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CONTENTS

The Introduction of International Education Capital to Chinese-Foreign Cooperation in Running Schools under the Higher Education Internationalisation Perspective

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Abstract: The internationalization of the higher education system is an important step for ensuring education quality and also a dynamic process of continuous improvement. With the support of the Chinese government, the opening up of the Chinese education sector has gained momentum, fueling the country's modernization movement. Chinese-Foreign Cooperatively in Running Schools (CFCRS) as a form of transnational education, has become an integral part of China's education system ever since China joined the WTO when it was the only commercial channel that China opened up to the rest of the world in the education and trade industry. In recent years, China has steadily expanded the opening up of the financial and manufacturing sectors. Efforts are especially high in the education sector, where foreign investors have shown keen interests, and where domestic providers show large gaps compared with their foreign counterparts. International education capital continues to send strong signals of their willingness to invest in China. The capital influx into China's higher education system reflects not only the needs of external markets but also, more importantly, the need for domestic innovative reform. These driving influences can help maximize CFCRS efficiency, broaden education funding sources, train students with an international perspective, increase the competitiveness of Chinese higher education, as well as serve as a positive model for the whole education system improvement.

Keywords: Internationalisation, Chinese-Foreign Cooperatively in Running Schools, International Education Capital

1.INTRODUCTION

The internationalization of Chinese education is playing an active role in training graduates with international visions and are familiar with international rules; they can in turn help the rest of the world understand Chinese culture. The role and influence of Chinese education in Asia and the world are gaining prominence. At present, Chinese universities are more willing to internationalize, expanding their cooperation scale, innovating new ways to conduct international exchanges, and increasing international research cooperation. Chinese-Foreign Cooperatively in Running Schools (CFCRS) as a form of transnational education, operates by introducing quality educational resources to China to aid in education reform and train interdisciplinary students needed for socio-economic development. CFCRS will lead the development of higher education reform in China, and serve as a way to find innovative paths for higher education reform in the future.

2.CFCRS GAINED NEW MOMENTUM IN OVERSEAS INVESTING

Transnational higher education is the inevitable result of the internationalization of higher education. Transnational education is defined differently from country to country. It goes by different names cross-border education, international education, transnational education. In China, such an arrangement is commonly referred to as CFCRS. According to the Regulations of the People's Republic of China on Sino-Foreign Cooperative Operation of Educational Institutions, CFCRS refers to foreign institutions cooperating in education activities within China with Chinese citizens as the main target of enrollment.

Transnational higher education developed in the 80s, and since then, became an inseparable concept tied to economic globalization, the division of international labor, and the diversification of regional advantages in higher education. The efforts of international organizations were also instrumental in driving transnational higher education, especially the WTO by including it in the organization's requirement of entry. Global transnational higher education mainly takes the form of authorized schools, overseas branches, credit transfer, and cooperative projects, with international cooperation an important way of its manifestation. Many established universities have recently opened overseas branches, invested in schools in other countries, or created joint-ventures. More international students are now earning British degrees in their own countries rather than in the UK, according to figures released by the British Council, which attributed such a trend to affordability. China is the world's largest exporter of international students and the largest recipient of domestic-international joint-school programs. International education providers stand to benefit economically from such venturesome, with the United States, the UK, and Australia all taking transnational higher education as a strategic national export and pushing for greater scale. With the advance of the Bologna Process and the change of the economic conditions in many countries, the benefits of driving transnational higher education are becoming more and more obvious for European countries. China is considered the largest education market at the moment, and a growing number of multinational providers of higher learning and their affiliates are aiming to enter the market.

3.CURRENT TRENDS OF CFCRS

When China joined the WTO, CFCRS is the only commercial channel that China opened up to the rest of the world in the education and trade industry. CFCRS has created both challenges and opportunities, including the sharing of the educational authority, the clash between Chinese and foreign ideologies, the convergence of educational resources, and the integration of operational concepts. As of 2019, there are 2,431 sino-foreign cooperative institutions or programs approved by the relevant authorities, 90% of which are categorized as higher education programs. Currently, around 600 thousand students are enrolled in CFCRS schools or programs, with 2 million successful graduates. CFCRS are mostly schools or programs that are not independent legal persons. Currently, nine CFCRS have independent legal person status. These institutions are mainly run by shared Chinese and foreign intangible assets such as teachers, courses, management, and some intellectual property rights. Local governments in China allocate and invest land resources, hardware, and capital.

3.1 Expanding funding sources for education and the retention of high-quality students

The introduction of foreign capital and the improvement of CFCRS allows Chinese Universities to diