions entrusted to them by different times. The innovative development of college students' ideal and faith education from the perspective of moral cultivation conforms to the objective requirements of the development of The Times, and also conforms to the practical needs of training new people of The Times. It is not only a matter of how to train people, but also a major issue of what kind of people to train. At present, in the face of all aspects of the impact of social development on the youth of the new era, the ideological education of youth should be placed in a more prominent position, especially for the realization of the goal of moral education, life direction and moral guidance of college students need to be paid more attention. The innovation and development of college students' ideal and faith education from the perspective of Moral education is not only related to the growth of college students themselves, but also to the future of the country and the nation.

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# The Optimization and Application of MOOC in Ideological and Political Teaching in Higher Vocational Education

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Abstract: Under the background of the continuous popularization of network information, the ideological and political teaching reform of higher vocational colleges is also in a critical period. At this time, the emergence and application of MOOC have brought new development ideas and direction for the optimization and improvement of ideological and political teaching in higher vocational colleges. On the basis of studying the current situation of ideological and political courses in higher vocational college teaching, some targeted ideological and political teaching optimization measures are proposed, which is intended to further optimize the quality and effect of higher vocational college teaching.
Key words: MOOC; Higher Vocational Education; Ideological and Political Teaching

## 1. STATUS QUO OF IDEOLOGICAL AND POLITICAL COURSE TEACHING IN HIGHER VOCATIONAL COLLEGES

Higher vocational colleges are constantly cultivating and conveying talents with professional skills for all industries and fields in China. However, because the teaching focus of higher vocational colleges focuses on culture and professional technology teaching, it is easy to ignore ideological and political education, which leads to poor ideological and political teaching effect in higher vocational education. MOOC (MOOC) is an online course teaching method that can be open up on a large scale, and it is the product of the combination of the Internet era and education. The educational scope of MOOC includes: science and technology, social science, humanities, etc. As an innovative application of MOOC, it can bring unexpected effects to ideological and political teaching in higher vocational colleges, which is worth trying to carry out in higher vocational colleges.

1. 1 Teaching methods are backward and outdated

The number of students in higher vocational colleges is increasing, which brings great pressure to teachers' teaching. Especially for the ideological and political courses with many people attending classes at the same time, the key is to grasp the classroom order to carry out teaching smoothly. This leads to some teachers in order to save energy, to adopt a missionary teaching method, the students together unified teaching. This means is relatively backward by comparison. Contemporary students' life and growth environment are more modern since childhood, so it is inevitable to have psychological resistance and resistance to this way, and affect the effect of teaching.

1. 2 Teaching objectives deviate from practice

The purpose of ideological and political teaching is to help the students in higher vocational colleges to better understand themselves, discover the advantages and disadvantages of themselves, and deeply explore the value of individual and collective. However, in order to catch up with and arrange the class hours and the course of teaching progress, teachers often choose to ignore the part of practice and application, and only focus on the explanation and memory of theoretical knowledge. The means of assessment is also the review of theoretical knowledge. Thus leading to the offset of the whole teaching goal, the students do not have enough application and practical ability.

1. 3 Weak flexibility in teaching communication

Teaching communication is an effective way for teachers to understand the students' learning situation. However, in the current ideological and political classes in higher vocational colleges, the interaction between teachers and students is not active and sufficient. Teachers only ask some simple oral questions, and there lack of mutual sharing and communication between students. As a result, the flexibility of teaching is not strong, and the classroom has no vitality, so that the students are not interested in the ideological and political learning in higher vocational colleges, which restricts the development of ideological and political education in higher vocational colleges.

## 2. NECESSITY OF MOOC IN IDEOLOGICAL AND POLITICAL COURSES TEACHING IN HIGHER VOCATIONAL COLLEGES

2. 1 To meet the requirements of ideological and political teaching curriculum reform in higher vocational colleges

MOOC as a new combination of teaching and teaching Internet, broke the traditional higher vocational ideological and political teaching requirements of time and space, first can effectively help higher vocational college teachers to ease the growing teaching pressure, help more students can timely and efficiently accept the relevant content of learning and training. Therefore, from this point of view, it must be in line with the slogan of ideological and political course teaching reform, which is constantly emphasized and called on by higher vocational colleges in recent years. Secondly, higher vocational colleges have also put forward many requirements for the teaching reform of ideological and political courses. Because this is a course that focuses more on theoretical knowledge, we pay more attention to students' real-time grasp and learning situation. A key entry point of curriculum teaching reform is the rectification of teaching

content and means. For Moa, through the connection with the Internet, more teaching resources can be obtained quickly and efficiently obtained, effectively enrich the content of ideological and political courses, and fully meet the needs of ideological and political courses teaching reform.

2. 2 Expand the ways of ideological and political teaching in higher vocational colleges

Teaching method refers to the resources, including hardware resources and equipment, including some teachers and teaching programs when carrying out the development of ideological and political teaching. Due to the negligence of ideological and political courses in higher vocational colleges, the teaching means and methods are relatively single and conventional. The emergence and application of MOOA not only provide a more flexible platform and channel for teachers' teaching work, but also creates a good environment for the communication between teachers and students. Teachers from different schools can directly share and exchange their teaching experience through the software and platform of MOOC, and adjust and selectively according to the local teaching characteristics and teaching experience. Help more teachers to broaden their horizons, open up their ideas, and treat the ideological and political curriculum teaching work of higher vocational students with a more inclusive and long-term vision. So as to help higher vocational colleges in the teaching as a whole quality and effect to achieve greater leaps and results.

2. 3 Enhance the comprehensive quality of higher vocational college students

Students in higher vocational colleges not only need to complete the required cultural courses, but also half of the training plans need to enter the unit in advance. This brings challenges to the personal comprehensive quality of higher vocational students. Since the students who enter the internship are basically at the same starting line, it is easy to find the advantages and disadvantages of different students through horizontal comparison. The workplace and the campus environment differ in that they need not only skilled professional skills, but also relatively mature and perfect interpersonal skills, correct professional ethics and values. The latter is the content that higher vocational colleges need to be responsible for and cultivate. The use of the MOOC platform and software can enable the school to still carry out regular ideological and political education and publicity for the students after entering the internship position, and build a bridge of network interaction with the internship units, so as to understand the ideological dynamics of the students during the internship in real time. Then, to adjust the talent training plan according to the teaching results, to help the students in higher vocational colleges to further improve their personal comprehensive quality.

## 3. MEASURES OF IDEOLOGICAL AND POLITICAL TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES UNDER THE PERSPECTIVE OF MOOC

3. 1 Strengthen the supervision efforts to ensure that the measures are implemented

Although MOOC is only a software and platform, the emerging concepts, teaching methods and content contained in its content are all important references for higher vocational colleges to carry out the reform and optimization of ideological and political teaching work under its background and horizon. However, due to the intelligence and advanced nature of MOOC, some adverse situations have gradually appeared in the process of application. For example, since the transition of teachers in the MOOC program, most of the teaching tasks and processes have been transferred to the Internet to complete, resulting leading to a lax situation of students' offline learning. In order to prevent this bad teaching behavior and thought, higher vocational colleges should first strengthen the internal teaching supervision and control, and increase the intensity of supervision and inspection. Not only carries out effective spot check and testing on teachers' offline classroom teaching, but also restricts the online MOOC teaching norms. Formulate a series of targeted management regulations and measures, so that teachers can clarify their duty and focus of teaching. Only in this way, can we correctly use and use the teaching tool of MOOC, serve the real teaching work, and promote the teaching reform measures can be applied.

3. 2 Improve the strength of teachers to ensure the teaching effect

Teachers are the main force of ideological and political teaching and further reform and innovation in higher vocational colleges. Even with the promotion and use of MOOCs, can they give full play to their greatest advantages and energy only under the correct operation and scientific and reasonable arrangement of teachers. Therefore, for higher vocational colleges, one of the key points that cannot be ignored to optimize ideological and political education under the perspective of MOOC is the strengthening of teachers and the promotion of teachers. Especially for some higher vocational colleges that have been built for a long time, many older teachers responsible for ideological and political courses are not familiar with the Internet teaching equipment and application software, and the learning process is also relatively difficult, which is a obstacle to the promotion and penetration of MOOC. Therefore, higher vocational colleges should fully discover and realize this problem and train some teachers targeted. Through the form of grouping, the young teachers can set up mutual help groups to teach the teachers who are not familiar with the process in the daily teaching. In addition, it is also necessary for schools to regularly organize their training. Because ideological and political courses pay attention to the advanced nature of content and concept, so with the continuous development and change of China's political direction, ideological and political teachers should also keep pace with The Times to improve their ideas and enrich themselves, so as to make better use of MOOC to carry out ideological and political teaching work.

3. 3 Reform the teaching mode to create an innovative atmosphere

Higher vocational colleges mainly cultivate talents who are responsible for a technical work in various fields, and

they are relatively inclined to the cultivation of practical application skills. Therefore, the usual design of teaching objectives and content is easy to create a lack of innovation atmosphere. However, as a platform for extensive communication and learning, the purpose of its creation and application is to stimulate more people's innovative thinking and ability. Therefore, in order to carry out the reform of ideological and political teaching under the perspective of MOOC, higher vocational colleges must mention the importance of teaching innovation. Innovation is not only reflected in the teaching means and teaching content that teachers choose can not be limited to an idea, but also to actively quote and carry forward various teaching modes, and constantly explore more effective teaching means. It should also be reflected in the cultivation of the innovation ability of higher vocational college students. Some online competitions and work solicitation can be carried out through MOa. Let the innovative students and talents from each school fully compare and learn. While enriching the students' professional life, it is also allowed to constantly establish and cultivate an innovative habit of equality and freedom.

3. 4 Promote practical application to achieve teaching goals

For the students of higher vocational colleges, it is not only needed for credit, but more importantly, the use of theoretical knowledge and their own practice in the process of profound self-analysis and self-cognition. The opening of the ideological field is the first step to help higher vocational college students open their horizons. Later, through the mutual integration of ideas and the establishment of political concepts, the personality of students in higher vocational colleges can be constantly improved to form an outstanding talent of value and significance to the society and the nation. But at the same time, it also needs some practice to be able to further test. Under the perspective and background of MOOC, students in higher vocational colleges should strengthen their attention to current affairs and politics. They should use their spare time to go to the society, so that the knowledge of ideological and political courses can not only stay in the textbooks, but also be firmly rooted in their hearts, pursue and take action. Later, I shared it on the communication platform and promoted each other.

## 4. SUMMARY

To sum up, the main problems in ideological and political curriculum education in higher vocational colleges are: the backward teaching mode and the single teaching content, which is easy to make students to get bored when learning, which is not conducive to the smooth progress of the teaching plan. At the same time, due to the unreasonable setting of teaching objectives and the lack of teaching communication, teachers and schools are unable to obtain the ideological and political dynamics of students in time, so that teachers can only blindly choose the blind teaching methods. And the emergence and application of MOOC, help it break the teaching dilemma,

provides a new idea and teaching direction, in MOOC open public network platform, teachers and students through convenient operation and massive resources, according to the actual needs of students to carry out teaching, well realize the ideological and political course teaching sharing and advanced nature. In order to better optimize the ideological and political teaching in higher vocational colleges under the perspective of MOOC, higher vocational colleges should not only strengthen the internal management and innovation, but also prevent the work from only staying on the surface, and the measures of implementing MOOC teaching should be implemented in practice.

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# Research on College Students' Dorm Management and Ideological and Political Education

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Abstract: Dormitory is the most main place of college students, is also the main part of college students' campus life, so, good and healthy dormitory environment can pottery college students sentiment, let college students strengthen self-management in daily life and daily behavior order, help college students improve learning ability, long quality cultivation. Therefore, the article uses literature data method, from the significance of dormitory management to ideological and political education as the entrance of research, analyzes the interconnection between dormitory management and students 'ideological and political education, and put forward the effective implementation method to improve students' ideological and political level under dormitory management. The purpose is to effectively promote the continuous improvement of the quality level of college students.
Key words: College Students; Dormitory Management; Ideological and Political Education

In the long time of dormitory life, college students 'thought, learning ability and comprehensive quality will have some changes, in order to guide students' ability and ideological and political development to the direction required of the new era, therefore, to strengthen the cultural management of the dormitory of students to improve the overall ideological and political level of students is particularly important. Because, in addition to the classroom, the dormitory has also become the main activity place for students. Under the new requirements of the society for students, students 'ideological and political education has become the focus of the current college education. Therefore, to ensure the effective development of students' ideological and political education, education should not limit education to the classroom, but should go deep into the dormitory, close to the daily life of students. It is suggested that colleges and universities should constantly strengthen the dormitory management level, encourage students to self-manage, and create a harmonious dormitory atmosphere for students.

## 1. PROBLEMS EXISTING IN THE DORMITORY MANAGEMENT OFFICE OF COLLEGE STUDENTS

### 1. 1. Conflicts among college students

Most college students live alone away from their hometown for the first time, and most of them are only children. Due to the limitation of younger age and social communication and processing experience, college students are easy to have conflicts and frictions in their collective life due to different personalities, different life habits and even speaking methods. In the constant contradictions and friction between students, some students can communicate and solve them by themselves, so as to find the most suitable dormitory mode, so as to make good adjustment, make the dormitory atmosphere get better and better, and form a good dormitory relationship. However, some college students are always unable to reconcile the contradictions between the dormitory due to personality problems or improper handling, and the atmosphere between the dormitory is constantly condensed, finally resulting in no communication, decreased rest quality or even the dormitory beating and abuse, which ultimately affects the students' study and daily life.

### 1. 2 The dormitory management level is backward

Although the current dormitory living environment and the daily activity conditions of students have been greatly improved, some colleges and universities are still greatly lagging behind in terms of the dormitory management level. Some colleges and universities in personnel registration management form, not for specific reasons and personnel, easy to cause unsafe factors in life, and universities adopt unified power management mode, did not take care of the needs of college students in life and study, is not conducive to students in the dormitory further self-learning and ability.

## 2. SIGNIFICANCE OF COLLEGE STUDENTS' DORMITORY MANAGEMENT AND IDEOLOGICAL AND POLITICAL EDUCATION IMPLEMENTATION

### 2.1 Let college students develop a good learning and life order

Students' performance in the classroom is mostly based on the fixed behavior formed by the external social behavior for a long time. Although it is the external performance of the students, it has a certain performance. As the main after-class rest place for students, the behavior habits developed by students are internal and subconscious behaviors, which can form students 'fixed consciousness and affect students' future life. In the study and life of college students, the dormitory occupies a large part of the learning time. Therefore, the reasonable arrangement of the dormitory rest and learning time can effectively improve students 'learning efficiency and develop students' self-discipline in learning. At the same time, the dormitory is the main place for students interpersonal communication, students in the dormitory and roommates relationship will affect the impression of interpersonal communication, to change the students' attitude towards interpersonal relationship, good dormitory relationship can make students keep positive and optimistic

interpersonal communication, is conducive to students good attitude, so as to form a positive attitude towards life, promote the cultivation of students good learning life order.

2. 2 Guide college students to form correct social values

College life is the last period of time for college students into the society, in the college stage to form the correct values is an important task of college students, and the formation of the correct values is inseparable from learning, life and ideology and culture, therefore, the correct ideological and political education on the college students' correct values in life has a great influence. In the university dormitory, student groups will exchange ideas after class. Most of these exchanges are random, which often reflect the most real values and thoughts of college students. So good thought communication in the dormitory can promote the deepening of emotion between college students, make students form a good harmonious relationship between students, at the same time in the dormitory can influence a dormitory collective thoughts, promote the dormitory form unified progressive thought, make students mutual supervision and help, together for college life, to form students good cooperation and competition atmosphere, promote students' physical and mental development, form the correct social values.

2. 3 Improve the ideological and political level of college students

Dormitory is the main place for students to daily ideological and political communication, and the interpersonal relationship between the dormitory and dormitory collective intersection determines the dormitory political communication dispersability and extensive influence, with the help of the characteristics of political communication between the dormitory students' ideological and political education is a necessary means to improve the ideological and political level of college students. In the dormitory of college students, the ideological and political education lectures and organizational propaganda, to attract the interest of students, can let the students inadvertently accept ideological and cultural education in the random good atmosphere of the dormitory, and improve the political level of students. At the same time, when the students discuss and exchange the ideological and political education in the dormitory, each student will absorb different students 'understanding of the ideological and political education in different aspects, increase the students' universality and vision in the ideology and culture, broaden the students 'knowledge, and contribute to the improvement of the students' ideological and political level.

2.4 Let college students form a healthy psychology

The mental health growth of college students is an important aspect of college students, in classroom learning, often have greater learning pressure leads to college students psychological depression, depression, and a good atmosphere between the dormitory can greatly improve college students' negative energy accumulated between the classroom, reduce the psychological pressure of college students. Such as in the dormitory, daily trivia between students can share students' psychological state from learning to daily life, communication between multiple students can create more pleasant topic, make students feel relaxed, in this environment students have a sense of belonging to the dormitory, thus more into the cheerful environment, in this friendly and harmonious full of college students dynamic dormitory, is conducive to the formation of positive mental health.

3. EFFECTIVE METHODS FOR COLLEGE STUDENTS' DORMITORY MANAGEMENT AND IDEOLOGICAL AND POLITICAL EDUCATION IMPROVEMENT

1.3 Improve the dormitory management level

Although the college students are the main body of the ideological and political education in the dormitory, to a certain extent, the management level of the management personnel affects the feedback of the dormitory behavior of the college students. Therefore, in order to improve the ideological and political level of the college students, it is necessary to strengthen the management level of the dormitory managers. Dormitory managers should first have correct world values and positive attitude towards life. When there are conflicts and disputes in the dormitory, the dormitory managers should be able to timely reconcile according to the dormitory situation, and persuade college students related to everything, so as to effectively solve the dormitory contradictions. In daily life, dormitory managers to college students from time to time, such as can hold dormitory tea party, dormitory culture festival activities, to some can focus on the ideological exchange environment, make college students can in a relaxed and pleasant atmosphere, accept ideological and political education, improve the level of ideological and political education in colleges and universities.

3. 2 Encourage college students to conduct self-management

In the management of college dormitory, we should actively give full play to the strength of college students themselves and encourage them to conduct self-management. In the dormitory of college students, the student dormitory management committee can be set up to take turns to watch it, so that the college students can supervise and manage it by themselves. In the self-management of college students, strengthen the communication between college students, promote the mutual understanding among college students, and lay an interpersonal foundation for creating a harmonious dormitory environment. At the same time, in the identity change of college student supervisors and caregivers, strengthen the self-management and service level of students, so that college students can supervise from their own, and comprehensively improve the comprehensive quality of college students.

3 3. Actively create a dormitory cultural atmosphere

The dormitory cultural atmosphere of colleges and universities will directly affect the interpersonal relationship between college students to a large extent. In order to enable college students to make progress in a good interpersonal relationship, colleges and universities must also create a harmonious dormitory atmosphere. Can

by music festival, dance competition and communication mode, to effectively strengthen the feelings between students, at the same time provide college students collective communication environment, college students can release themselves, truly integrated into the dormitory culture, in the harmonious dormitory cultural atmosphere to form a positive attitude, which is more conducive to the improvement of the ideological and political level of college students.

4. CONCLUSION

Compared with the course management of college education, in the management of college students dormitory, college students are more aspects in study and life, and have more complex nature. In view of the objective conditions of college students living for a long time in the dormitory, colleges and universities must strengthen the management of college students dormitory and improve the ideological and political education of college students. Although the dormitory management has been the attention of universities, but there are still backward management level in dormitory management, students conflict, in order to solve these problems, colleges and universities need to create a positive dormitory environment for college students, improve the ideological and political level of managers themselves, but also actively hold some rich cultural activities, promote students' interpersonal communication, so as to create a harmonious dormitory environment, make college students can be good dormitory atmosphere, accept the ideological and political education, So as to comprehensively cloud the comprehensive quality of senior students.

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# Research on the Impact of Network Culture Education on the Social Values of College Students

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Abstract: The comprehensive popularization of the network has effectively promoted the promotion of college education, and the network culture has an important influence on the social values of college students. To this end, the article adopts literature research method, analyzes the influence of the current network culture on social values, from the current situation of network ideological education, put forward the use of network culture to promote the development of socialist core values, hope can through the network culture education let college students establish a good ideological and moral, improve the social values of college students.
Key words: University; Network Culture; Education; College Students; Social Values

The convenience of network information people can transmit information to every corner of the whole world, the network culture covers the world, now, whether in the daily life of college students, or college students' learning are inseparable from the network, and play a more and more important influence. College students, although their thoughts are relatively active, are still in the stage of uncertain growth. If the education and guidance is not appropriate, it is easy to be affected by the bad external conditions and go depressed. Due to the diffusion and low threshold of the network, many college students will be because of their own control ability is weak, resist the poor temptation is not strong enough and a series of shortcomings, under the influence of the network bad information, there will be their own thoughts and behavior can not restrain the phenomenon. With the increasing popularity and influence of the Internet in colleges and universities, the implementation of network ideological education in colleges and universities has become an important topic that cannot be ignored. Therefore, it is urgent to implement network ideological education in colleges and universities to cultivate their network ideological and morality, and adopt scientific and reasonable education methods to promote college students to establish a complete social values.

## 1. THE INFLUENCE OF NETWORK CULTURE AND EDUCATION ON THE SOCIAL VALUES OF COLLEGE STUDENTS

### 1. 1 Positive influence of network culture on college students

#### 1. 1. 1 Broadened and improve the innovation vision and innovation ability of college students

China aims to establish an innovative national system that attaches great importance to talents. In the contemporary world and Chinese society, innovation ability has increasingly become the most important standard to measure the ability of college students and social personnel. The important influence of network culture on college students is first reflected in its positive significance for expanding college students' innovative thinking and improving their innovation ability. Due to its timeliness, inclusiveness and speed, the network makes the seamless communication between different ethnic groups, countries and regions possible, which greatly shortens and even eliminates the distance between time and space. Therefore, in this cross-cultural and regional communication environment, it is easy to collide with different types of culture and consciousness, so as to improve their own thinking and thinking ability, promote their exploration of different, innovation is known. In addition, the network culture has a certain elimination of conformity, which can help college students to establish the consciousness of denying authority, get rid of their traditional habit of taking saints and books as the platform, and use them for innovative thinking.

#### 1. 1. 2 Enhanced its own subject consciousness

In addition, the network culture also has the characteristics of equality, eliminating identity and timely interactivity, which has a positive effect on cultivating the personality characteristics of college students and enhancing their personal subject consciousness. Network culture is free and open, which is very suitable for the rich personality development needs of college students. Most of the contemporary Chinese college students are in the final construction period of personality psychology and personal quality. On the one hand, they look forward to understanding and understanding, on the other hand, they also expect to express themselves and know others, and are very concerned about their inner world. The network provides a favorable platform for college students to communicate, and provides them with a fast channel to freely express themselves and communicate with others, such as Weibo, personal space, circle of friends and other information exchange areas, which are now very popular in China. In these online circles, college students can show and maintain their personality to their content, and can fully publicize the most true characteristics or the most wonderful and charming aspects in communication. The survey found that some college students have too low self-esteem to find themselves in the process of interpersonal communication, but they can find their own sense of existence on the online platform, often speak, make friends, and can get certain encouragement and response.

This kind of college students mostly lack confidence in reality, can only find self-satisfaction in the network, build confidence. After building up their confidence, college students can bring this confidence back to real life instead. Some college students can often find spiritual comfort in the online communication after suffering setbacks or difficulties in real life, and can also provide confidence for them to overcome setbacks and promote their positive life. All these show that in the influence of network culture, college students can establish and gradually enhance their self-identification and improve their personal subject consciousness.

1. 2 The influence of network culture on college students

1. 2. 1 The dilemma of making college students identify with the socialist core values

Although Chinese college students can also get certain incentive and improvement of self-ability due to the development of the Internet, to different degrees, many college students identify China's core socialist core values are in difficulties. Although most students in Chinese universities generally agree with the national goal of building a prosperous, democratic, civilized and harmonious society, to some extent, many college students still have a tendency to be confused about such political goals and beliefs. The overall goal of the country is to wish the future communism under the influence of social development and the general law of social development under Marxism. Due to the development of network culture and technology, many western ideologies are hidden in the network information. Contemporary college students in China are full of curiosity about unknown things. On the other hand, their learning ability is also fast, which makes some college students yearning for western way democracy and thus abandoning the essence of socialist democracy, making their self-national consciousness and national emotion extremely weakened, resulting in a major dilemma in their recognition of the socialist core values.

1. 2. 2 Imbalance the moral standards of college students

Network culture is often a kind of virtual space existence. In the rapid rise and explosive development in recent years, many countries have seen inconsistent network development and network legal construction and supervision and maintenance, and China is no exception. Therefore, in this kind of territory, often even if college students do immoral behavior, they are easy to forgive themselves because of no supervision and reminder, appear the tolerance of moral judgment, and sometimes even deliberately violate the moral norms intentionally or unintentionally, in order to meet their own spiritual stimulation or material needs. According to relevant surveys, in online platforms, college students are more than twice as likely to do illegal moral standards and requirements than in their daily life. In the network life, there is often a lack of a practical and powerful regulatory power, so that it cannot use the traditional moral vision or norms to restrain the network behavior and life. Therefore, most people, including college students, also believe that in the online virtual world, they do not need to have moral responsibility for their own words or behavior, which

makes the moral definition standards of college students seriously unbalanced, and sometimes even affects the real life of college students, resulting in the same gradual lack of moral standards in real life.

1. 2. 3 Network culture weakens college students' sense of social responsibility

In the process of building a harmonious socialist China, social responsibility and collective consciousness are the basic requirements for Chinese citizens and college students. As a kind of moral emotion, the sense of social responsibility has higher standards for contemporary college students such as senior professionals. However, when the college students enter the network platform, the students' sense of social responsibility is easy to be weakened or even broken because of the general personality publicity and the weakened collective consciousness in the network platform. For example, the biggest influence in the online world on college students is online games. Online games often attract college students through illusory simulation of realistic situations. In the world of online games, college students can realize their desire to conquer others or conquer the world that cannot be realized in real life, so as to improve their own satisfaction and satisfy their desire for success or conquer. Therefore, college students with weak self-control or too low status in real life are easy to lose the ability to communicate and undertake work in social life in this world of online games, which will ultimately affect the future and development of college students.

2. USING THE NETWORK CULTURE TO ENHANCE THE DEVELOPMENT IDEA OF THE SOCIALIST CORE VALUES OF COLLEGE STUDENTS

2. 1 Let college students realize the advantages of online education

Colleges and universities need to use the characteristics of high technology to improve the overall quality of the college students, let the college students realize the advantages of network technology application, can encourage the college students to improve their scientific and technological level. In addition, the network media is more loose and open, for college students flexible mind provides a broad stage, can make different levels, different professional college students to find their own needs, promote them in the process of communication and thinking limitations, close contact with their own advanced knowledge, eventually sublimation of their own innovation ability.

2. 2 Adhere to the people-oriented education concept to carry out online culture education

Under the background of the current socialist modern construction goal and the establishment and consolidation of the socialist core values, colleges and universities should actively strengthen the network culture education for college students. Through the reasonable network culture education, to realize to adhere to the concept of people-oriented education, with college students as the original network culture education, in order to promote the comprehensive and healthy development of college students. Because, promoting the all-round development of college students is the ultimate goal of ideological and

political education in Chinese colleges and universities, and network culture education is one of the most influential components of this comprehensive education and ideological and political education.

2. 3 Pay attention to the personalized education for college students

In ideological and political education in colleges and universities, teachers should pay attention to college students personality education, to face up to different personality differences, in the use of network culture education to cultivate college students' social values, must pay attention to college students personality education, according to students need to network culture education content setting, eventually to actively guide college students to set up the correct social values. College students are a special group with a higher cultural level in the network society, with a strong sense of subject, independent thinking and self-education ability. The purpose of personality education is to improve the level of self-awareness of college students, so that college students can actively improve themselves under the influence of network culture, and finally realize education.

2. 4 Reasonably build a network culture and education platform

In the use of network culture education to enhance the socialist core socialist values of college students, colleges and universities should strengthen the socialist ideological and theoretical indoctrination of college students in realistic education. It is necessary to make reasonable use of the Internet to build an online education platform for socialist core values education, and shorten the distance with the students who love the network. Make reasonable use of campus culture to build a healthy and positive good network culture atmosphere on campus, schools can open WeChat, QQ, Weibo and other network ideological education and consultation public platforms, to provide a good network environment and surrounding environment for college students.

3. CONCLUSION

In short, under the current social background of the comprehensive development and popularization of the network, the network culture education has an important impact on the social values of college students, and its positive side is greater than the negative side. This requires colleges and universities to make scientific use of ideological and political education to develop the advantages of network culture education to cultivate their social values and constantly improve the comprehensive quality of college students.

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# Graduated followed for Teaching Quality Evaluation System

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Abstract: After years of application and research, at present China's colleges and universities teaching quality evaluation system has been formed, but the author thinks that the evaluation system of the evaluation content and evaluation time point setting remains insufficient, especially not reflect according to the characteristics of different courses and set up the well effect of tracking evaluation, therefore, the author in education courses, for example, Design tracking programs for different graduation years of graduates. This program can avoid many shortcomings of students' evaluation of teachers. In the setting of years interval, the influence factors of graduates' social existence on their thoughts are taken into account.
Key words: Teaching quality evaluation time point; The design of tracking system for graduates' academic achievement

## 1.ELEMENTS OF THE CONSTRUCTION OF IDEOLOGICAL AND POLITICAL COURSE TEACHING QUALITY EVALUATION SYSTEM

The new era of socialism with Chinese characteristics, is an important course to accept the ideological and political education of college students. This determines the nature of ideological and political curriculum as the fundamental course of ideological education in China to establish morality and cultivate the successors of socialism. [1] Ideological and political courses must have the characteristics of patriotism, collectivism and socialism education based on Chinese characteristics and carrying forward traditional culture education. Therefore, ideological and political courses should have Both Chinese characteristics and keep pace with The Times. Education courses, therefore, should include the diversity of the modern education concept and pattern, at the same time should be combined with traditional Chinese culture connotation, inheriting the national excellent culture, pay attention to the modern development in the teaching process and the combination of Chinese traditional culture, both to understand this nation features can also keep up with The Times the pace of progress, for the great China Renaissance dream of cultivating qualified talents.

Based on the analysis of the characteristics of the above courses, the author thinks that the content of the teaching quality evaluation system of ideological and political courses should include not only what kind of people to train and how to train people, but also the content that can answer the evaluation of the effect of knowledge learning and absorption.

## 2.PRESENT SITUATION OF IDEOLOGICAL AND POLITICAL COURSE TEACHING QUALITY EVALUATION SYSTEM IN COLLEGES AND UNIVERSITIES IN CHINA

According to the provisions of Article 16 of chapter v of the Interim Provisions on Education Evaluation of Ordinary Institutions of Higher Learning promulgated by Decree No. 14 of the State Education Commission on October 31, 1990, the evaluation methods of ideological and political courses and the formulation of relevant policies shall be set up by each school according to its own characteristics. Therefore, there is no unified teaching quality evaluation system for ideological and political courses in China at present.

However, although the evaluation system of curriculum teaching quality in colleges and universities in China has its own characteristics, it is all based on the evaluation mechanism of four main bodies: student evaluation, supervision evaluation, peer evaluation and leadership evaluation. [2] The existing evaluation subjects are basically the same. But the evaluation subjects are not the focus of this paper. This paper discusses the setting of the content and time point of evaluation in the evaluation system. Each school is according to the characteristics of their own school to set the evaluation content and evaluation time point. With the time, the existence of various deficiencies are gradually exposed. According to the research, the existing curriculum teaching quality evaluation system is not refined to each subject to do independent evaluation. The teaching quality evaluation of the existing ideological and political courses also comes from the traditional teaching quality system. Therefore, the teaching quality evaluation system of ideological and political course also has the problem of teaching quality evaluation content and time point setting too.

### 2.1 The evaluation content did not show the subject characteristics

The evaluation of course teaching quality in colleges and universities does not distinguish subject characteristics in detail. It uses uniform evaluation criteria. All courses use a "standardized" evaluation system, regardless of major. [3] Some scholars believe that the existing teaching quality evaluation subjects, evaluation methods and feedback of evaluation results are not diversified enough. [4] Some scholars believe that the following problems exist in the current teaching quality evaluation: unclear evaluation objectives, ineffective supervision in the evaluation process, unreasonable evaluation indicators and so on. [5]

### 2.2 The time point setting of the evaluation subject is unreasonable

At present, the subjects of curriculum quality evaluation

are students, supervisors, peers and leaders. Such evaluation subject setting covers the whole relevant personnel. But in the actual, it is found that some schools are unreasonable to set the evaluation time for the evaluation subjects, especially the students. For example, some scholars put forward the phenomenon that students in school cannot objectively evaluate the teaching quality of teachers. [6] Some schools require teachers to fill in their evaluations before they can check their scores. Students are eager to check the results, and often scan the content of the evaluation, without serious thinking and filling in the actual evaluation. Or some students find their grades are not as good as expected, so out of anger or revenge arbitrarily fill in lower grades. [7] According to the above, the author thinks that the evaluation time of the evaluation subject (students) should not be set at the time point associated with academic performance .

2.3 The concentration of evaluation content leads to the failure of evaluation results to reflect the expected purpose

The existing evaluation process pays too much attention to the teacher's classroom effect and neglects the actual achievement of students. In classroom teaching evaluation, teachers are often only concerned about their teaching situation. There is no category analysis in combination with subjects, majors and student characteristics. Just focus on what the teacher did? Are students active in class? Teachers' classroom teaching ability is only fed back by students' active degree, which lacks the investigation of students' knowledge absorption degree. Failed to establish a student learning effectiveness tracking feedback system. Unable to achieve the expected goal of confirming whether students have really learned the knowledge.

2.4 The setting of evaluation time point in curriculum teaching quality evaluation system is unreasonable

According to the existing research, the evaluation time of teaching quality of most courses is fixed at three time points: beginning, middle and end. These three timings are not flexible enough. The time is fixed at the beginning and the middle of the period. If you are a freshman, teachers between students, as well as students are still gradually adjusting to the overall environment. In this case, the evaluation results can not really reflect the real teaching situation of teachers and students. The time is at the end of the term. Due to the pressure of final examination inspection, students' spontaneous learning enthusiasm is naturally stimulated to the maximum extent in the final period under the academic pressure, which cannot objectively reflect the real interaction effect between teachers and students. And the degree to which students'knowledge acquisition.

2.5 Construction of curriculum teaching quality evaluation system in other countries

Taking the United States as an example, curriculum evaluation in American colleges and universities emphasizes the balance of interactive results between teaching and learning. It doesn't put all the blame on the teacher. That is to say, it is not entirely the responsibility of teaching to learn badly. Take both sides into consideration. Therefore, the general teaching quality evaluation in the United States consists of four points: the evaluation for teachers, courses and students, and the overall evaluation for the entirety. [8] This is obviously different from China's curriculum teaching quality evaluation system, which sets four evaluation subjects, but the evaluation object is only teachers.

2.6 The idea of setting up the graduate evaluation tracking system

The concept was inspired by the OBE concept. OBE supports the following view: the education of students should be oriented to the relevant abilities they can possess after finishing their studies, so as to design the training plan and curriculum design. That is to say, in teaching, we should first plan the goal of student training, and construct the curriculum system, teaching process and teaching effect evaluation based on it. [9]

Different from the traditional teaching philosophy, the OBE philosophy enables teachers to shift their focus from what the school teaches to students and how to teach them to what the students learn and what they can do after graduation.

According to the characteristics of ideological and political courses, the educational requirements of training successors of socialist cause. In August 2019, "on deepening the reform of the new age school ideological and political theory course innovation of the several opinions of the further clear emphasis on the ideological and political theory course teaching requirements, " the university stage is enhanced bear mission, guides the student to go remained loyal to the party to talk to the party, be socialist qualified builders and reliable successors. [10] Based on this, it is necessary to design an evaluation method that can truly reflect students' knowledge acquisition. Therefore, the author puts forward the idea of designing the graduate evaluation tracking system.

3. STEPS OF GRADUATE EVALUATION TRACKING SYSTEM DESIGN

Graduate evaluation tracking includes more detailed evaluation content and more humanized evaluation time point.

3.1 To establish specific evaluation criteria for the characteristics of ideological and political disciplines

The cultivation objectives of ideological and political courses and individual courses should be set independently. Unlike general studies, special attention must be given to: "Insist on a new era xi the thought casting the soul of socialism with Chinese characteristics education, political identity, home to the feelings, moral cultivation, the rule of law consciousness, cultural quality as the key point, love to party, patriotism and socialism, love people, love the collective, patriotic and love the socialist unity party, marxist theory education system, Education on socialism with Chinese characteristics and the Chinese Dream, core socialist values, the rule of law, labor, mental health, and fine traditional Chinese culture will be systematically carried out." [11] On this basis, according to the curriculum and teaching situation, from the actual learning content, after-class practice, students' views and other aspects of the comprehensive evaluation of teaching quality.

3.2 Increase the tracking and evaluation of the learning

effect of political courses

On the basis of the existing ideological and political curriculum training objectives, the tracking and evaluation system of students' learning effect is added. As shown in the form No.1

Table No.1 Graduate Tracking evaluation
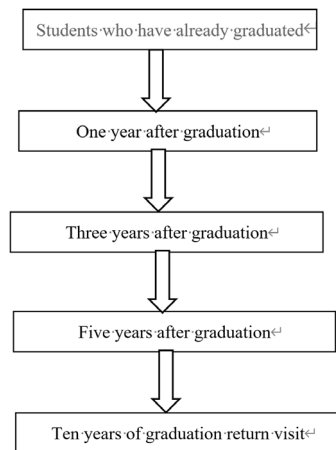


The existing time points of ideological and political course teaching quality evaluation generally focus on the beginning, middle and end of the three nodes. The timing is regular. Moreover, the response to the teacher's teaching effect is not rational. The setting of teacher's curriculum is should be systematic. If only a certain point in time is selected, it can only evaluate a certain class of the teacher, rather than the overall situation of the teacher and students. Therefore, regular evaluation should be avoided, and teachers' classes should be randomly participated in, and systematic and long-term comprehensive evaluation should be established. Such evaluation data can be more comprehensive and more convincing. Such data tracking is systematic and is the result of comprehensive consideration after long-term and multi-period tracking.

Generally speaking, the first year after graduation is the period of social freshmen. the change of environment will lead to a change of thinking. At this time to follow up, we can preliminarily obtain whether students have established a relatively stable correct idea in learning. By the third year, students enter the society and have gradually adapted to social life and begin to plan for themselves. At this time, the follow-up feedback can further respond to the firmness of the teaching results of the concept in the course teaching. By the fifth year, students have fully adapted to social life. The students' minds were buffeted by different ideas. Follow-up at this time can more accurately discover whether the education students received during the school has played a role, whether students can adhere to their ideas in social life. Ten years later, students have become a full member of the society, and their ideological status is the comprehensive feedback to the ideological and political courses they received in school, which is also the most stable result.

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# A Study on the Practice of Peer Conflict Resolution Strategies for Children in Small Classes under the Life - oriented Curriculum

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Abstract: Peer conflict is inevitable in children ' s social activities. However, in the past, people believed that peer conflict was a bad phenomenon, so it would always be avoided as much as possible. Children in small classes are in the stage of unclear awareness of ' human rights ' and ' property rights ', so the occurrence of conflict behavior is more obvious and high frequency. In this study, 30 children in small classes as the object, the types of conflict behavior activities, causes and solutions were analyzed, and put forward the corresponding education suggestions for front-line teachers: different guidance; scene games reproduce conflicts; intervention in picture book theme activities; home-land cooperation constitutes a good environment.

Key words: Life Course; Small Children; Peer Conflict

## 1. INTRODUCTION

Children ' s peer conflict refers to the process of conflict between children due to differences in language, behavior and subjective desire in one-day activities of the class. Peer conflict is a form of children ' s social interaction. Reasonable conflict resolution plays a very important role in children ' s physical and mental development. Piaget believes that the conflict between children is the key factor to realize children ' s self-centered. Therefore, through the solution of children ' s peer conflict, children can gradually learn to understand the views of peers, gradually obtain the ability to choose views, realize the " self-centered " and promote the development of children's sociality [1]. However, various studies have not put forward a set of effective methods for how to combine curriculum activities to intervene in peer conflict of children in small classes. Understanding the current situation and causes of peer conflicts among children in small classes, and putting forward corresponding solutions combined with curriculum activities are helpful for front-line teachers to scientifically and reasonably deal with peer conflicts among children in small classes, promote the comprehensive development of children, and promote teachers ' professional growth.

## 2. RESEARCH METHODS

### 2. 1 Research object and content

Thirty children from small classes in the researcher ' s class were selected as the subjects, including 15 boys and 17 girls. Their peer conflict behaviors and their solutions were studied. Based on Chen Yinghe ' s research on the relationship between children ' s psychological theory and emotional development, the causes of children ' s peer conflict in small classes are classified into three categories:

fighting for toys or items, unconscious body collision and conscious destruction of provocation; according to the collected data, the types of high-risk activities of peer conflict among children in small classes mainly include morning activities, outdoor regional activities, toilets and transitional links. At the same time, with the reference of Mouton and Blake ' s five points method, combined with the actual observation data, the small class children ' s peer conflict resolution strategies are divided into five categories: communication and consultation, interpretation request, intolerance of surrender, petition for help, robbery attack [2].

### 2. 2 Research methods

According to the characteristics of children ' s physical and mental development in small classes, the ' observation record table of children ' s peer conflict behavior in small classes ' is compiled. The observation method is used to observe and collect data on the conflict behavior in the class. The main contents of the observation include: the causes of peer conflict behavior in the class and the solutions adopted by children [3].

## 3. RESEARCH RESULTS AND ANALYSIS

### 3. 1 Type analysis of children ' s peer conflict activities in small classes

The researcher ' s kindergarten children ' s daily activities are divided into: morning activities, teaching activities, outdoor activities and other major areas, including washing and transition activities. On the whole, the main types of activities for children in small classes in one day ' s activities include morning activities, outdoor regional activities, bathing links and transition links, among which outdoor activities are the most important. This is mainly because of the high autonomy of children in such activities. Children, as independent individuals, will have different consciousness and concepts from other children. Moreover, the game materials for such activities are limited, and the frequency of communication and contact between children is high, so the frequency of conflicts is relatively high. Morning activities and transition links followed, mainly because children in this period is relatively free activities, mostly desktop games, so scramble for toys, collisions and other conflicts more frequently. The bathing is the third, because the children ' s awareness of the rules is not enough, in the bath queue is often due to the collision of the queue. In the teaching activities, with the organization of teachers, children ' s speech and behavior are constrained, mostly in seats, so the number of conflicts is the least.

### 3. 2 Cause analysis of peer conflict in small class children

By classifying and analyzing the collected data, the causes of peer conflict can be divided into three categories: scramble for items and toys, unconscious body collisions, and conscious destruction and provocation. For children in small classes, there are a variety of causes of peer conflict, including the fight for items or toys is the highest frequency, mainly has the following several reasons, one is the game material is limited, can not meet the needs of most children, so there is a fight for toys and game material conflict behavior; second, because the children ' s real right consciousness is not clear and self-centered stage, this stage of children have no clear concept of sharing, their possession of goods is very strong, do not want to share with peers, so there is a fight for belongings. Unconscious body collisions rank second, most of which are caused by children 's actions such as excitement running in game or physical activity, because children play and often collide with each other, and some children dispute because of this unconscious collision. Conscious sabotage provocations are minimal, and such conflicts focus primarily on individual children, who often wish to gain peer or teacher attention by sabotaging others ' outcomes or game processes.

3. 3 Short-class children peer conflict resolution strategy analysis

According to the actual observation of children's peer conflict behaviors in small classes, with the quintile method as a reference, this study divides children's peer conflict resolution strategies in small classes into five categories: communication and consultation, interpretation requests, tolerance of concessions, appeal for help, and forced assault. On the whole, the frequency of children 's peer conflict resolution strategies from high to low is: robbing attack > pleadings for help > resignation > communication consultation > explanation request. The age characteristics of children in small classes determine the lack of children 's language expression and social communication skills at this stage, which leads to the use of force attacks to solve conflicts. The second is the petition for help, through the intervention of a third party to resolve the conflict.

3. 4 Analysis of peer conflict resolution results of small-class children

According to the summary of children ' s peer conflict resolution strategies, the conflict resolution results are divided into positive results, neutral results and negative results. On the whole, the results of peer conflict resolution of children in small classes are mainly negative results and neutral results, and the neutral results are the most, because the physical and mental development characteristics of children in small classes make them vulnerable to external influence, and their attention quickly shifts, resulting in conflict. The second is the negative results. Children in small classes tend to change their faces very quickly. When there are conflicts such as forced robbing attacks, children often take the same way to fight back. Therefore, it will lead to intensification of contradictions, suspension of games, and dislike of both sides.

4. EDUCATION RECOMMENDATIONS

ACADEMIC PUBLISHING HOUSE

4. 1 Correctly treating peer conflicts and discovering the value of children's peer conflicts

Peer conflict is very common in children ' s daily life, which plays an important role in children ' s social development. Teachers need to establish a correct concept of conflict and understand the importance of peer conflict in children ' s development. In daily life, teachers should not be afraid of children's peer conflicts, not try to avoid peer conflicts, but should treat peer conflicts correctly and actively guide children to solve conflicts. It has been pointed out that teachers ' positive attitude towards peer conflict plays a key role in children 's peer conflict coping strategies and conflict resolution. Peer conflict resolution plays an important role in the improvement of children 's problem solving ability and social communication ability. In the process of conflict resolution, children gradually learn to understand the views of peers, learn to think differently, learn to share and cooperate with other social communication skills, which has a positive effect on children 's ' going to self-center '. Therefore, teachers should establish a correct concept of peer conflict and re-examine the impact of peer conflict on children 's physical and mental development [3].

4. 2 Observe calmly and guide children differently

In children's daily life, teachers should first be observers, then guides and supporters. In other words, teachers ' support and guidance for children should be based on their observation and understanding of children. For children 's peer conflict, teachers should first observe and wait to give children their own time and space to solve the conflict. When teachers guide children to solve conflicts, the first thing to do is to observe and analyze, observe the causes and process of conflict, analyze their behavior based on children ' s personality, and then judge whether intervention is needed. At the same time, according to the theory of personality, we can divide children into four characteristics, including: introvert-passive, introvert-active, extrovert-passive and extrovert-active.

4. 3 Setting reward mechanism to encourage children with more aggressive behaviors to avoid conflict behaviors correctly

In the case of large classes, there are individual children with more aggressive behaviors in each class. Such children often have conscious destruction and provocation, and actively cause conflicts. Teachers can adopt two-way education strategy to regulate their behavior, actively strengthen their positive behavior, and negatively strengthen their negative behavior. Taking vouchers as an example, when children can effectively control conflict behavior, teachers give positive encouragement and reward a sticker or voucher. When inappropriate behavior occurs, teachers reduce criticism and give more opportunities for correction. At the same time, the integral system can be used to enable children to obtain voucher points through positive performance, and to achieve a certain point can be converted to the corresponding small gifts, which can also achieve reinforcement support.

4. 4 Set up picture book theme intervention mechanism to improve children 's social cognitive ability

Psychological research shows that the cultivation of

children ' s transposition thinking ability is a method to help children effectively deal with interpersonal problems. Therefore, teachers can combine theme activities and set up peer conflict intervention mechanism to improve children ' s social communication skills. In the appropriate empathy training, teachers can gradually realize ' de-self-centered ' to increase the use of positive strategies, and improve children ' s ability to solve peer conflicts and promote their social development [4]. Children in small classes can not deal with conflicts well, mainly because of self-centered consciousness is too strong, do not know how to communicate with peers, do not want to communicate with peers. According to this feature, it can be sorted into the following dimensions: weak social etiquette, insufficient social initiative, insufficient pro-social behavior, and psychological barriers. Therefore, teachers can carry out picture book theme activities according to these dimensions, so as to improve children ' s social cognitive ability and promote the development of their social communication ability.

4. 5 Situational games to reproduce conflict and improve children 's peer conflict resolution

The reason why children in small classes have high frequency of neutral and negative results in conflict resolution is that children lack experience and do not know how to better solve conflicts. Therefore, based on the observation of class children, teachers can establish guidance courses on how to solve conflicts, stimulate children ' s interest in participation through various thematic activities, and inspire children to think about how to better deal with conflicts, so as to arrive at more effective solutions. For example, with small animals of interest to children as the protagonist, based on the real events observed by teachers, the design of situational small games, so that conflicts reappear in the game story, let children expand their thinking in the game, fully express and share their ideas, so that conflict resolution is full of interest.

4. 6 Friendly cooperation between homes and homes to build a good living environment

Family, kindergarten and community together constitute the first living environment of early childhood. In addition to kindergarten teachers, parents are also indispensable mentors in children ' s lives. Parents ' words and deeds have a subtle influence on children ' s personality and indirectly affect the way children solve conflicts. Therefore, the cultivation of children ' s conflict resolution strategies needs the joint efforts of families and kindergartens. First of all, strengthen home communication, help parents to establish a correct concept of conflict, improve parents ' understanding of children ' s peer conflict, and how to deal with children and peer conflict. Secondly, guide parents to reflect on their own parenting style, whether it has played an example role for children. At the same time to create an authoritative democratic family atmosphere, so that children can also understand the principle of activity from the family love. It has a positive impact on the healthy development of children' s sociality.

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# On The Formation Mechanism and Construction of Corporate Culture

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Abstract: Corporate culture can play a promotional role and is an important way to ensure the stability of business operations. It can not only enhance competitiveness in the market, but also use its own advantages to promote sustainable development of the company. Companies can only follow a multi-faceted development direction, strengthen the formation mechanism that focuses on corporate culture, quickly improve corporate culture construction, and greatly increase corporate economic benefits. This article attaches great importance to the elaboration of corporate culture, in-depth analysis of its formation mechanism and construction, and provides important references for practitioners.

Keywords: Corporate Culture; Formation Mechanism; Construction

## 1.INTRODUCTION

Corporate culture is the main development driving force for companies to obtain many benefits. At the same time, corporate culture is directly related to many elements of the company, providing effective help for the sustainable development of the company. Specifically, corporate culture is of great significance in corporate development, guiding companies to move in the correct development direction, increasing the construction of corporate culture, and providing effective guarantees for the stable development of companies.

## 2. CORPORATE CULTURE

Corporate culture is an organizational form that forms a unique cultural image mainly through corporate values, ideas, forms, and solutions. The corporate culture will present the spiritual characteristics and material state of the enterprise in the operating and management environment. Corporate culture specifically covers cultural ideas, values, corporate spirit, moral boundaries, behavior, and related systems, and puts corporate value in the first place in corporate culture. When an enterprise is in the actual development process, the corporate culture is the core element of the stable development of the enterprise, which effectively promotes the development [1]. At the same time, the connotation of the enterprise is of great significance to the development of the enterprise. The main connotation of the corporate culture does not represent all the cultural content within the enterprise, but actually covers the value concept displayed by the enterprise and all personnel in the operation and production activities. Since the corporate value concept will involve a lot of content, it is mainly to use the staff value concept as the basic element to show people-oriented work standards and accomplishments, and it can also present a harmonious state in the corporate operating environment.

## 3. THE FORMATION MECHANISM OF CORPORATE CULTURE

### 3.1 Corporate culture is the core of corporate survival and development

With the rapid development and changes of the social economy, the market economy environment has also undergone large-scale adjustments, which has provided many companies with opportunities while also facing many challenges. Under this circumstance, many companies have begun to pay more attention to corporate culture, so that the gap in their mutual strength has become more and more obvious. Analyzing a company from a competitive perspective, compared to a company with a good corporate culture, it will gain the upper hand in the market, and a lot of energy and time will be invested in personnel training and its own stable development, which truly reflects the thinking and professional quality of employees. In order to achieve sustainable development, the company is aware of the importance and influence of a complete corporate culture, effectively enhances its competitiveness, better establishes a good image, adjusts and optimizes staff thinking and mentality, and wins the trust and support of many employees.

### 3.2 Some employees' ideology builds corporate culture

The initial state of corporate culture mainly comes from the enthusiasm and enthusiasm of a few people. In the actual development process of an enterprise, some personnel are extremely susceptible to interference from external factors, causing conflicts in each personnel or department, but only a few personnel can understand and dig out the true meaning through the surface, and quickly find out how and how to deal with customer needs The best way to solve the problem, this kind of thinking has thus become the most fundamental source of corporate culture. At the same time, there will be positive recommendations and independent cultural ideas, which will bring many economic benefits to the company and some employees. For this corporate culture model to be widely used in the company, it has won the unanimous recognition of many companies, and finally a fixed mechanism will be formed and become the development of corporate culture. The basic elements and key content. In the implementation process, most people will express obedience and make it the core concept of corporate culture. However, as the company gradually improves, employees' thinking will also undergo many changes, forming a complete corporate culture system, showing the direction of the company at different stages And

conditions, showing the complete vision and value concept of enterprise personnel [2].

## 4. CORPORATE CULTURE CONSTRUCTION

### 4.1 Establish corporate image and credibility

Enterprises must establish a complete reputation and image in the future development process, and play a role in promoting the future development of the enterprise. A good corporate image and reputation is the main way for a company to compete in the market, and it has become the core spirit of the future development of the company. It builds the correct concept and direction for the company's employees, and at the same time exerts its own application value in the work, which reflects the unique cultural spirit and characteristics of the company. Enterprise development provides a lot of room for development. Therefore, for the enterprise itself, suitable methods can be appropriately selected to reflect the unique reputation and image of the enterprise. For example, in the training and ideological education activities of the staff, the company combines corporate culture to improve work efficiency and skills, reflects the spirit of corporate culture through daily work status, and guides corporate staff to have the development trend of common progress and joint efforts. Maintaining a cooperative relationship of mutual communication and mutual assistance at work provides a lot of help for the development of the enterprise, thus showing the good cultural reputation and image of the enterprise.

### 4.2 Building a corporate culture of credit and innovation

The main content of corporate culture construction is to focus on the spirit of innovation. The stable development of an enterprise must have a sufficient spirit of innovation, strengthen innovation and enhance its competitiveness, and at the same time need to achieve innovation capabilities in terms of enterprise management, efficiency, and self-value. Therefore, companies must improve their innovation capabilities based on their own culture and related methods, and plan a reasonable direction for the company's future development. On the one hand, scientifically constructing good corporate credit, whether in operation or in production activities, can have good credit, which will help the enterprise to have a positive effect in its development. On the other hand, in order to achieve long-term development, companies must arrange for relevant personnel to learn new management knowledge, technical research methods, and reasonable marketing models, and continuously improve their abilities during the learning process. The company implements effective management based on the relevant knowledge learned by employees Model, through the development of many new products through relevant innovative spirit and innovative knowledge, which effectively demonstrates the innovative spirit of the enterprise, enhances the innovation ability of staff, and better obtains many economic benefits [3].

### 4.3 Improve the professionalism and skills of staff

Companies must abide by the people-oriented work principle, strengthen and improve the professional quality and skills of staff, and use it as a key method of corporate culture construction. When the company has a good working atmosphere, the ability of the staff can be explored through training and work methods to improve the professionalism of the staff. From the analysis of the actual situation, first of all, the company will adopt human resource management work, combined with the current situation of the company to grasp all the qualities and conditions of the company, and lay the foundation for future work. Secondly, in the development process of the company, it is necessary to conduct ideological education, learning and training for the staff, and arrange for professionals to explain the basic content such as corporate culture and development concepts in depth, so that the staff can fully understand and master the relevant content of the company and grasp the corporate culture Knowledge is fully applied to their own work, effectively improving the efficiency and quality of staff, promoting the gradual growth of the development level of the enterprise, and gaining more development conditions for the enterprise, thus reflecting the value and significance of corporate culture education and training.

## 5.CONCLUSION

Corporate culture is a guiding element for the stable development of a company, which can play a role in promoting the competitive market, lay a good foundation for the sustainable development of the company, help the construction of corporate culture continue to accelerate, scientifically form a new corporate culture mechanism, and at the same time improve internal personnel Work efficiency and quality provide more guarantee for the sustainable development of the company.

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# Practice and Thinking on Higher Vocational textbook Development Based on School-Enterprise Cooperation

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Abstract: Combined with the actual situation, in the stage of higher vocational education, the development of teaching materials can effectively carry out an important basis. In the current society, the development of higher vocational education is mainly to provide more application-oriented and professional talents to the society. Therefore, when higher vocational colleges carry out the textbook development work, higher vocational colleges need to further ensure the practicability of their own teaching materials on the basis of the implementation of the school-enterprise cooperation concept. Based on this, this paper conducts in-depth exploration of higher vocational textbooks under school-enterprise cooperation, and hope to help the development of relevant work.

Key words: School-Enterprise Cooperation; Higher Vocational Textbooks; Development

## 1.THE SIGNIFICANCE OF SCHOOL-ENTERPRISE COOPERATION IN DEVELOPING TEACHING MATERIALS

As an important basis for the teaching work of higher vocational colleges, the teaching material's guiding role for students should not be ignored. However, from the actual situation of the use of textbooks in higher vocational colleges in China at the present stage, most of the textbooks in higher vocational colleges are written by school teachers, which makes their textbooks often pay too much attention to classroom teaching, leading to the serious lack of practical nature of such textbooks in the practical application. Secondly, higher vocational teachers have very rich experience in professional teaching, but there are very obvious deficiencies in their practical ability. Such deficiencies cause them to usually ignore the practicality of the textbook when developing teaching materials.

From the perspective of school-enterprise cooperation, higher vocational colleges can further improve the practicability of their own textbook development through communication with cooperative enterprises, so as to effectively avoid such negative problems as being inconsistent between theory and practice, and further ensure that students can meet the social needs of professional talents.In the process of social economic development in China, the development of enterprise dependence on professional talents is more obvious, therefore, higher vocational colleges through with cooperation enterprises can effectively improve higher vocational teaching material professional and practical and practical ability, high professional level of applied talents, and in the quality of higher vocational colleges for the healthy development of China's social and economic system to lay a more solid foundation.

## 2.PROBLEMS EXISTING IN THE DEVELOPMENT PRACTICE OF HIGHER VOCATIONAL TEXTBOOKS IN CHINA

### 2.1Textbook development mechanism is missing

Combined to the actual situation, in the process of continuous development of China's social and economic system, the development speed of higher vocational colleges has been continuously improved. Under this background, the value of textbook development in higher vocational colleges has been continuously improved[1]. However, in the current society, due to the lack of teaching material development mechanism in higher vocational colleges, its textbook content can not follow the pace of social development, which finally seriously affects the overall efficiency and quality of teaching activities in higher vocational colleges.Secondly, some higher vocational colleges in order to effectively improve their practicability and professional, often through the way of undergraduate teaching materials to carry out related teaching activities, but, higher vocational education is to provide professional, applied comprehensive talents, and blindly adopt undergraduate teaching materials will lead to higher vocational teaching work gradually lose pertinence and applied, such problems eventually lead to the vocational teaching material development practice is difficult to meet the practical needs of modern society for higher vocational colleges.

### 2.2The textbook is updated slowly

In the current society, if higher vocational colleges want to send more and higher quality comprehensive application talents for the society on the basis of the pace of The Times development and through the development of timely update their teaching material content, in order to ensure that their own education work can always meet the social needs of professionals for higher vocational colleges.However, combined with the actual situation, most higher vocational colleges textbook development work is often limited to theoretical knowledge writing, leading to this kind of teaching materials in the serious lack of practical use, coupled with the teaching material development cycle is longer, teaching material update slow students in professional course learning activities is difficult to obtain good learning effect.

## 3.TEXTBOOK DEVELOPMENT PRACTICE AND THINKING IN HIGHER VOCATIONAL COLLEGES BASED ON SCHOOL-ENTERPRISE COOPERATION

### 3.1Textbook and the actual situation of enterprises for scientific integration

From the perspective of school-enterprise cooperation, when carrying out the development of teaching materials, it is first necessary to ensure the professionalism of their own textbook compilation content, so that the textbooks developed by ourselves can fully meet the actual needs of the cooperative enterprises.Therefore, higher vocational colleges also need to effectively improve the pertinence of their own relevant professional textbook development on the basis of in-depth analysis of the development model and business scope of the cooperative enterprises.Second, the teaching material developers of higher vocational colleges also need to conduct in-depth communication activities with the enterprise, and in the enterprise head work experience organically integrated into higher vocational teaching materials at the same time, to further ensure the applicability of their teaching materials, so that students can on the basis of the teaching material to obtain a more comprehensive professional practice experience.Such as, part of the cooperation with sales enterprises of higher vocational colleges in teaching material development work, invite enterprise internal professional staff to reasonably participate in the textbook writing work, and sales enterprise staff sales work experience, skills organically integrated into the professional curriculum, so that the professional theoretical knowledge and scientific experience at the same time, more effectively improve the students' professional ability level, and then make it can really develop into an applied professionals[2].

### 3.2Improve the content system of teaching materials

Compared with the purpose of education work in undergraduate colleges, the main purpose of education work in higher vocational colleges is to ensure that students can apply their knowledge to practical work after participating in the work.Therefore, higher vocational colleges in teaching material development work, its need on the basis of the thorough analysis of the teaching characteristics of higher vocational colleges, the content in the process of practical ability, and through the process of organic integration of professional theoretical knowledge and practical skills, promote students can really become applied professional and technical personnel.Generally, higher vocational colleges should involve professional knowledge, professional technical requirements and practical operation ability, and other

content, higher vocational colleges under the perspective of school-enterprise cooperation development, need to connect these content science, and in the process of improving coordination between professional teaching content to ensure that students can use professional teaching system to learn professional knowledge, so that it can enter the enterprise can have good practical ability, and then more comprehensive meet the enterprise cooperation the ultimate goal of this development model.In addition, when the higher vocational colleges carry out the teaching material development work, they also need to comprehensively collect the new theories and new technologies of the related majors, so as to provide new elements for the professional teaching materials, effectively improve the students' learning enthusiasm, and ensure that they can meet the actual needs of the industry development when entering the enterprise work[3].

## 4.CONCLUSION

To sum up, in the current society, the application of school-enterprise cooperation mode for the enterprise and vocational college development has the important value, so higher vocational colleges need to improve under the perspective of school-enterprise cooperation work professional and systematic, thus through the application of such teaching materials in fully meet the actual needs of enterprises for application professionals at the same time, the comprehensive development goal for students to achieve a solid foundation.

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# Discussion on the Co construction and sharing of Library Document Information Resources

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Abstract: With the development of society, people's living standards are also improving. While the material life is met, they are also constantly pursuing the needs of spiritual culture, which makes people's demand for cultural information increase sharply. With the progress of science and technology, information technology has been widely used, constantly changing people's production and life style, and also changing the way and way people receive information. As an important place for information acquisition, the library can not meet people's digital reading methods in the process of information development, which reduces the market competitiveness of the library. Therefore, in order to effectively enhance the market vitality of the library and promote the sustainable development of the library, it is necessary to digitally share the graphic information resources of the library, Only in this way can we meet people's information needs, continuously improve the market influence of the library and better serve the people. This paper discusses the co construction and sharing of Library Document Information Resources in detail, so as to promote the development of library document information resources co construction and sharing.

Key words: Library; Literature information; Co construction and sharing; Problems; Discuss

## 1. PROMOTE THE PUBLICITY OF "CO CONSTRUCTION AND SHARING" AND ESTABLISH CORRECT IDEAS

In China, the development of libraries depends on the way of borrowing and selling books, which has certain spatial limitations. With the proposal of the slogan of co construction and sharing of library literature and information resources, many library managers can not effectively change the original working ideas and methods, and do not think that co construction and sharing of information resources can play a positive role in the development of libraries, This old thinking concept has seriously hindered the development of the library. This requires relevant departments to strengthen the awareness of co construction and sharing of library managers, change the management concept of library managers through lectures, training and publicity, change the traditional working mode, change to an active and service-oriented mode, and constantly innovate the working methods of managers, To ensure the co construction and sharing of library document information resources, managers should actively learn and use advanced information technology, show people the library document information resources through the network, expand people's access to library document information resources, and constantly improve people's reading experience, Make the library better serve the development of society.

## 2. SPECIFIC MEASURES FOR CO CONSTRUCTION AND SHARING OF LIBRARY LITERATURE AND INFORMATION RESOURCES

In the past, the operation of the library mainly relied on traditional ideas and models. In order to realize the co construction and sharing of library information resources, it is necessary to change the previous traditional ideas and working methods, establish a shared resource information platform, and adhere to the two-step strategy of online and offline. Offline, we should reasonably purchase books, ensure the basic operation of the library and meet the reading needs of different people. Online, we should realize the informatization of library resources, integrate the library's document resources, improve the timeliness and practicability of document information resources, and give better play to the advantages of Library Document Information Resources, It also reduces the labor cost and procurement cost of the library to a certain extent.

To realize the co construction and sharing of library information resources, we need to start from the following three aspects. First, strengthen the cooperation between libraries, improve people's reading convenience through unified operation, so that people can confirm the reading of major libraries by borrowing from any library, so as to improve readers' reading feeling. Second, each library can carry out periodical subscription through cooperation, so as to improve the quality and efficiency of library book subscription. This cooperation can also reduce the subscription cost, increase the circulation of periodicals and avoid unsalable phenomenon [1]. Third, digitize all kinds of literature and information resources in the library, establish and improve the information database, so that people can search the literature resources according to the actual needs, so as to improve the timeliness of people's access to information resources. With the development of the information age, people's reading habits are changing. They no longer focus on paper reading, but on digital reading. This change also continues to urge the library to strengthen the electronization of document resources. This electronic document resources can be presented in various ways, with large storage, reproducibility, diversity The characteristics of timeliness can be consulted by different readers at the same time, which breaks the time and space limitations of traditional library document information resources and improves the use efficiency of document information resources.

## 3. PROMOTE THE STANDARDIZATION AND UNIFICATION OF LITERATURE WORK AND LAY A GOOD FOUNDATION FOR THE CO

CONSTRUCTION AND SHARING OF INFORMATION RESOURCES

In the co construction and sharing of library document information resources, in order to improve the quality and efficiency of document information resources sharing, it is necessary to ensure the openness of library information system, and the operation of the system should be compatible with all kinds of document information resources, so as to ensure the scientificity and effectiveness of document information resources communication. Therefore, in the actual co construction and sharing of library information resources, we should strengthen the construction of the library, make the work of the library strictly follow the relevant national requirements, and ensure the standardization and standardization of library information collection, sorting, division and input, so as to ensure the communication efficiency of Library Document Information resources in the information network, Improve people's digital reading efficiency [2]. At present, the informatization level of China's libraries is continuously enhanced, and the document work content of many libraries has realized intelligent control, but this automatic control is often realized by different management software, which makes the business management between libraries unable to accommodate each other, and reduces the application efficiency of library informatization network technology. The use of computers can effectively improve the utilization and management efficiency of document management, but there is a large gap between various library information systems, which can not effectively share document information resources.

## 4. ESTABLISH A LEGAL GUARANTEE SYSTEM FOR THE CO CONSTRUCTION AND SHARING OF LIBRARY LITERATURE AND INFORMATION RESOURCES

In the co construction and sharing of library document and information resources, the joint participation of different industries is needed to build a perfect and systematic platform for co construction and sharing of library document and information resources. At the same time, in order to effectively implement the responsibilities of various industries and safeguard the economic interests of different industries, it is necessary to formulate a perfect legal guarantee system for co construction and sharing of library document and information resources, In order to restrict the business behavior of each industry and

safeguard the economic interests of each industry. Based on this, China has also issued the corresponding library law to escort the development of the library industry, and issued corresponding support policies and schemes based on the law, which has improved the awareness of library literature and information resources co construction and sharing of relevant staff and improved the social status of information resources co construction and sharing, It ensures the reform funds for the co construction and sharing of library literature and information resources, so as to effectively promote the construction and development of the co construction and sharing system of information resources [3]. At the same time, in order to improve the efficiency of information co construction and sharing, we should standardize the operation process and formulate corresponding plans, so as to solve emergencies and ensure the healthy development of the co construction and sharing system of library literature and information resources.

## 5. CONCLUSION

To sum up, the development of Libraries in China is facing great challenges under the background of the information age, which requires libraries to actively introduce advanced information technology and build a Library Document Information Resource Co Construction and sharing system to improve the operation quality of libraries, provide people with convenient and efficient reading methods and improve people's reading experience, Constantly improve and optimize the information co construction and sharing guarantee system to ensure the sustainable development of the library document information resources co construction and sharing system.

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# Higher Vocational Logistics Management Teaching Research from The Perspective of Situational Teaching Theory

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Abstract: With the promotion of our country's economy, we have promoted a close connection between our country's market and the international market. Using the changes in the international market to improve the efficiency of my country's logistics development will help the higher vocational logistics management teaching to continuously improve and improve the method and scale. As a result, there have been new changes in the training of students. Logistics management is one of the basic education courses of higher vocational teaching. Teachers must choose appropriate education methods and models in order to make useful contributions to the sustainable development of society and the country. Therefore, from the perspective of situational teaching theory, it focuses on the introduction of higher vocational logistics management teaching methods to obtain effective value and provide a reference for future higher vocational logistics management teaching.
Keywords: Situational Teaching Theory; Higher Vocational Colleges; Logistics Management

## 1. BASIC CONTENT OF SITUATIONAL TEACHING

The situational teaching standard is mainly based on the environment setting to stimulate the initiative and interest of students, so as to realize the expected teaching setting standard, which specifically includes the following methods: First, teachers can create a living atmosphere and use the scenes that can be seen in life. Teachers can help students quickly integrate into it through careful explanations or practical exercises, and discover its own meaning and nature [1]. Secondly, use the way of physical evolution, with the help of planned application items, and combine with the current environment to provide students with space and conditions for the development of innovative thinking; in addition, with the help of pictures or videos, they can show the expected scene, plus music The use of can adjust the current situation, introduce students into the planning environment with the help of the set music melody, and improve the quality and level of teaching. Through the way of performance, you can deeply experience the atmosphere, change your thoughts and emotions, and attract more students to join the current situation and feel the new situation. Finally, using language narration, the teacher describes the situation through vivid language expressions, which arouses the curiosity of students, and deeply understands the content and actual meaning of expression.

## 2. APPROACHES IN HIGHER VOCATIONAL LOGISTICS MANAGEMENT TEACHING FROM THE PERSPECTIVE OF SITUATIONAL TEACHING THEORY

### 2.1 Adjust the relationship between traditional teaching and situational teaching

Traditional higher vocational logistics management teaching mainly learns theoretical knowledge according to teachers' thinking and planning goals, and promotes students to fully grasp professional knowledge and master the in-depth content and nature of their profession. However, for the higher vocational logistics management teaching method from the perspective of situational teaching theory, students are regarded as the key objects of higher vocational education and teaching, always paying attention to and paying attention to the problems and opinions raised by students, and using the initiative to construct logistics management scenarios, or daily life The situational approach increases the training and improvement of students' practical level. Although there are obvious differences in actual comparisons, there are many similarities in essence. They all rely on the combination of classroom and situation to complete actual teaching. In the process of national logistics simulation practice exercises, there are strict requirements for the working atmosphere of logistics management, and certain planning standards for student training will also be used as a way of displaying empirical professional knowledge. After the logistics management simulation training is completed normally, teachers need to consolidate and improve the logistics management knowledge in the classroom again. Under this continuous cycle state, automatically build a high-quality learning reflection system to ensure that students fully grasp the knowledge while being effective Improve your own practical ability.

### 2.2 Different scenarios of teaching mode to improve the level of logistics management

#### 2.2.1 Innovative situational teaching practice teaching platform

Establish a teaching team as the main part. According to the professional management level of logistics management, higher vocational logistics management practices include inbound management, inbound management and outbound management. During the outgoing process, it specifically includes orders, picking, accessories and other links, and the tasks are fully implemented to reflect the key points. At the same time, according to the acceptable situation and employment needs of the students, carefully setting the situational work will help the students to quickly integrate into the case situation and improve their own abilities in practice.

2.2.2 Actively assist and cooperate with schools and enterprises

In order to improve students' practical ability, higher vocational education must have a warehouse simulation room, a national logistics single number verification simulation room and other situational teaching atmosphere, which helps students to integrate knowledge with each other in practice. At the same time, on the basis of cultivating students' practical ability, higher vocational education also needs to quote external teaching materials, use school-enterprise cooperation methods to better achieve good cooperative relations with logistics companies, actively learn order teaching, and combine practical teaching with theoretical knowledge content. , To build a unified informationized teaching platform, to drive students to play their own learning knowledge in the internship, deepen their understanding of logistics management teaching knowledge, so as to achieve the logistics management teaching planning goal [2].

3. THE APPLICATION OF SITUATIONAL TEACHING THEORY IN THE CONSTRUCTION OF LOGISTICS MANAGEMENT SPECIALTY IN HIGHER VOCATIONAL EDUCATION

3.1 Set up scenario courses for logistics management activities to improve the quality of logistics management teaching

In the course of teaching logistics management courses for students, the use of self-organized logistics management or combined with life situations to strengthen the training of students' practical ability. After the students are qualified in their learning knowledge, the school can provide students with practical conditions for logistics management to further cultivate and improve students' practical ability. For the National Logistics Simulation Center, the practice of logistics management mainly adopts a repetitive training mode, which effectively proves the students' knowledge mastery, and reconsolidates knowledge after completing and the content of logistics management practice. After many repetitions, it constitutes a knowledge feedback system. To improve the efficiency and quality of students' knowledge mastery, and quickly enhance students' practical ability, so as to meet the requirements of social comprehensive talents.

3.2 Building a logistics professional qualification certification system

In foreign countries, logistics management education has established a logistics management certification system, which must be approved by the logistics management system during use. Therefore, my country must have standardized characteristics in logistics management education for students, always pay attention to the changes in the review mode, and comprehensively improve the practice level of logistics management personnel. After passing the relevant certification levels, there will be corresponding logistics situation management problems in each link. In practice, students must always pay attention to the characteristics and conditions of logistics management scenarios, and conduct an orderly assessment according to the requirements of logistics practice, so as to meet the social logistics management assessment standards, which will help logistics management scenario teaching to be more widely used.

3.3 Scientifically cite the third-party industry evaluation and assessment system

When higher vocational colleges use high-quality teaching methods to improve students' practical ability in the process of implementing teaching activities, especially for the logistics management professional course teaching of international vocational colleges, they have begun to actively use third-party teaching industry to practice logistics management courses. Conduct guidance and evaluation, including logistics companies as third-party representatives. In the development of logistics enterprises, the focus is on market demand and managerial conditions, and timely improvement and adjustment of logistics management courses will help the logistics management courses of higher vocational colleges and the needs of logistics enterprises to form a unified, with the help of logistics enterprises to comprehensively evaluate higher vocational logistics management The quality of practical teaching, through relevant management measures and practical actions, promotes higher vocational education to invest more energy and cost in student training, and the integration of third parties can fundamentally deal with the problems of logistics management theory teaching and practical teaching, and minimize The gap in social needs [3].

4.CONCLUSION

Nowadays, the theory of situational teaching is becoming more and more perfect in my country's education industry, which greatly improves the comprehensive quality of students. At the same time, logistics management majors in higher vocational colleges have also begun to use this teaching mode to promote the integration of logistics management theoretical knowledge and practical skills, enrich students' professional knowledge, but also enhance students' practical ability and level, and guide students to achieve comprehensive development, So as to meet the requirements of socially skilled talents.

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# Conflict And Management of Marketing Channels

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Abstract: For an enterprise, the ultimate goal of its production and operation is to make a profit, and if relevant enterprises want to obtain more economic benefits by reducing the cost of production and operation, they should strengthen their emphasis on marketing. In the process of business development, many small and medium-sized enterprises lack a correct understanding of marketing, and do not pay much attention to marketing. This has led to certain conflicts in marketing and ultimately damages the economic interests of the enterprise. In the face of this situation, relevant companies must have a comprehensive and in-depth understanding of marketing, and they must take appropriate measures to expand marketing channels in accordance with the actual situation, and do appropriate management work to reduce marketing conflicts.

Keywords: Marketing Channel; Conflict; Management

## 1.INTRODUCTION

If the company has a complete marketing channel, it can achieve the company's expected profit target and promote the company's long-term development. However, some companies have not realized the important role of marketing channels, and have not dealt with the various interest relationships in the marketing channels, so that the marketing channels have a certain degree of conflict, which will affect the profit and development of the company. Cause a negative impact. Based on this, relevant companies should increase their emphasis on marketing channels, clarify their own production and operation needs, increase the management of marketing channels, reduce various conflicts, and improve the business effect of the company. Obtain higher economic benefits.

## 2. CONFLICT ANALYSIS OF MARKETING CHANNELS

### 2.1 Conflict analysis of cross-selling channels

At this stage, the application range of network information technology is very wide, and it has also been widely used in marketing. This has also changed the marketing model, increasing marketing opportunities, and also making marketing face certain Challenge. Network information technology has caused crossover of marketing channels, which has also led to multi-channel conflicts of interest. Although the increase in marketing channels and methods can help companies obtain more economic benefits, some companies have not rationalized their marketing channels. The distribution and application ultimately resulted in a conflict of interest [1].

### 2.2 Conflict analysis of horizontal sales channels

When carrying out marketing work, there is still a conflict of horizontal channels. From a practical point of view, when relevant companies apply a unified marketing model, sales staff in different internal marketing channels will pay attention to their own interests. Under this circumstance, they will compete with each other in order to protect their own interests, and may even cause larger contradictions. If the contradiction and conflict cannot be effectively resolved, then in a specific market, the relevant sales work The competition among personnel will worsen and ultimately affect the economic interests of the enterprise itself.

### 2.3 Conflict analysis of vertical sales channels

When relevant companies apply the same type of sales channels, they will also cause certain conflicts of interest between distributors of different sales levels. For example, on the network marketing platform, they will sell the same sales in the same time period as the physical store. For various types of corporate products, if the benefits obtained on the network marketing platform are higher than those of physical stores, then the sellers of the network sales channel can apply to the relevant companies for a lower purchase price than before, and then obtain more economic profits. However, this situation will cause the marketers of the physical store to suffer unfair treatment, which will cause conflicts between the two and cause conflicts of interests, which will also have a certain impact on the business development of the company [2].

## 3. MANAGEMENT MEASURES FOR MARKETING CHANNELS

### 3.1 Make a good marketing plan

When relevant companies conduct marketing, they should arrange for professional marketing leaders to conduct in-depth analysis of different marketing activities, enrich their activity forms and content, and apply them to marketing activities in a reasonable manner to promote The activity can be carried out smoothly. Before launching marketing work, the relevant person in charge should comprehensively consider a variety of influencing factors, and also have a comprehensive grasp of the content and objectives of the relevant marketing model, and make reasonable plans for online and offline marketing, so that both Able to maintain consistency in time and space. In addition, relevant companies should also train relevant sales personnel in combination with corresponding marketing activities, so that the content and objectives of the marketing activities should be clarified. During the training process, they should also explain the marketing theory knowledge and skills, so that the sales staff's business Ability can be improved and the overall sales level of the company can be enhanced. On this basis, a diversified marketing body can also be constructed to realize the scientific planning and application of

marketing channels, so that the conflicts of the company's marketing channels can be reduced.

## 3.2 Strengthen cooperation between enterprises and distributors

When relevant companies are expanding the sales market, if they want to occupy a large market share in a short period of time, they must make a scientific selection of cooperative distributors, and at the same time, they should sign corresponding agreements with them to form a marketing consensus. It can strengthen the cooperation between the enterprise and the distributor, and can also realize the reasonable distribution of benefits with the help of the agreement, and effectively manage and restrain the two parties to avoid conflicts of economic interests, and the distributor can also be in the marketing work of the enterprise. Provide maximum support and cooperate with enterprises. Lin Wuxing, on the basis of win-win cooperation, distributors can pass the latest market information collected to relevant companies in a timely manner, and then provide a reliable reference basis for companies to formulate marketing strategies. Improvements can play a positive role. In this state of positive interaction, the cooperative relationship between related companies and distributors will also be effectively strengthened, which is extremely beneficial to the development of both parties. The market information provided by the distributors can help companies to determine the price and marketing of products. Make timely and reasonable adjustments to the plan, so as to achieve the ultimate goal of marketing and improve the economic benefits of enterprises and distributors [3].

## 3.3 Choose the right partner

Vertical sales channels exist in traditional marketing work. For example, if there is a conflict between the supplier and the marketer between the superior and the subordinate, in this case, there will be a certain conflict of interest between the affiliates of other marketers. Condition. Therefore, relevant companies should pay attention to the choice of partners, formulate scientific sales strategies

based on actual conditions, and strictly select suppliers and distributors. At the same time, they should also conduct scientific research on the two sales models of direct sales and distribution. Plan to protect your own interests. In addition, when selecting relevant retail partners, they should strictly review their own qualifications, and adopt appropriate methods to effectively alleviate conflicts of interest between different distributors, and promote those in the same camp. Distributors can collaborate and cooperate to reduce various conflicts, achieve mutual benefit and win-win results, and improve the effectiveness of marketing.

## 4.CONCLUSION

Marketing is an important factor that affects corporate profitability. In marketing channels, different companies will have more or less conflicts in price, inventory and other aspects. The big impact has damaged its economic interests. Therefore, relevant companies should formulate scientific and reasonable marketing strategies in accordance with their actual development in the specific business process to promote the full effect of marketing channels.

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# Research on cultivating innovative talents in the Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: Innovation is an important driving force to promote national development and economic level improvement. At the present stage, innovative talents training has become the key goal of teaching work in colleges and universities. Based on this, this paper first expounds the problems existing in the training of innovative talents in the Guangdong-Hong Kong-Macao Greater Bay Area, and puts forward relevant solutions.
Key words: Guangdong; Innovation; Talent Training

## 1.INTRODUCE

With the launch of the Outline of the Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, the desire to build a world-class Greater Bay Area has been put into action[1]. The goal of the Guangdong-Hong Kong-Macao Greater Bay Area is to become an international scientific and technological innovation center with global influence, which is inseparable from the work of innovative talents in universities in the Greater Bay Area.Therefore, the Guangdong-Hong Kong-Macao Greater Bay Area needs to undertake the important responsibility of cultivating innovative talents, face up to the deficiencies in the training of innovative talents, constantly deepen the reform of the talent training mode, and contribute to the construction of the Guangdong-Hong Kong-Macao Greater Bay Area.

## 2. PROBLEMS EXISTING IN THE TRAINING INNOVATIVE TALENTS IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

### 2.1 The target positioning of innovative talent training is not accurate

Although universities in the Guangdong-Hong Kong-Macao Greater Bay Area have made some achievements in the training of innovative talents, there are still some problems such as market demand and talent training and a serious shortage of innovative talents.At the present stage, some universities, promoted by the goal of building world-class universities or disciplines in the Guangdong-Hong Kong-Macao Greater Bay Area, continue to take the construction of ESI disciplines or ESI high-cited papers as the main orientation of running schools.At the same time, the "talent battle" caused by various regions to grab high-quality talents also has a certain induction to the target orientation of talent training in colleges and universities.However, because each university has different social functions, its own schools and discipline characteristics are different, once for the recent interests or complete short-term goals, and ignore the actual situation of the expansion and the construction, colleges and universities innovative talent training positioning is unclear, it is not conducive to the long-term training, cannot reflect the advantages and characteristics of colleges and universities.

### 2.2 The training of innovative talents is disconnected with social needs

At present, there is an obvious disconnection between the innovative talent models and teaching methods in some universities in the Guangdong-Hong Kong-Macao Greater Bay Area and the actual social demand.First of all, some colleges and universities neglect the cultivation of students' practical ability, especially the lack of interdisciplinary comprehensive ability training efforts, and the comprehensive quality of talents cultivated does not adapt to the needs of enterprises.Secondly, some teachers still adopt the traditional cramming teaching method in the training of innovative talents, and do not pay attention to the use of new teaching means such as cases and situations. The teaching mode is single and rigid, which greatly restricts students 'learning enthusiasm and is not conducive to the cultivation of students' innovative thinking.

### 2.3 The training and evaluation system for innovative talents is not perfect

In the past, in the training of innovative talents in colleges and universities, their evaluation methods mainly took the standard form of final examination, students rote knowledge points to answer questions, and their understanding of knowledge was limited to the surface, which could not deeply analyze and solve open problems.Due to the rigid solidification of the evaluation system for a long time, the emergence of superficial learning concept, which is not conducive to the formation of students' imagination and innovation consciousness.

## 3. COUNTERMEASURES FOR TRAINING INNOVATIVE TALENTS IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

### 3.1 Change the concept of traditional innovative talent training

For Guangdong big bay area universities, in the process of cultivating innovative talents, need to realize and the key industry demand docking, needs to combine their professional characteristics and advantages, master Guangdong big bay area industry development and the actual demand of, accurately positioning professional development, vigorously promote professional and curriculum construction, innovative teaching form and way, improve teachers teaching ability and scientific research level, establish innovative thinking and concept

to educate students, guide and encourage students to combine innovation with local industry development[2]. At the same time, Guangdong big bay area each universities should establish deep cooperation mechanism, for Guangdong big bay area construction build common goal, set up Guangdong large bay area innovative talent education platform, the sharing of education resources, teaching information, education teaching, science and technology research and development, academic cooperation, complementary advantages, strengthen innovative talent training and Guangdong big bay area economic construction demand, maximize reflect Guangdong big bay area innovative talent knowledge system, skills and comprehensive literacy.

## 3.2 Establish a collaborative training mechanism for innovative talents

In the training of innovative talents in the Guangdong-Hong Kong-Macao Greater Bay Area, teachers should be good at taking various forms of teaching means, emphasize the main position of students in classroom teaching, and stimulate students to actively participate in the learning process.In addition to the basic basic knowledge teaching, practical skills training and other contents, teachers can also take case teaching methods and interactive teaching methods to increase the attractiveness of classroom teaching to students and enhance students' enthusiasm for learning.In the teaching process, we pay attention to problem-oriented, use case analysis, group cooperation, situational learning and other methods to cultivate students 'teamwork spirit, and gradually enhance students' ability to think and solve problems independently.At the same time, universities in the Guangdong-Hong Kong-Macao Greater Bay Area should pay attention to optimizing all links of "industry, university-research administration" and strengthen the organic combination of theory and practice.As the Guangdong-Hong Kong-Macao Greater Bay Area has the resource advantages of the local science and technology industry, universities should take the initiative to establish cooperative relations with local enterprises, and jointly build relevant research and development bases and training rooms.Guide more college students deep enterprises and units of choose and employ persons internship, in practice to complete research projects or practical projects, strengthen the students' understanding of the knowledge and practical application cognition, improve the ability to apply knowledge to solve practical problems, so as to promote innovative talent training and industry education and achievement transformation of close link.

## 3.3 Build a diversified and innovative talent evaluation system

Past Guangdong big bay area of Guangdong colleges and universities in the training of innovative talents, for short-term teaching task completion or the pursuit of quick success, often take too single teaching evaluation method, usually the final examination results or paper published quantity as the basis of assessment, the curing talent evaluation system cannot fully evaluate the quality of innovative talent training.Therefore, Guangdong big bay area universities need to build diversified innovative talent evaluation system, closely follow the actual situation of Guangdong big bay area industry development and demand, will cultivate comprehensive innovative talents as the main teaching task, combining the strength of all aspects, promote the government, universities, enterprises and scientific research sites to build a comprehensive "industry administration" collaborative innovation mechanism.At the same time, colleges and universities in the Guangdong-Hong Kong-Macao Greater Bay Area should actively introduce third-party evaluation subjects, expand the status of third-party evaluation subjects in the evaluation system, form a training and evaluation system involving a wider range of innovative talents, and improve the training and evaluation standards of innovative talents.

## 4. CONCLUSION

To sum up, the strategy of the Guangdong-Hong Kong-Macao Greater Bay Area has seen a surging demand for innovative talents.However, at present, there are still problems in universities in the Guangdong-Hong Kong-Macao Greater Bay Area in the training of innovative talents and disconnection from social needs, which restrict the innovative development of the Greater Bay Area to a certain extent.Therefore, under the new era, Guangdong big bay area universities need to actively respond to the national strategy and construction needs, take the initiative to explore innovative talent training mode change, change the traditional talent training concept, build diversified evaluation system, establish collaborative training mechanism, improve the quality of innovative talent training, for Guangdong big bay area development solid foundation.

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# Enterprise Culture and College Students' Employment Guidance from The Perspective of Combination of Industry and Learning

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Abstract: Although China's education continues to improve and develop, with the continuous increase in the number of college students, the employment problem of college students is still serious, which has risen from the initial "difficult employment and difficult employment" to "difficult to achieve high-quality employment". For this problem, college graduates should not only improve their literacy and professional knowledge, but also have a comprehensive understanding of the industry and expected employment fields. Looking at the application of college students in recent years, it is found that in the requirements of enterprises for candidates, "having a comprehensive understanding of corporate culture and corporate vision" has become more and more important. For students' understanding of corporate culture, except through the network, enterprise internship and other channels, school employment guidance is the most important and effective choice. However, according to the data of a survey on College Students' employment studied by the author, most or even up to 94% of college students do not have the willingness to take the initiative to understand the learning and information of corporate culture. As far as students are concerned, self orientation, development and the matching degree with corporate culture are essential for the improvement of future work ability, job satisfaction and future development prospects; For enterprises, the factors that must be considered when recruiting employees include whether the applicant's own conditions are suitable for the corporate culture, whether the candidate's participation can bring better development to the enterprise, etc. Therefore, new and higher requirements should be put forward for the employment guidance of the school. The school should also do a good job in the employment guidance of college students in combination with the corporate culture, so as to lay a good foundation for the employment and career problems of college students.
Key Words: Industry University; Combination Enterprise Culture; Employment Guidance

## 1.INTRODUCTION

Under the continuous influence of China's market opening, China's strength has been greatly improved, and a large number of enterprises appear in the Chinese market. However, if every enterprise wants to maintain vigorous vitality and long-term development, it must need the injection of new blood, and this new blood is the employment. However, at the annual job fair, college graduates with high professional level and certain advantages among countless employees can not find a job smoothly. Some people do not have a clear understanding of today's social situation and have some blindness in employment. Some people have a clear understanding of their employment direction, but do not apply for jobs and fail repeatedly, Just can't find a suitable job. However, the number of market demand is limited and college students can not clearly understand themselves, resulting in more and more obvious employment problems.

## 2. IMPORTANCE OF CORPORATE CULTURE

Today, with the continuous upgrading of technology, the comparison of strength between countries has shifted from "external competition" such as military economy to "internal competition" such as cultural quality. This is because any country wants to have its own influence in today's world pattern, it should not only have sufficient material living conditions, but also meet the spiritual world. This is already the case at the macro national level, and enterprises at the micro level are no exception. The culture of each enterprise is its "internal resource".

At a recruitment activity called "looking for future Internet elites" held by Shanda network in Fudan, Ling Hai, senior vice president of Shanda network, asked the college students present two questions: "what are we doing?" "How many bills do we pay each year with electronic bank cards?" It seems that the two questions without any difficulty put the scene into an embarrassing atmosphere. Although some college students answered the first question, the answer was not satisfactory, and the second question left all candidates speechless. Subsequently, Ling Hai said that college students should have a comprehensive understanding of the enterprise before applying for a job.

From this case, we can see the importance of understanding corporate culture for a job seeker. Then, how to understand corporate culture?

Generally speaking, corporate culture is the embodiment of leaders' code of conduct and management wisdom, the embodiment of employees' work task quality and the mapping of work behavior constraints. The existence of the enterprise is a necessary condition for the formation of the internal culture of the enterprise, and the construction of the enterprise culture will in turn serve as a driving force that can not be ignored to accelerate the progress of the enterprise, which can not only reflect all aspects of the enterprise, but also reflect the "internal influence" of the enterprise and the environmental atmosphere that affects the work of employees. As we all know, every group needs a leader, and the leading group in the enterprise is

the key to the formation of corporate culture. Through the understanding of the leading group, we can have the best understanding and the most comprehensive understanding of the development, management, operation and all aspects of the enterprise.

## 3. BRIEF INTRODUCTION TO SOME CORPORATE CULTURE

China Datang Group's corporate culture with the theme of "concentric culture" strictly implements the management concept of "equal rights and responsibilities, efficient coordination"; The enterprise civilization of China Huaneng Group and "three color company" adheres to keeping pace with the times while absorbing advanced culture and technology; China Huadian Group, "meticulous, efficient and Surpassing" is the spiritual core of Huadian Group, which aims to strengthen the service concept of employees and improve their enthusiasm for work, so as to better serve the future development of the company.

In the Fortune Global 500 list released every year, there is a legend that Wal Mart once occupied the top spot for four consecutive years. Wal Mart has been far ahead in the industry in just over 40 years since its inception. The reason for such excellent results is that it attaches great importance to corporate culture. Wal Mart not only focuses on people-oriented, pays attention to the development of employees' own potential ability, emphasizes employees' work service attitude and concept and work identity, but also pays more attention to team spirit. Through a series of measures such as good communication atmosphere among employees and sharing information, Wal Mart closely unites the hearts of employees, and then forms a driving force for the development and growth of the enterprise.

Apple, which has been surprised by the situation, once suffered from market undervaluation. In the ten years after jobs took over, it stood at the peak again. Such development achievements are the best return for the internal culture established by apple. Apple attaches great importance to employees' development and innovation, as well as the cultivation of employees' job satisfaction, work service attitude and self innovation ability, that is, employees do not lie in quantity, but in quality, and employees need to be highly sensitive to the needs of customers in the market, and can constantly adjust the details and functions of products according to them, To ensure that the products can be at the forefront of the industry in terms of customer needs.

Amazon, along with Silicon Valley giants such as apple, Google and Microsoft, has finally become a leader in changing human life style with its unique corporate culture. "Customer first" is the purpose of its corporate culture, that is, to meet the three basic needs of customers to a greater extent - "lower price, faster delivery speed and more and faster choices". In addition, "Frugality" is also a bright feature of Amazon's corporate culture. Amazon even set up a "door table Award" to reward employees who save costs for the company.

## 4. IMPORTANCE OF SCHOOL EMPLOYMENT GUIDANCE

Interest is everyone's hidden tutor who keeps learning. However, many college students often ignore the role of interest in work when choosing a job. Of course, if everyone can't understand the culture of their chosen enterprise in advance, don't make full preparations, and don't combine their own interest with work, the problem of employment and job selection will become more serious. If people choose a stable job they don't like, their work enthusiasm, work efficiency and work ability can't be improved to a certain extent. They don't agree with their work at the beginning, complain about the enterprise later, and finally resent the unfairness of the society. If more and more people complain about society, it will lead to the continuous accumulation and stimulation of social contradictions, as Marx said, "people's complaints are the epitome of social contradictions". If these social contradictions are not handled properly, the consequences will be very serious. The severity of people's employment problem and dissatisfaction with work will not only affect people's happiness, but also lead to social contradictions between human beings and employment in the long run.

With the development and progress of society, many enterprises pay more and more attention to employees' understanding of corporate culture. However, college students often make detours on the road of application because of their shallow experience and lack of experience caused by not entering the society. If the school can give guidance on their employment before they enter the society to find a suitable job, The purpose of this is to better improve their employment quality and job satisfaction, so as to reduce social contradictions and improve everyone's happiness.

## 5. INNOVATION OF SCHOOL EMPLOYMENT GUIDANCE AFTER INTRODUCING CORPORATE CULTURE FROM THE PERSPECTIVE OF COMBINATION OF INDUSTRY AND LEARNING

The university can continuously improve the employment guidance from the following aspects to solve the employment problem of college graduates

### 5.1 the introduction of corporate culture can further improve the employment guidance course.

Before entering the society, college students' living environment is mainly campus environment. Although many people think that the university campus is a specious small society, there is a big gap between the university campus and the real society. In college life, some students may make mistakes like this or that, such as mistakes in a dress rehearsal and mistakes in writing activity planning, If the work report to teachers or students is not rigorous, these mistakes may have a certain impact on their college life. However, as long as they constantly correct and improve themselves, these mistakes will bring not impact but benefits, because these mistakes can be corrected on campus, but the consequences of making mistakes in society are fatal, It will not only affect their future career planning, but also make themselves lose further opportunities. Especially for some college students who have not participated in social practice, the disadvantages brought by their immature ideas will be obvious after entering the society. Such deficiencies will make college

students lack enthusiasm and consideration in their work. Therefore, in the course of employment guidance, the school should pay attention to the training of College Students' thinking and ability to deal with affairs, so that college students can understand the potential risks and complex environment of the current society to a certain extent, and let college students know the cruelty of social competition and the difficulty of survival in advance, which will enable college students to choose suitable jobs more rationally. After college students have a more comprehensive understanding of corporate culture, corporate working environment and founding activities, they can have the most comprehensive and in-depth grasp of the quality and quantity of enterprise post needs. With these necessary foundations, they can use corporate culture to select their own enterprises and improve their own ability through corporate culture Be familiar with the corporate culture, improve the interview pass rate and adapt to the corporate working atmosphere faster.

5.2 the introduction of corporate culture can promote the employment rate of college graduates.

The introduction of corporate culture can enable college students to find jobs with high satisfaction and happiness. Whether the evaluation of college graduates' ability is consistent with the requirements of enterprises for talent ability, whether the self positioning of college graduates is consistent with the needs of enterprises, whether the self cognition of college graduates is consistent with the cultural concept of enterprises, and whether the degree of college graduates' understanding of themselves is integrated with the internal value of enterprise culture, Whether the enterprise can meet the expectations of college graduates for the working environment When choosing an enterprise, college students can understand the enterprise culture they apply for through employment guidance or other relevant channels, carefully analyze whether their conditions and potential can produce a better matching relationship with the enterprise culture from a self perspective, and seriously understand whether their value can match the positions provided by the enterprise, Seriously consider whether the working atmosphere, working mode and work content of the enterprise can be consistent with their future career planning and promote their future career development. Only in this way can college students find excellent jobs to realize their self-worth and stimulate their potential.

The introduction of corporate culture can improve college students' professional theoretical quality and self-awareness. In the process of getting familiar with corporate culture, college graduates can not only understand the operation mechanism, working mode, working atmosphere and content of the enterprise, but also continuously compare with the work requirements of the enterprise in combination with their existing conditions, so as to develop their strengths and avoid their weaknesses. College graduates can inherit and carry forward the advantages that meet the needs of enterprises and corporate culture, and make them the cornerstone and ladder of enterprise development and self career development; For those strengths that are not closely related to the needs of enterprises and corporate culture, college graduates need to carefully analyze and consider them, make reasonable arrangements, and transform them into power and energy to improve their own ability and comprehensive quality through appropriate ways and channels; For the application requirements of enterprises that are their own weaknesses, college graduates should give full play to their due qualities as college students, think of appropriate solutions and more thoughtful solutions, seize the time, adjust and improve as soon as possible, strive to meet the relevant requirements of the enterprise and integrate into the enterprise as soon as possible, so as to give full play to their potential and energy.

The introduction of corporate culture can improve the interview pass rate of college students applying for enterprises. Although there are a lot of wonderful questions and questions different from conventional ideas, the essence is that the enterprise needs a talent who can make more contributions to the development of the enterprise, a talent who can complete the tasks assigned to him by the enterprise, and a talent who needs to be considered everywhere, And in some aspects, we need talents who do not abide by the old rules and can creatively complete the tasks of the enterprise. When an enterprise selects talents suitable for the development of the company among many employees, its basis is more derived from the corporate culture, because the business philosophy and work objectives of an enterprise have completely penetrated into the corporate culture, and the existence and development of the enterprise are inseparable from the existence of corporate culture. College students should understand that the interviewer of an enterprise represents the overall face of the enterprise, and the questions raised by the interviewer are a small embodiment of the enterprise culture. The enterprise culture is a symbol, symbol and totem of the enterprise, and the enterprise concept is also bred under the enterprise culture formed by it. Therefore, college students need to do a good job in the preparatory tasks and response plans before the enterprise interview, master the situation of the enterprise as much as possible, understand all aspects of the enterprise as much as possible, and deeply understand the operation mechanism of an enterprise. Only in this way can they stand in the same thinking with the interviewer and think about the questions raised by the interviewer during the interview, Only in this way can we understand the real intention of the questions raised by the enterprise interviewer and have better measures to deal with them. Each college student should not only let the interviewer understand that he chose this job after careful consideration, have high expectations and expectations for this job, and let the interviewer feel the sincerity of applying for a job, but also let the interviewer know that his current work ability, knowledge reserve and comprehensive quality meet the needs of the enterprise and can complete and do this job well, I can not only seamlessly connect with the enterprise culture and enterprise environment, but also better integrate into the form of operation and management of the enterprise.

## 6. CONCLUSION

In a word, corporate culture is not only the secret for an enterprise to survive in this highly competitive society, but also the basis for interviewers to select suitable talents among many employees, but also the key factor for employees to successfully join an enterprise.

At present, the severity of College Students' employment has exceeded people's expectations. The recruitment of enterprises is to help enterprises develop better, not to solve the problem of College Students' employment, which should be clear to schools and college graduates. At the same time, a good employment guidance is a bridge and link connecting employees and corporate culture. Therefore, for schools, creating a good employment guidance has become an urgent task. Whether college students can find suitable jobs is an important task of the guidance task of the employment guidance center, At the same time, let more college students understand the culture of the enterprise they want to work for is the goal of the school's employment guidance work, find suitable jobs and get a sense of happiness in life.

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# Research On the Construction of Higher Vocational Logistics Management Specialty Teaching Resource Base Based on School-Enterprise Cooperation

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Abstract: With the development of the times, the logistics industry has developed rapidly and has become an indispensable part of modern society. In addition, the logistics industry has also promoted the development of logistics management majors in higher vocational colleges. Nowadays, the logistics management major of higher vocational education should pay attention to the construction of a teaching resource library. Through the resource library to collect various related data materials, it is convenient to improve the teaching quality and build a complete logistics management professional teaching system. From the actual analysis, this Among them, there are many problems, especially in the background of school-enterprise cooperation. Based on this, this article will focus on the construction of the logistics management professional teaching resource library for an in-depth analysis.
Keywords: School-Enterprise Cooperation; Higher Vocational Colleges; Logistics Management Major; Teaching Resource Library; Countermeasures

## 1.INTRODUCTION

The teaching resource library has the characteristics of sharing, in which the in-depth application of information technology is of far-reaching significance to the improvement of teaching quality. Nowadays, the logistics management profession has caught the fast train of the development of the times. In recent years, many universities are strengthening school-enterprise cooperation and building a teaching resource database based on this foundation. This is of positive significance for realizing the sharing of high-quality teaching resources and adapting to regional economic development, but Since there are problems such as lack of policy guidance and insufficient funds, which are not conducive to the establishment of a teaching resource database, we must focus on solving such problems at present.

## 2. DIFFICULTIES FACING THE CONSTRUCTION OF TEACHING RESOURCE LIBRARY FOR LOGISTICS MANAGEMENT MAJOR

### 2.1 Lack of policy guidance

With the current call for the construction of a shared teaching resource library, many places have actively responded, making the construction of the teaching resource library the first step forward. However, from the actual situation, there are also certain points in the construction of the teaching resource library. For the logistics management profession, the lack of policy guidance is one of the main problems. The construction of a shared teaching resource database is the response of the state, and the Ministry of Education and the Ministry of Finance have respectively issued documents on this aspect, but the local government where the higher vocational colleges are located has not been able to issue corresponding supporting policies and measures. The logistics management profession is currently developing relatively rapidly, however, because the local government has not been able to truly play its guiding role in this regard, the school-enterprise cooperation and the establishment of a resource database have been hindered.

### 2.2 The company's response was indifferent

For the logistics management major, the construction of a teaching resource library under the background of school-enterprise cooperation has a positive effect on promoting the development of both. However, in reality, the logistics management major uses the teaching resource library as an auxiliary teaching method in the classroom. It can truly achieve the purpose of building a teaching resource library under the cooperation of schools and enterprises [1]. At the same time, although the establishment of a teaching resource database under the joint cooperation of the two is advocated by the country and the government, higher vocational colleges are more enthusiastic and enthusiastic, but enterprises are different. They put economic interests first and pursue maximum interests. In the view of some enterprises, the school-enterprise cooperation in building a teaching resource library cannot bring them higher returns, so there will be a problem of indifferent response.

### 2.3 Lack of funds

Sufficient funds are an important foundation for promoting the construction of teaching resources. According to the relevant national school-enterprise cooperation construction of teaching resources database, it is pointed out that the funds in this area must be shared by the state, local governments, schools, and enterprises. However, many Under the circumstances, there is a problem of insufficient local government funds, which causes problems in the capital chain and severely restricts the construction of the teaching resource database.

### 2.4 The problem of resource library construction

In addition to the above-mentioned external problems, there are also obvious problems in the teaching resource library itself. First, the content in the teaching resource library does not fit the actual situation very well, and there

is obvious lag, so that the logistics management major Of students have not been able to strictly follow the latest logistics industry standards when studying; secondly, the construction of the teaching resource database is a long-term project, which is not accomplished overnight. It not only requires a lot of financial resources, but also manpower and material resources, so in a short time It is impossible to integrate a large number of high-quality teaching resources, and from the actual point of view, there are obvious regional and insufficient industry integration problems in the teaching resource library; third, some higher vocational colleges do not pay much attention to the construction of the teaching resource library, and it is often possible There will be cases of "copying and copying" and failing to really consider the fit with one's own colleges and universities, thus making the role of the teaching resource library a mere formality [2].

## 3. COUNTERMEASURE ANALYSIS

### 3.1 Strengthen government support

Through the previous analysis, it can be seen that a considerable part of the area does not pay much attention to the construction of the logistics management professional teaching resource library, and the government has not been able to truly strengthen guidance in this. Based on this, the current government should strengthen support, carefully review the actual local situation, comprehensively consider the instructions issued by the Ministry of Education and the Ministry of Finance, and guide the local high-level logistics management majors and logistics enterprises to play a platform role. , To enable in-depth exchanges between enterprises and colleges, in order to provide support for the construction of the logistics management professional teaching resource library.

### 3.2 Focus on improving corporate enthusiasm

Nowadays, the logistics industry is developing rapidly, and the pressure of competition in the logistics industry is very high. According to the analysis of the construction of teaching resource library under the cooperation of schools and enterprises, some enterprises are not very enthusiastic in this regard, and the response is cold [3]. The perspective of the company is completely opposite to that of the school. The school hopes to train more logistics management professionals, while the logistics company wants to maximize economic efficiency. In its view, the cooperation between the two parties to build a teaching resource library is not only costly and more expensive. It takes time, so the enthusiasm is not high. In this regard, government departments should strengthen guidance and introduce some appropriate incentive measures so that enterprises can actively and actively establish cooperative relations with schools and achieve win-win cooperation.

### 3.3 Integrate high-quality resources

The construction of the teaching resource bank has a positive effect on improving the teaching quality of logistics management and cultivating high-quality talents in the industry. In the current development of the logistics industry, a number of excellent logistics companies and model colleges have emerged. In the integration of high-quality resources in the teaching resource library, we should try to unite with outstanding companies and model colleges as much as possible in the teaching resource library. Introduce more high-quality teaching resources. In addition, higher vocational colleges in different regions should avoid "copying and copying", pay attention to the college's own situation, and introduce high-quality resources.

### 3.4 Improve industry fit

In the context of the current era, the construction of the teaching resource library of logistics management must be able to fit the actual situation of the industry. As can be seen from the problem analysis, because the construction of the teaching resource library does not fit the actual situation, it is not conducive to improving the teaching quality of logistics management. It even makes teaching work lagging behind. In this regard, in the construction of the teaching resource database, various standards should be kept updated, such as industry operating procedures, talent standards, job standards, etc., so that students majoring in logistics management can follow the industry standards during the learning process, which will help improve them. Speed of adaptation in formal work.

## 4. CONCLUSION

Under the background of the new era, school-enterprise cooperation has become an important boost for the development of higher vocational colleges. In today's rapid economic development, the logistics industry has provided help to promote the modern development of society, and we want to provide more high-quality talents for the industry, We must pay attention to jointly building a teaching resource library under the cooperation of schools and enterprises, so that students can learn more advanced knowledge in the industry. Through the analysis of this article, there are many problems in the construction of the logistics management professional teaching resource library under the cooperation of school and enterprise. Help with construction.

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# Explore The Construction of CNC Processing Technology Courses Under the Integrated Teaching Mode

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Abstract: CNC processing technology course is of great significance to cultivating students' CNC processing professional ability, and it is also one of the key courses of the current equipment manufacturing major. The integration of teaching breaks through the boundary between theoretical and practical courses in the traditional teaching mode, which is conducive to improving the professional teaching level and cultivating students' professional core ability.
Key words: Teaching; CNC Processing Technology; Curriculum

## 1.INTRODUCE

The equipment manufacturing capacity is the embodiment of a country's comprehensive national strength. With the improvement of China's economic level and the continuous social progress, the demand for manufacturing talents is becoming more and more strong.CNC machining technology is widely used in the equipment manufacturing industry, and it puts forward new requirements for the professional theoretical knowledge and technical level of CNC machining talents.In this context, how to improve the teaching quality of CNC processing technology courses has become a top priority.In the teaching process of traditional CNC processing technology courses, the theory is usually explained in the classroom, and then taught in the training room. There is a serious disconnection between theory and practice, which leads to the teaching objectives are unclear, students' attention cannot be concentrated, the teaching quality does not reach the expected target, and it is not suitable for the requirements of modern education[1]. Teaching integration mode emphasizes the integration of theory and practice, theory to the classroom transfer to training room, can realize the students of learning theoretical knowledge while practical operation, make up for the traditional teaching theory and practice is not unified, make the teaching process more three-dimensional, facilitate students deeply understand the theoretical knowledge and practice, improve personal numerical control professional technical operation ability, help students quickly adapt to the job requirements.

## 2. OBJECTIVE OF DOING THE INTEGRATED TEACHING MODE OF CNC PROCESSING PERSONNEL TRAINING

Although China's manufacturing industry is in the stage of rapid development, but in the field of CNC processing related highly skilled talents are still relatively lacking state, specifically manifested in multi-axis programming processing, mold programming processing and process optimization formulation. For CNC processing technology course, requires students must understand CNC processing programming and process, after a period of systematic learning, make students have analysis medium difficulty processing drawings, master CNC machine operation skills, understand the concept of CNC processing technology, effective use of CAD technology and certain aspects of production management ability.

## 3. CONSTRUCTION IDEAS OF CNC PROCESSING TECHNOLOGY COURSES UNDER THE INTEGRATED TEACHING MODE

### 3.1 Clarify the teaching objectives of CNC processing technology courses

For the construction of CNC processing technology courses, teachers should first clarify the teaching objectives, and divide the teaching objectives into two parts, including theoretical knowledge objectives and ability objectives[2]. Among them, the theoretical knowledge objectives cover the relevant concepts, principles and methods of CNC processing technology, which requires students to master the basic process of CNC processing and cutting, understand the factors affecting the cutting process, and reasonably choose the amount of cutting.At the same time, we should understand the methods and principles of selecting the positioning benchmark, clearly understand the use methods of various fixtures, and master the different tool parameters, structure and cutting range.The technical ability goal covers the professional ability, social ability and innovation ability, among which the professional ability requires students to master the commonly used structure and type of fixture, tool performance, parameters and metal cutting rules, and to develop scientific and reasonable processing plans according to the processing knowledge according to the characteristics of the processing parts.Social ability requires students to have good language communication ability, can effectively communicate with engineering and technical personnel, and be able to understand others' requirements for CNC technology.At the same time, I have a certain team cooperation ability and strong psychological quality, with a good sense of work responsibility and safety awareness.Innovation ability requires students to continue in-depth research and explore CNC processing technology, and can obtain the latest CNC processing technology through the Internet and other channels.

### 3.2 Accurate positioning of CNC processing technology courses

CNC processing technology course is one of the core courses of equipment manufacturing major. In order to meet the practical skills requirements of relevant manufacturing positions, we mainly cultivate students' professional ability of CNC processing and programming, process optimization and processing.CNC processing technology course includes many mechanical drawing and car fitter training, engineering materials and CNC processing simulation and other pilot courses.Such courses can lay a solid foundation for students to follow-up CNC processing practice training, CNC processing program preparation and obtain relevant vocational skills certificates.

3.3 Formulate the teaching standards and teaching plans of CNC processing technology courses

In the past, in the teaching process of traditional CNC processing technology courses, teachers usually paid more attention to theoretical teaching. Due to the limitation of teaching conditions or ideas and other factors, they lack enough attention to practical training, resulting in students unable to integrate theory into practice, and the CNC processing ability was obviously insufficient.Therefore, teachers should pay attention to the numerical control processing technology professional theoretical knowledge and practical operation effectively, according to the actual learning situation and needs, to create the relevant learning situation for the students, rich teaching content and teaching methods, divided into multiple teaching units, covering the corresponding numerical control concept knowledge and practical skills, through periodic learning to promote students to master numerical control knowledge and skills use methods.

3.4 Implementation of teaching and integrated teaching mode

Task-driven as the teaching principle in the CNC processing technology course has a positive effect on improving the teaching quality and efficiency[3]. CNC processing technology teaching should be the students as the main body, teachers according to the teaching content and objectives to create the corresponding CNC processing learning scenario, students are divided into multiple learning groups, the corresponding learning tasks, a clear learning objectives, let the students found the problems in learning, group discussion summary and feedback to the teacher, finally by the teacher unified answer summary.During the CNC processing technology teaching to implement the teaching integration mode, the key lies in the practical skills teaching into the theory, the teacher from the traditional teaching mode to guide, make students can also from the traditional teaching mode of single theoretical knowledge or practice operation, realize the learning while doing new learning mode.In addition, in the teaching process, teachers can explain the relevant content combined with the real product cases of enterprises, so that students can deepen their understanding of theoretical knowledge, be familiar with the actual processing and production process, and can also better use it in practice.

3.5 Strengthen the teaching experience summary link

In the final stage of the CNC processing technology course, teachers should summarize the teaching methods and experience in the teaching process, and constantly improve their personal teaching level and teaching ability.At the same time, the experience and reflection during the teaching period are sorted out, and the relevant content to constantly improve the teaching standards of CNC processing technology, so as to develop the teaching design consistent with the teaching integration mode.

4. CONCLUSION

To sum up, the CNC processing technology course takes the task as the overall teaching orientation, and will help the students to master the professional theoretical knowledge and improve their personal professional operation ability as the main teaching goal.Therefore, the design of CNC processing technology courses based on the integrated mode of teaching, can significantly improve the teaching level, improve the teaching effect, which is conducive to students to better master the CNC processing professional knowledge and practical operation process, so as to cultivate the comprehensive development of the social needs of CNC talents.

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# Exploration Of Ideological and Political Teaching Concept and Practice Mode Under the Background Of "Three-In-One Education"--
## Taking the Course of International Trade as An Example

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Abstract: In recent years, with the continuous implementation of the educational concept of "three integrity education" in China, the ideological and political teaching of curriculum has become the focus of attention of colleges and universities. By digging deeply into ideological and political elements in the course content and selecting scientific and reasonable teaching methods, the quality of ideological and political teaching in the course can be significantly improved, laying a solid foundation for the rapid development of China's economy. According to the specific meaning and importance of curriculum ideological and political, combined with the ideological and political elements in the course of "International Trade", this paper briefly discusses the practical path of curriculum ideological and political under the background of "three integrity education".
Key Words: Sanquan Education; Curriculum Ideology And Politics; International Trade

## 1.INTRODUCTION

"Three-in-one education" is an education policy jointly put forward by the CPC Central Committee and The State Council, which consists of three parts: whole-member education, whole-process education and all-round education. It puts forward a targeted direction for promoting China's education modernization and building an educational power. In this context, curriculum ideological and political teaching should fully fit the curriculum teaching content, combined with appropriate teaching skills, so that students can subtly improve their own political literacy, and play a favorable role in promoting the development of China's socialist process.

## 2. THE SPECIFIC MEANING AND IMPORTANCE OF CURRICULUM IDEOLOGY AND POLITICS

Curriculum education essence is khalid ents, cooperative education for the concept, combined with the aid of explicit implicit education method, to join the teaching thought of the scientific innovation, by constructing the three-dimensional diverse teaching mode, make the perfect fusion of elements of ideological and political education and teaching to students' ideology and behavior change in the osmosis, promote the all-round development of students. To train excellent and qualified successors for China's future socialist road. Carrying out the ideological and political teaching of the curriculum can not only enrich the teaching content, but also deepen the students' understanding of the curriculum knowledge. It can also help students establish correct ideological values and lay a solid foundation for their future learning and development [1].

## 3. IDEOLOGICAL AND POLITICAL ELEMENTS IN THE COURSE OF INTERNATIONAL TRADE

### 3.1 Reform and opening-up has demonstrated China's confidence

Reform and opening up is a major content in the course of International Trade, as well as the gathering place of ideological and political elements.

When teachers explain the relevant content of reform and opening up, they should focus on introducing the meaning of "four self-confidence", comprehensively analyze the "four self-confidence" and reform and opening up, and dig out the essential role of "four self-confidence" in China's economic development. In order to improve students' understanding of the reform and opening up, summarize the experience and lessons in the past development, appreciate the sense of responsibility and responsibility of the world's major countries. At the same time, students' sense of national pride and cultural inheritance will be stimulated to make more in-depth thinking for the rapid development of China's economy [2].

### 3.2 Embedding patriotism in foreign trade

Patriotism is the source of motivation to inspire students to forge ahead, but also an important factor to promote the sustained growth of China's economy, as well as the fine traditional culture of the Chinese nation. With the continuous advancement of trade globalization in recent years, it has played a good role in helping China's economic development. But at the same time, it also brought many trade disputes, so that the patriotic education has become the focus of the teaching of International Trade. By explaining the history of the rise and fall of great powers and introducing international trade disputes in recent years (such as ZTE and Huawei), teachers can further enhance students' patriotism and make them deeply aware of their own responsibilities and missions, thus playing a good role in helping China's future development [3].

### 3.3 Understanding the concept of a community with a shared future for mankind

Trade globalization has forged certain ties among enterprises of all countries, and the idea of a community with a shared future for mankind has gradually gained popular support. While teaching international Trade, teachers should fully explain China's division of

responsibilities in the global value chain, so as to deepen students' understanding of China's trade status. Combined with the international financial crisis and COVID-19 outbreak in recent years, students have a profound understanding of the concept of a community with a shared future for mankind, and students can have a more comprehensive view of the complex international situation and global issues. For our country to promote the world peace and development, to provide a favorable solution.

## 3.4 Party conduct and clean government construction and anti-corruption struggle

Strengthening the construction of party conduct and clean government and carrying out anti-corruption struggle are important measures to speed up the process of economic development in China, and also the main means to promote the realization of communism in China. When teaching the course of International Trade, teachers should inform students of the economic harm and adverse consequences caused by the corruption of rights according to the current policy content and relevant cases in the past. In order to deepen students' understanding of the work significance of building a clean government, further improve students' awareness of corruption, enhance students' moral accomplishment and professional ethics. For the future study and development of students, do a good foundation.

## 4. THE PRACTICAL PATH OF CURRICULUM IDEOLOGY AND POLITICS UNDER THE BACKGROUND OF "THREE-IN-ONE EDUCATION"

### 4.1 Dig into the teaching content of the course

To apply curriculum ideology and politics in the teaching of International Trade, teachers should first set an example and dig out more and better ideological and political elements from the textbook content through in-depth analysis of practical problems and continuous accumulation in daily work. While improving their professional level, students can understand the process of national economic development and the direction of personal progress, so that students' ideological consciousness, political level and moral accomplishment continue to improve, and promote the overall development of students. As the keynote speaker of International Trade, teachers should always keep good values.

In daily teaching to give students the correct direction, timely discovery and correction of students' wrong ideas, so that the comprehensive quality of students significantly improved, for China's social and economic development to provide all-round talent.

### 4.2 Perfect integration of professional knowledge

To carry out ideological and political education in the course of International Trade is not only to collect ideological and political elements and explain past cases, so as to influence students' ideological consciousness and behavior. Instead, by referring to the specific content of the course, the ideological and political elements are perfectly integrated with the course content by setting training objectives, designing teaching syllabus and

screening teaching methods, so that students' interest in learning can be improved and the quality of classroom teaching can be significantly improved. And teachers in the teaching of the teaching material content, but should also focus on various teaching links of cohesion, make the teaching material contents and ideological elements achieve seamless good effect, as far as possible avoid far-fetched to introduce ideological elements have led to the students does not adapt, stable and reliable to ensure the effect of classroom teaching, promote students' comprehensive quality enhances unceasingly.

### 4.3 Rational use of teaching skills

In the teaching of International Trade, the case teaching method is the most commonly used method. This kind of teaching method is not only interesting, but also can attract students' attention. It also has the advantage of enlightening outstanding and typical, and can play a good training effect on students' comprehensive analysis ability. In the application of case teaching, and teachers can comply with the aid of multimedia technology, by playing related video, pictures, music and text form, let the students to produce a feeling of intimacy, for public discussion with the team to provide beneficial help, enhance the students' classroom participation, the effect of classroom teaching also increased significantly, promote student's thought sublimation.

## 5.CONCLUSION

To sum up, the application of ideological and political curriculum in the teaching of International Trade is mainly through in-depth exploration of ideological and political elements, optimization of classroom teaching process and adoption of reasonable teaching methods. To make students understand and understand China's confidence in the stage of reform and opening up, the indispensable patriotic feelings in the process of foreign trade, the concept of a community with a shared future for mankind, the construction of party conduct and clean government and the fight against corruption, so that students' political and ideological consciousness and professional level have been better improved. For the rapid development of China's economy, play a favorable role in promoting.

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# A Review of the Domestic Research on Timequake from 2010 to 2021

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Abstract: Timequake is a novel written by Kurt Vonnegut. In today's materialistic society, he expresses his yearning for social freedom and ideological rationality is his works. It is not a novel in the traditional sense. There is not much relevance between its chapters, nor does it form a complete narrative system. From 2010 to 2021, many scholars in China have carried out the research on Timequake, mainly focusing on the narrative art, structuralism, literary criticism, science and technology humanities, media study and ecology so as to explore the significance and value of his works based on multiple dimensions.

Keywords: Timequake; Narrative; Literature; Science Fiction Background; Media Ecology

## 1. INTRODUCTION

Timequake is a novel written by American writer Kurt Vonnegut. The author created a sci-fic time earthquake in the novel. Under this background, people will be affected by the illusion of "seem to have met or known before", so as to repeat their previous behaviors and activities. After the timequake, there will be a chaotic situation in the world. In the process of creation, the novel has formed the following striking characteristics. The first is the fragmentation of the text. The logic and relevance between the 63 chapters in the novel are not strong. The text content is mainly composed of historical fragments, time memories, self-ridicule and fantasy. The novel has no fixed theme and center, nor the concept of narrative time, but adopts a disordered time flow, which subverts the creative mode and style of traditional novels. Second, the narrative level is complex. In the process of telling the novel text, the author is not only the narrator of the story, but also the characters in the story, that is, he adopts a narrative form of integration of internal and external perspectives, so as to complete the narration of the whole novel based on a nonlinear narrative mode. The third is the fusion of reality and fiction. The novel integrates the real story elements with the fictional fantasy elements, breaking the boundary between reality and fiction, which can realize the reconstruction of the text content under the influence of the post structuralist idea, and fully show the author's free will and idea. It can be said that the narrative and structure of Timequake show many levels of innovation, and many scholars in China have gradually carried out comprehensive and in-depth research based on these aspects.

## 2. ANALYSIS OF INTERANNUAL VARIATION ANALYSIS OF CNKI PAPERS

A total of 28 relevant research results were retrieved from the timequakerelated keyword on CNKI. Since 2000, Chinese scholars have carried out the research on Timequake. Among them, 19 relevant research papers have been formed from 2010 to 2021. From the interannual change trend chart of papers at this stage, the number of research reached a peak in 2013, many of which are mainly based on structuralism and humanistic care. In other years, the number of relevant research in China is relatively small. Taking the year of 2013 as a dividing point, the domestic researches before 2013 were mainly based on the writing techniques and narrative forms of novelswhile the researches after 2013 were more centered on media development and ecological interpretation.

However, over these ten years, Chinese scholars have not formed high-quality CSSCI journals. Luckily, China's research direction has gradually shifted from the writing and narrative art to the reflection of scientific and technological rationality and postmodern ideas. The research on the whole text content has gradually deepened, and many high-quality Chinese and English literature research results have been formed. For example, Wang Yuhua's Overturning of Scientific and Technological Rationality on the Subject from the Perspective of Postmodernism - Taking Timequake and the Last Act in 2020 and Chen Peilei's Diversity of Narrative Art Research on the Postmodern Novel Timequake in 2014 are the two core documents in relevant research.
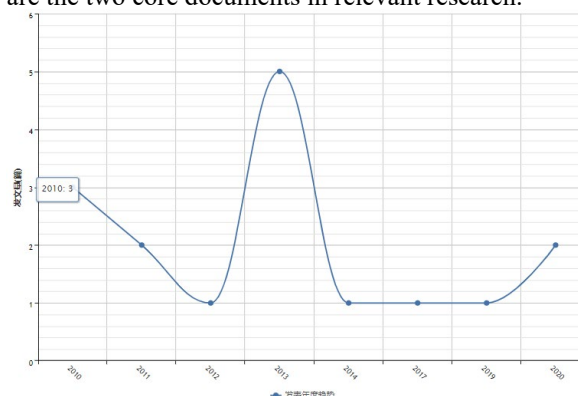


Figure 1 annual trend of papers on Timequake from 2010 to 2021

## 3. SUMMARY OF RESEARCH CONTENTS OF DOMESTIC ACADEMIC PAPERS ON TIMEQUAKE

### 3.1 A SUMMARY OF THE RESEARCH ON THE NARRATIVE ART OF TIMEQUAKE

Among the domestic research from 2010 to 2021, mainly six papers mainly study the narrative art and postmodernist narrative.In detail, the first isthe research on non-traditional narrative mode. Chen Peilei's Diversity of Narrative Art Research on the Postmodern Novel Timequake in 2014 discusses that Timequake makes full use of postmodernist creative techniques such as intrusive,

uncertainty, open contradiction and black humor, and shows the characteristics of the diversity of postmodern narrative techniques.[1] Xu Wenpei's doctoral thesis Open And Referential Text World - Intertextual Interpretation of Vonnegut's Novels discusses the fragmented memories and intrusive narration in Timequake and the intertextuality of characters. [2] Hu Xiaoyan analyzes the narrative mode of Timequake from the three levels of narrative logic, diachronic narrative and fragmented narrative. He focuses on the relevance between paragraphs, sentences and chapters in the work, and comprehensively analyzes the relevant contents. [3] The second is the research of intrusive narration. Wang Xiaodong, Zhao Yan and Hu Xiaoyan analyzes the application of intrusive narration in the research process. Among them, Wang Xiaodong and Zhao Yan mainly explain the theoretical concept of intrusive narration and its specific performance in the novel Timequake. [4] Hu Xiaoyan mainly analyzes the intrusive narration mode from the perspective of fictionality of plots and characters, and explores its application strategy inthe uncertain changes of novel stories. The third is the study of postmodernist narrative art in Timequake. Chen Peilei focuses on the interpretation of the postmodernist narrative art of Timequake from the three dimensions of parody, collage and irony. [5] In the following year, Chen Peilei analyzes the narrative art from the perspectives of language text, narrative perspective, plot change, and contradiction opening, deepening her previous study. [6] Hu Xiaoyan analyzes the dissolution of grand narrative in Timequakein light of anti-hero and small narration in the novel, pointing out that Timequake presents a world as a microcosm of the fragmented human enviroment. Generally speaking, many Chinese scholars have fully studied the narrative art of Timequake, and have made in-depth research and analysis on the unconventional narrative in the novel text.

## 3.2 A REVIEW OF STRUCTURALISM IN TIMEQUAKE

Among the related research of structuralism in Timequake, China has formed two related papers.Pan Yushu maintains that Timequake is a good example for poststructuralist works, first expounding the subversion religion, science and fiction and then elaborating on inderminacy of themes in Timequake based on Derrida's theory. [7] In addition, Tian Ye studies the expression of post structuralism in Timequake in light of intrusive and non-linear narratives, indeterminacy, the juxtaposition of the fictional and real worlds and the subversive interpretation of humans and famous stories .In his eyes, these poststructuralist narratives effectively engage readers into the interpretation of the novel by transferring the closed text controlled by the author into an open text accessible to each active reader. [8] In short, many scholars mainly combine poststructuralist theory with interpretation of Timequake, providing a fresh perspective to further understand Timequake.

## 3.3 A SUMMARY OF THE RESEARCH ON THE CONCEPT OF TIME AND SPACE AND GENRE IN TIMEQUAKE

Domestic scholars' research on Timequake integrates the space theory into the interpretation of Timequake, extending the research dimension. For instance, Although Wang Xiaodong makes similar analysis of postmodernist writing techniques of Timequake, he grounds his research on the carnival literature, expounding the carnival techniques employed in Timequake He remarks that in Timequake, Vonnegut breaks the bondage of time and space, creating a world with carnivalized time and space where people were controlled by the absurd life and were unable to distinguish the fiction from the real. Spatial and Timporal carnivalization describes a world where there is no rationality and logicality.[9] Lu Xi first finds out the varieties of the alternative worlds in Timequake, namely the author's world, the alien world, the real world and the readers' world, and then studies the interactions among four different worlds, arguing that alternative worlds are an effective means for Vonnegut to describe real postmodern world and people's inner world by taking the readers away from reality.[10] In addition, although Timequake has been widely believed to be a postmordenist novel, He Jiawei believes it is a misjudgment of its genre which leads the distortion and misunderstanding of Timequake and should take the rhetorical reading rather than the fiction-reading perspective in order to better understand Vonnegut's humanistic stance of anti-modernity. [11]

## 3.4 A SUMMARY OF THE RESEARCH ON THE HUMANISM AND ECOLOGY OF SCIENCE AND TECHNOLOGY IN TIMEQUAKE

There are five research papers on science, technology and ecology of Timequake in China. Among them, Wang Yuhua, based on the perspective of scientific and technological rationality, discussed the possible subversion of subjectivity of humans due to the overpursuit of and overdependence on science and technology . In her argument, Timequake warns that humans will be reduced to materialized man, decadent man or crazy man when lost their subjectivity due to the blind dependence on science and technology. In addition, science and technology will further subvert human's living condition by destroying our world and causing alienation between people. Finally, in order to reverse this situation, Vonnegut desperately appeals to free will and painstakingly calls on people to recover freewill [12] At the same time, Chen Peilei studies Timequake based on humanistic ideas. Her paper Humanistic Feelings in Timequake from Babbitt's Humanistic Thoughts begins with a theoretical interpretation of Babbitt's dual humanistic thoughts, and then analyzes Vonnegut's humanistic thoughts in his novels from the perspectives of science and technology, war and classless society. In Timequake, Vonnegut exposed the evil aspect of science and technology. He thought that overdeveloped science and technology would make people greedy, irrational and alienated and cause wars and terrible disasters, finally resulting in the destruction of human civilization. To build a new sustainable world, Vonnegut appealed people to be kind, moral and take care of each other, especially the people from the bottom of the society. [13] In addition,

scholar Guo Qi comprehensively expounds the relationship between science and technology and humanity in his research. He analyzes the "demonized" science and technology and "degraded" humanistic spirit embodied in the novel, and reveals the humanistic thoughts and ideas conveyed in the novel based on the theory of free will. [14] Chen Shidan discusses Vonnegut's ethical notion in Vonnegut's Ethical Notion of Ecological Postmodernism toReconstruct An Ecological Society. He remarks that Vonnegut puts forward the solutions in his works to the various dilemmas confronting modern people under the guidance of the ethic of ecological postmodernism, which includes recognizing differences, promoting mutual tolerance and harmonious co-existence of all the component parts of the universe constructing extended families that can save human beings, and resuming the interconnection and wholeness of man and man, man and the world.He concludes that Vonnegut' ethical notion has an important epistemological value and realistic meaning for promoting human beings to advance ceaselessly towards a healthy, ecologically sustainable society. [15] Mao Shuanghui in "A New Kind of Humanism Kurt Vonnegut Represented in His Three Novels" discusses that in Timequake Vonnegut admitted the constructedness of human life, and proposed the acceptance of local alternatives like community and extended family for a better reality in order to offer humans a hopeful yet provisional solution to the postmordern situation. [16]

It can be said that in the research on the scientific and technological ethics and ecological thought in Timequake, many scholars have recognized Vonnegut's humanist thoughts and deep concerns about the current living status of and the future of postmodern human beings and acknowledged his unremitting efforts to reform the absurd society and recivilize the lost modern people., and realized the hidden intercommunication between the author and the reader's mind.

## 3.5 A REVIEW OF MEDIA STUDY AND ECOLOGY IN TIMEQUAKE

Media study is a relatively new theoretical viewpoint in recent years, and many scholars in China gradually reread Timequake based on the concept of media study and ecology in the research process of Timequake, so as to explore the new significance and value of the novel against the new social background. . Based on Neil Boltzmann's critical theory of media technology, Liu Li studies the profound influence of printed media on human's intelligence in Timequake .from multi-intellectual perspective.She argues that the forms of media like books, letters and foreign languages can spread warmth and strengthen empathy between people. She concludes that for Vonnegut printed culture can dramatically promote human intelligence and emotion,thus helping human to effectively cope with the chaos in postmodern society.[17] Chi Minghui mainly analyzes the ecological crises presented in Vonnegut's Timequake from the perspectives of natural ecology, social ecology and spiritual ecology, so as to analyze Vonnegut's ecological thought and his solution to the crisis. The crisis of natural ecology infers Vonnegut's criticism of human blindly developing industry and launching war regardless of ecological balance and natural environment. The social ecological crisis reveals Vonnegut's desire for fair capital distribution and extended family, his strong opposition to war, and some socialist ideas. The spiritual ecological crisis exposes the "void" and "materialization" of human spirit. He finally concludes that Vonnegut proposed to solve the problems faced by postmodern society of his time by living in harmony with nature, socialism and the return of free will. [18]

It can be said that the research on media ecology can better connect the classic novels with the contemporary society, and has high research value of the times.

## 4. SUMMARY OF DOMESTIC RESEARCH ON TIMEQUAKE

### 4.1 RESEARCH ADVANTAGES

Although there are few studies on Timequake (2010-2021) by domestic scholars, its research direction and content are relatively wide, and many high-quality theoretical research results have been formed. Specifically, the domestic related research has the following research advantages: first, the research scope is wide. Many scholars study the content of novels from the perspectives of narrative art, media ecology, structuralism and science and technology ethics. The research has many dimensions and covers a relatively wide range. Second, the research is more in-depth. Some scholars have conducted in-depth research on Timequake in the research process. For example, scholar Chen Peilei has formed three relevant research papers, and each research paper is based on different dimensions and complement each other. Third, literary theories are widely used, providing the solid and safe theoretical framework for the close reading of the novel. Therefore, this way of research is reasonable and transferable. Fourth, the research keeps pace with the times. From the research on writing methods and narrative art in 2010 to the research on media technology and ecological concept in recent years, it can be seen that Chinese scholars also follow the trend of social development and study the novel based on the new ideas and viewpoints produced by social development.

### 4.2 INSUFFICIENT RESEARCH

Looking at the domestic research results, although the theoretical research results of Timequake have been formed, there are still many bottlenecks and deficiencies in the current research process: first, the research method is relatively single. Domestic scholars mainly use the research method of novel text, but the narrative style of the novel is different from the conventional linear narrative. It is necessary to expand diversified research methods to realize the innovative development of research results. Second, the relevance between the research results and social reality is not enough. In the research process, Chinese scholars mostly study the content of the basic text itself, but there is a certain lack of connection with contemporary society and reflection on the research content. Third, the research content is repeated. In the research results from 2010 to 2021, there are overlapping theoretical viewpoints of many scholars, which makes the

research content limited to a certain framework and lack of research innovation.

4.3 RESEARCH PROSPECT

To sum up, in the future research of Timequake, Chinese scholars need to focus on solving the problems existing in the current research by adopting innovative literary theories to enhance the social significance and value of Timequake. Firstly, in view of the research methods, quantitative research methods can be used to conduct quantitative research on the fragmented plots and stylistic characteristics of the novel text so as to heighten the scientificity of the research in the integration of quantitative research. Secondly, scholars should explore innovative research perspectives and conduct research accordingly to fill in the blanks in the prior studies of early scholarsso as to further diversify the Vonnegutstudies. Finally, based on the ecological environment and media environment in the contemporary society, an in-depth study of Timequake canbe achieved by integrating the diachronic research into the synchronic research in the future research,further exploring new research perspectives in the combination of theory and reality, thusproviding valuable reference for the literature research in contemporary society.

ACKNOWLEDGEMENTS

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# Exploring The International Development of The New Energy Vehicle Industry Under The "Belt and Road" Initiative

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Abstract: At present, vigorously developing the new energy vehicle industry has risen to China's strategic height. With the proposal of the "Belt and Road" initiative, it has promoted the economic and cultural cooperation between China and the countries along the Belt and Road, and also provides a broader space for the national development of the new energy vehicle industry. Based on this, this paper first expounds the causes and status quo of the international development of China's new energy vehicle industry, and puts forward the path of the international development of the new energy vehicle industry under the "One Belt And One Road" initiative.
Key words: Belt And Road; New Energy Vehicle Industry; International Development

## 1.INTRODUCE

Around the world, the automobile industry is facing unprecedented changes. The automobile product is gradually moving towards the direction of more energy saving, environmental protection and safety. The new energy vehicle industry is receiving more and more attention among various automobile production countries.In recent years, the Chinese government has paid more attention to the development of the new energy vehicle industry, and has successively issued a series of policies and documents to provide guarantee and support for the development of the new energy vehicle industry.With the proposal and in-depth implementation of the "Belt and Road" initiative, it promotes the in-depth exchanges and cooperation between China and the countries along the Belt and Road, and also provides valuable opportunities for the international development of the new energy vehicle industry.At the present stage, China's product research and development strength, product operation and service of new energy vehicle enterprises have certain advantages in the global market. While doing a good job in the domestic market, we should pay more attention to the foreign market, so as to promote the continuous development and growth of China's new energy vehicle industry.

## 2.REASONS FOR THE INTERNATIONAL DEVELOPMENT OF CHINA'S NEW ENERGY VEHICLE INDUSTRY

At the present stage, many favorable factors promote the development of China's new energy vehicle industry to internationalization.First of all, there are relatively few new energy vehicle products in the overseas automobile market. With the help of the opportunity of "Belt and Road", new energy vehicle enterprises can accelerate their layout in foreign markets, preenter, and firmly occupy an advantage in the overseas market.Secondly, while new energy vehicle enterprises carry out product production and operation services to overseas markets, they can also effectively use raw resources, talents, labor and other global resources, gradually solve the problem of low profit in the domestic market, maximize enterprise profits, and gradually further accumulate funds bigger and stronger.Finally, due to the objective risks and fierce competition facing the overseas automobile market environment, can reverse promote our new energy automobile industry constantly improve its own technology research and development strength, improve competitiveness through merger and reorganization, so as to occupy a place in the overseas automobile market, promote the international development of new energy automobile industry.

## 3. THE INTERNATIONAL DEVELOPMENT STATUS OF CHINA'S NEW ENERGY VEHICLE INDUSTRY

At present, China's new energy vehicle industry has rich types of products, including pure electric commercial vehicles, pure electric buses, pure electric tourism vehicles, etc., which has been strongly received from the international market, and has achieved batch export to many countries.At the same time, some new energy vehicle enterprises have successively built factories in the outer sea, have the vehicle manufacturing capacity, and strictly adopt high international standards to ensure the quality and quality of products.In addition, some new energy vehicle enterprises have gradually carried out international cooperation in vocational education, actively cultivate new energy vehicle technical personnel, and provide sufficient human resource guarantee.Although the international development of China's new energy vehicle industry has achieved initial results at the present stage, the international development of the new energy vehicle industry is still facing many difficulties due to the high difficulty of overseas operation, trade protectionism, and the integration with local culture.For example, the export volume of new energy vehicles is relatively low in the total output; the export target of the new energy vehicle industry is mainly concentrated in the middle and low-end markets of the cultural differences.

## 4. PATH OF THE INTERNATIONAL DEVELOPMENT OF THE NEW ENERGY VEHICLE INDUSTRY UNDER THE "BELT AND ROAD" INITIATIVE

### 4.1 The government provides the guarantee at a macro level

For the government, it is necessary to encourage the export of parts, technology, production equipment and vehicles in the new energy vehicle industry, and to give certain convenience in customs clearance.Policies such as tariff reduction and subsidies should be appropriately adopted to optimize the export process for new energy vehicle enterprises, reduce export costs, accelerate export efficiency, and provide a good service guarantee for the new energy vehicle industry to go abroad[1]. There are obvious differences in the scale of new energy vehicle enterprises. Even the more powerful new energy vehicle enterprises cannot fully grasp the key information in the road of international development.For example, dynamic interference with market; interpretation of laws and regulations on new energy vehicles; changing trend of currency and RMB exchange rate; and cross-cultural exchange skills between countries.All these need the government to actively coordinate and organize, help new energy vehicle enterprises to accurately grasp such information, quickly make a judgment and counter-reaction, and export products at the appropriate time.In the process of approval process such as the production and operation of new energy vehicle enterprises, the government should open up a green channel for them, improve efficient government services, such as online approval and one-stop service, so that new energy vehicle enterprises can concentrate and resources on product research and development.In addition, the government should take the initiative to promote international cooperation, reduce procurement costs, and encourage other countries to purchase new energy vehicles centrally.To guide other countries to implant China's new energy vehicles into the local car rental market, and constantly expand the scale and influence of China's new energy vehicle industry.

### 4.2 Enterprises to improve product quality from the micro level

Whether any enterprise has a brand new market, it needs to be built on the market demand.For the international development of the new energy vehicle industry, this criterion should also be followed. It is necessary to take the local market demand as the guidance, targeted research and develop new models, improve, optimize the existing models, and realize localization. This is the key new energy vehicle industry 2 to ensure the internationalization and sustainable development of the new energy vehicle industry.At the same time, many countries and regions in the world have not yet established a systematic international standardization system in the new energy vehicle industry.Therefore, new energy vehicle enterprises in China should take the initiative and target national government and production enterprises to jointly formulate the relevant standardization system, is conducive to China's new energy vehicle industry in the target country layout, gradually enhance the status of China's new energy vehicle industry in the international market and reputation, accelerate the international development of new energy vehicle industry.In addition, the supporting charging stations, charging piles, power changing stations and other infrastructure in the new energy vehicle industry are also the key factors affecting the development of the new energy vehicle industry.Therefore, new energy vehicle enterprises should pay attention to the construction of supporting facilities in the target countries, improve users' satisfaction with using new energy vehicles, and meet the needs of users, which is conducive to the international development of the new energy vehicle industry.

## 5.CONCLUSION

To sum up, the government provides policy support for the international development of the new energy vehicle industry, and does a good job in relevant service measures. At the same time, enterprises increase technology research and development to make a good level of product quality.Only by strengthening the in-depth cooperation between the government and the new energy vehicle enterprises can the new energy vehicle enterprises gain a firm foothold in the increasingly fierce international market and promote the prosperity and development of the new energy vehicle industry.

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# The Value Interpretation of The Tusi Cultural Heritage for The Public

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Abstract: This article tries to analyze the value interpretation of Tusi cultural heritage to the public based on the background of Chinese cultural communication. Combined with the utilization of tourism and the social benefits of the world heritage, we can effectively express the outstanding universal value of the Tusi cultural heritage.
Key words: Tusi Cultural Heritage; Value Interpretation

## 1.INTRODUCE

Since the China Chieftain Project was successfully included in the World Heritage List in 2015, it has made rich research achievements in various disciplines.In the communication to the public, we should do a good job in the value interpretation of Tusi cultural heritage, introduce the international concept of cultural heritage interpretation, and make the protection of Tusi heritage have a positive impact.

## 2.THE PROMINENT UNIVERSAL VALUE OF TUSI CULTURAL HERITAGE

2.1In terms of the settlement pattern and the architectural form and style development of the Tusi sites in mountainous areas, the Tusi heritage shows the exchange of human values in the influence of the chieftain system, the ethnic culture and the development of the society as a whole.Compliance with World Heritage Standards (ii)

2.2Tusi heritage as toast system fully implement typical regional representative material evidence, with historical period, geographical environment, ethnic attributes, administrative level, function, settlement form, architectural style and other common characteristics and internal connection, jointly witnessed the development of ancient China unique ethnic minority management system and management concept, in line with the world heritage standards (iii)

2.3 The remains of the Chieftain heritage are directly related to the implementation of the "Chieftain System" in the ethnic minority areas in southwest China for 700 years. It is directly related to the specific living customs and traditional culture of the small regional ethnic groups spreading to the present, which is in line with the World Heritage standard (vi)

Tusi series site witnessed the history of ancient Chinese management system, the unique "qi, custom" management wisdom, show toast system, between the central regime and local ethnic groups in national culture inheritance and national identity ideas, cultural exchanges, in order to realize the overall social development, national long-term unity and inheritance diversity of ethnic culture.

## 3.THE VALUE POSITIONING OF TUSI CULTURAL HERITAGE

At present, Chinese scholars summarize the value of toast cultural heritage into two ways, one is to explore the special value of Tusi cultural heritage, namely its history, technology, art, thought and economic value; the other is to cross-border the comparative value of Tusi cultural heritage, that is, to find the universal value of ecological environment, cultural history and social customs.Ge commissar's "Value concise and expression of Chiefs Cultural Heritage" condensed the highest value and core value of Tusi culture.

As the representative of objects and culture, the Tusi Site and government Office have rich architecture and painting to show the combination of art and culture. For example, such as the archway of "JingNanxiong Town", Hubei Province, the style of pavilions and unique layout, people can not help but sigh the beauty of loyalty of Qin Tusi running for the country.Guizhou Hailongtun is surrounded by water on three sides, the remaining nine incomplete doors are closed, and the remaining broken walls, leaving an incomplete beauty to people.The chieftain system inherited the political view of "the world" in ancient China, and was an important mechanism for ancient China to gather marginal power. It was different from the original democracy or tribal society in Africa in the same period, and also different from the political management of the medieval city-state society in Europe.

## 4.VALUE INTERPRETATION ORIENTED TO THE PUBLIC

In 2008, the Charter of Interpretation and Exhibition of World Cultural Heritage clearly defines the interpretation and display of heritage, which lies in solving the visitors to "what to see" and "how to see".

### 4.1 Effectively combine the historical information of the Tusi heritage and the practical needs

Chieftain cultural heritage should pay attention to the expression mode when explaining the value to the public.Make difficult to understand the wall, the concept of "humanistic care" into toast cultural heritage interpretation and display, the first is to strengthen the depth of toast cultural heritage value of excavation and expression, such as tang cliff toast city arch, from a historic perspective it is the central government "reward", reflects the interaction between the central government and local toast, national identity concept, and the construction of arch in the Ming and Qing dynasties, is the ancient China "khalid merit", "three gang five chang".The gift of "Jing Nanxiong Town, Chu and Shu Ping Han" on the archway reflects the affirmation of the Tang Ya Qin clan in the Ming Dynasty. Many of the patterns of the Central Plains culture carved by the archway contain the inheritance and development of traditional Chinese

culture.The second is to show the relevance and integrity of the Tusi cultural heritage.The Tusi cultural heritage as a whole includes the Tusi city site system, Tusi political system system and Tusi social and cultural system.Try to put the toast cultural relics in the site display, restore the scene of chieftain history, avoid mechanical display, enrich the external dissemination of Tusi cultural heritage through "theme display", intangible cultural heritage performance and narrative stories, keep its value fully complete to the world; the third is to give the residents of the cultural heritage life more care and show to the public.For the heritage sites will be relocated to the public, appropriate sites will be selected to explain to the public the real situation before the protection of the Tusi site, and the efforts made by local governments in protecting the site to protect the interests of residents.The residents of the heritage site should become a more harmonious protection and interest mechanism for the Tusi cultural heritage.

4.2 Based on the overall theme of toast value planning and establish an expansion interpretation framework

In the article on the value study of "Series of Tusi Heritage", Fu Jing summarized the common value themes: the exchange of human values between central power and local ethnic groups; it is the national management wisdom of "Qi administration and education and rule" in multi-ethnic countries, and finally maintains the long-term unity and social stability of multi-ethnic countries.The interpretation and display of Tusi cultural heritage is a systematic project. For the comprehensive and multi-perspective interpretation of the heritage, the interpretation framework must be established based on the value characteristics.

One is to expand the value of toast cultural heritage content, in addition to the remains, toast live natural environment, cultural spirit, and material heritage, intangible heritage content into interpretation framework, attach importance to heritage and environment lips and teeth, encourage visitors to explore understanding toast site in yungui plateau, the east and north edge of the Qinghai-Tibet plateau mountain environment, chieftain in the history of production and living background, positive narrative toast in obedience to the central, resist foreign enemy activities of patriotic feelings.Add the introduction of ethnic history in southwest ethnic areas, so that visitors can understand the chieftain system and the evolution of multi-ethnic countries in ancient China.The second is to coordinate the display theme of the remaining points, coherent, complementary and focused, to avoid visiting tourists from hearing nearly similar explanations.

iii. The overall planning of tour routes to effectively guide visitors

The World Cultural Heritage Site is different from ordinary urban parks, achieving effective guidance through the overall planning of travel routes.One is to ensure the true and complete display of the tourist heritage, which is binding on the visitors; the second is to convey the positive information of the cultural heritage and explain its outstanding universal value; the third is to guide the supporting tourism facilities around the heritage site to promote the sustainable development of local tourism.For example, teenagers and children, their interest in the heritage site is different from that of professional scholars. They use to visit stone relics, explain historical stories and the artistic value of stone cultural relics to enhance the national confidence of teenagers. Developing the tour route, they focus on the explanation and experience of the site museum.

The dissemination of toast cultural heritage value is not a simple indoctrination, in addition to the beautiful scenery, the outstanding universal value of toast heritage in the public communication process, should pay more attention to, in the communication way need through participatory interaction, such as tourists to participate in the dissemination of toast cultural heritage experience, through the communication let everyone can pay attention to the toast heritage cultural value, and willing to participate in its dissemination and promotion.

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# The Roles of The Music in the Television and Video Game-- Commentary for Compositions

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Abstract: With the rapid development of film and television industry nowadays, abundant wonderful film and television works have become very common. A successful film and television work is often inseparable from a suitable music. Music is a young art for film and television arts. With the development of film and television art for more than one hundred years, film and television music has become a kind of artistic expression with important artistic value and unique charm. In the creation and inheritance of film and television music, composers and arrangers make music more abundant through various performance measures of different techniques and music. The emergence and development of film and television music has brought a great difference to films and television programs. Today, film and television music has become an important part of the production of films and TV series. It should be noted that for different types of film and television works, the function and characteristic of music are different. Therefore, this paper will analyze and summarize the music in different kinds of films and TV works based on the works produced. This paper includes the following aspects: 1. the development and roles of film and television music. 2. The role of music in different types of film and television works. 3. The background of the production of works. 4. Musical features due to different structures and types of films. 5. Creation techniques of works, including the music's unfolding techniques, tonality arrangement, orchestration. 6. The conclusion of the creation practice by the author.
Key words: Documentary Music; Ludomusicology; Composition Techniques; Trailer Music

## 1.THE ROLE AND FEATURES OF MUSIC IN FILM AND TELEVISION WORKS

The characteristics of film and television music and its effect
Music and film were originally two separate art categories. They each have their own unique theoretical systems, expression forms and functional standards. However, unexpectedly, the combination of the two independent arts has produced a great chemical effect, and has formed the current film and television music. In this audio-visual system, "sound and pictures are two interdependent, co-constructed art sequences".1
With music's effect, new splendor could be added to films and television works on the basis of their own expression. In modern film and television works, although music has no direct dialogue, it is one of the indispensable language forms. Good music can enrich the emotional expression of film and television works. Take the recent popular Oscar film The Revenant as an example, which is about the delicate relationship between human nature and nature. The greatest feeling it gives us is its desolation and coldness. And the hero has very little dialogue in the second half of the film. Most of the time, the hero is walking alone on snow. There is no sound in the snow, and there is no sound in the coldness. Then, the music of the composer Ryuichi Sakamoto perfectly fits the picture. The atmosphere that music creates is an accurate expression of the coolness of nature and the emotional atmosphere of the film. The grand scenes and heavy and powerful string music draw audiences' heart close to the hero.

A successful film and television work is often inseparable from good music. Music
generally has the following functions in film and television works.
First, a piece of music fitting the film can be highly integrated with the picture and create an emotional atmosphere for it.
Third, music not only can express the emotions in the picture, but also can express in the audience's position.
The features and functions of music in different kinds of film and TV works
The role of music in film and television works can be summarized as above, but the roles and characteristics of music are different between different types of film and television works.
In this paper, we will focus on the music in nature documentary and game trailer, the two different types of film and television works.

Music in documentary
As one of the many performance elements of documentary, music plays a big role in the deepening of documentary theme and the completeness and orderliness of documentaries' narrative structure. The timely addition of music in documentaries can help reveal the profound connotation of the documentary more vividly, and add splendor to the documentary itself. Its functions can be summarized as the following points: 1. heighten the atmosphere, rendering emotions; 2. Participate in narration, produce rhythm; 3. Convey and express emotion.
TV documentaries pay attention to objectively and truthfully recording and restoring facts. Therefore, emotional presentations tend to be unfocused, incomplete and not specific, which needs to be guided and heightened. But it is hard to be achieved only through pictures and language. And the power of music
can make up the deficiency of language and pictures.[2] One of the works produced this time *Crimson Wing Mystery of the Flamingos* is a documentary. In this work describing

nature and flamingo, there are many scenes of natural scenery and animals, as well as the aside that is used only as a description of objective facts, which requires music to heighten the atmosphere and describe emotions.

But the biggest feature of documentaries is recording facts. From the perspective of creation techniques, documentaries have stricter standards in reality than films and other forms of works because of the difference in forms, although it is also the artistic reality based on life.[3] This requirement is also reflected in the creation of documentary music, which needs to be created without damaging documentaries' reality. It needs to be more cautious to avoid steal the show in the music's emotional expression.

Music in game trailers

The trailer is the concentration and essence of the whole film and television work. Its purpose obviously is to promote the film. In fact, trailers are the adverts of film and television works. In this age bombarded with visual images, for producers and disseminators of films and images, attracting "eyeballs" means potential purchasing power and the realization of economic benefits as well as the control of ideology. [4]Likewise, the game trailer is the advertisement for games, which requires that music composed for game trailers to contain both the role of advert music and the features of game music.

Compared with most film and TV works, game music is more with dramatic elements in the plot or the personalities or emotions of characters, often with fantasy and science fiction elements, because music with clear features fitting the plot's background can fast draw players into the plot. Take *Super Mario Bros*, one of the most successful game music as an example. I was very familiar with the game music *Super Mario Bros* when I was very young, even before I started to play this game. Therefore, the popularity of a good game music can sometimes go beyond the game itself, depicting a picture in listeners' mind.

Therefore, the music in game trailers needs to attract players and make up the deficiency that there is no plot and strong artistic influence in games. The game music needs to heighten the atmosphere and express emotions.

2.DOCUMENTARY *CRIMSON WING MYSTERY OF THE FLAMINGOS*

Work introduction

Crimson Wing Mystery of the Flamingos is a natural documentary about the life cycle of flamingos, shot in Lake Natron, northern Tanzania. The film records how these endangered rare species struggle to survive. The beginning part of the documentary was chosen for analysis. The first part of the fragment tells the bad living environment of the Lake Natron, and the latter part is about the flamingos, which shows the graceful flying attitude of flamingos and the beautiful natural scenery.

When preparing the background music, the author selected orchestral music as the orchestration. It is true that modern background music with electronic timbre is popular and fashionable, but producing background music for film and television works cannot only rely on composers' personal will, but it needs to serve scenes. The integration of sounds and pictures is the standard that should be attained in film and television music. As this documentary is about life and nature, and the whole film does not contain any modern technological elements, the author chose the orchestral music as the main orchestration. This documentary is about the wonderful relationship between nature and animals, so I watched a lot of documentaries of the same theme before production and particularly studied and

referred the background music of the documentary Planet earth II and the Disney documentary, Born in China.

Analysis of composition' structure and creation techniques

The film can be divided into two parts in the structure of the plot:

The first part (the natural environment of Lake Natron) 00:00-02:17

This part is about the geographical environment of the main shooting location, Lake Natron in northern Tanzania and its surroundings. Besides a small number of close shot describing the volcanic activity, the scenes are mainly shot by slow long shot and in a cool tone. The scenery is splendid and the whole part is like the unexpected thunderstorm suddenly stopped.

With the appearance of Lake Natron in the sunlight, the documentary begins. In the following one minute, a large number of almost still long shot and the smooth aside are introducing for us the mysterious Lake Natron region and uncovers the mysterious veil of this primitive area. Therefore, in the music creation for these scenes, I also used progressive composing method. The whole piece of music starts with single-tone tremolo of strings, and then the chord of high range of strings are added, and then it turns into alto, and then the French horn and other brass are added. The feeling of the whole music gradually becomes heavier and heavier. To fit the slow and splendid scenery scene and the rock landscapes around Lake Natron, the whole music style is rather quiet and serious, without obvious melody. All instruments are in prolonged tone, and the sound is becoming stronger and stronger. The number of instruments is also increasing. These all indicate that the veil of this area is going to be uncovered, and also pave the way for the following scenes of volcanic activity.



From 1:00, volcanic activity begins to appear in the film and the shot cut becomes

more frequent. The long shot gradually becomes close

shot, and the changes of light and shade are also increasing. Therefore, some changes are also made in the music. Percussion instruments based on the drum are added. The playing technique of strings becomes into staccato from legato. Drumbeats stand for the instability of volcanoes, and the repeat of concord stand for the stability of the earth. From 1:40, with the transition of aside, the scenes return to the previous style, the vast sky and the boundless lake. Now the music ends the previous episode, and transits into the original music style. With the appearance of the last lightening, the music in the first part ends.

The second part (the appearance of flamingos)
02:18-04:55

From this part, the main character flamingo appears on the scene for the first time. The breath of life comes into the film. The graceful flying attitude and the light pink break the previous slow and still scenes and change the previous grey tones, forming a clear contrast with the first part. Therefore, the music composing is different from that in the first part.



In the early morning, flamingos are gracefully flying above the lake. They fly to Lake Natron from far away. The arpeggio of harp is imitating the flamingos flying in groups, lively and neat. The addition of glockenspiel makes music sound livelier. Now the melody sweeps away the previous plainness and seriousness and brings lively atmosphere. In the latter part, three timbres of strings, voice and brass constitute the theme together, which represents the communication between the flamingos, film recorder, and the nature.
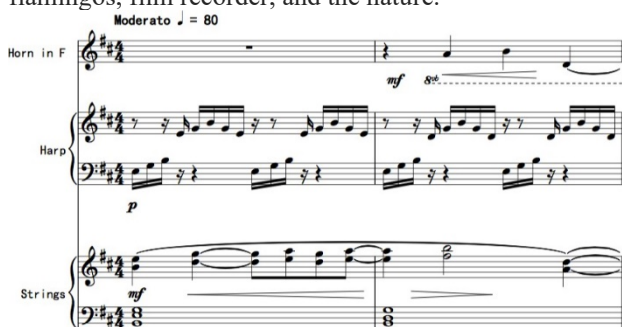


Music has played two roles here: first, heighten the lively atmosphere. Second, as the subjective music in the documentary, it conveys the audience's emotions and expresses their yearning for beautiful life.

Brief summary

The overall music style of this work is rather stable, without exaggerating elements in the film. It can restore

the changes of nature and the features of flamingos in the film.

The music in documentaries is composed of voice, natural sound and music. The music plays the role of heightening the atmosphere. In this work, the music creation purposely avoided the appearance of aside. When aside appears, little melody is used.

3.GAME TRAILER ASSASSIN'S CREED: REVELATIONS & WORLD OF WARCRAFT – CATACLYSM

Work Introduction

Assassin's Creed-Revelations is about the story of Ezio. Following the steps of his forerunner Attert, Ezio is looking for the information that his ancestor Attert left for descendants. When he is about to enter the gate of the assassin castle, he is surrounded by a group of soldiers with weapons in their hands. The captured Ezio finally escaped.

World of Warcraft – Cataclysm: The central plot of the expansion is the return of

the evil dragon aspect Deathwing the Destroyer. Deathwing has spent that time healing himself, and plotting his fiery return from the elemental plane of Deepholm. His return causing a sweeping cataclysm that reshapes much of the

world's surface.

Work analysis

In these two films, there is no dialogue in the story, and the sound effect is little used. Thus, background music becomes the only language apart from the scenes. In film works, film music is generally considered as "the second lines" in the film. It specifically belongs to that film.[5]Therefore, the creation of music in this film becomes especially important for the expression of emotions.

Assassin's Creed: Revelations Creation Analysis

Assassin's Creed: Revelations this trailer is not long, but it has its own independent storyline and complete story structure. This film has many independent scenes and point-in-time as well as apparent style change. Based on the plot and story scenes, the whole trailer can be divided into three sections:

The first section is the introduction part: 00:00-00:25 The second section is the flashbacks: 00:25-01:42 The third section is the ending part: 01:42-02:44

The first scene of the film is in a prison. Ezio is lying on the ground unconsciously and then is taken by soldiers to the execution site. The gloomy prison and the falling snow give audience a sense of gloom and uncertainty about the following story. Therefore, in this section, the role of music is to heighten the atmosphere and pave the way for the following plot.

"Synchronism" is a most common music description technique in film art. They

use specific music theme to indicate the appearance of a person or a kind of person in the film, so as to depict different characters. For example, the appearance of beautiful heroine is always accompanied with graceful violin music; the appearance of beautiful heroine is always accompanied with the appearance of schemer is accompanied with uncanny music, etc. Music becomes a

label of characters.[6] In this work, I use a melody motivation to represent the protagonist, through the melody of motivation changes, such as orchestration and melody development, to represent each stage of the hero.

In the first part, under the cover of discordant prolonged tone of strings, the sound of harps slowly appears. This approach suggests that the hero is in a weak position.

The second section is flashback of the hero's adventure. Therefore, the melody representing the hero is played by staccato strings. It appears more solemn and magnificent accompanied with the percussion music. In describing the fighting part, the main music is repeated rhythmic pattern, and the use of main melody is reduced.

In the third section, the story joins the first section. The melody representing the hero is covered again, but it becomes stronger with the approaching of the hero's counterattack. The film suddenly stopped at the moment of the hero's counterattack, but the melody of the main character continues, which gives audience unlimited imagination.

World of Warcraft – Cataclysm Analysis of creation

In World of Warcraft, there is splendid special effects and relatively simple plot. It describes the appearance of the evil dragon and the cracking of earth. It has unified style and gives much room to action music.

In the music creation of the film, in order to imitate the dragon's evil and unpredictable image as well as the frequently changing scenes, there is no consistency in the music's structure. Fragmented musical structure is used. There is apparent sense of segmentation between the former and latter music. And there is no apparent melodic contour in the first part of the music.

The whole music is more of creating some sound effects, and pays attention to matching with the scenes. For example, the drumbeats in the beginning part are to fit the hammer in the scene. The main purpose is to heighten the impact of the scenes to audience and to attract their attention in the shortest time.

Brief summary

Compared with documentary music, the music creation in these two game trailers highlighted the theatricality and amplified the mood in the film. Different from documentaries focusing on recording the reality, game trailer music attaches importance to dramatic effect and the ability of attracting eyeballs. In addition, as this work is created for MIDI production, some playing effects that cannot be achieved in practical performance are added to maximize the musical effect.

4.CONCLUSION

In conclusion, with the rapid development of film and television industry nowadays, abundant wonderful film and television works have become very

common. A successful film and television work is often inseparable from a suitable music. People cannot live without films and television, and the film and television cannot get away from music.

The features of documentary music and game trailer music are introduced in detail in the above passages. The author's another work *Chinese Navy* is about the introduction of navy and sense of national honor. The story can be divided into three parts, respectively, described three elements: the life of modern youth, the status of the *Chinese Navy* and the problems faced, and encourage young people to participate in the navy. Therefore, in the music creation, powerful percussion music with strong sense of rhythm is used to show the serious and mighty atmosphere in the army. In the last piece of music, the composition of military music is used for reference, and the snare drum is added to fit the positive melody, so as to create an inspiring effect. From the author's point of view, creating music in accordance with the features of different film and television works is the standard that film and television music composers should pursue and try to reach during their lifetime. Real good background music should be able to depict and heighten the atmosphere in the story and attract the audience into the plot. While fascinating audience, it should also be integrated into the film itself.

In composing techniques, there are still much that needs continuous study. Knowledge should be translated to practice. Theories need to be combined with practice. Study and apply the role of music in film and television works, and integrate tradition and modern art techniques, to enable the traditional composition techniques to play a new role in today's modern technological society.

I believe that film and television music will play a more important role and bring the public more wonderful audioLvisual experience if it is utilized correctly and creatively.

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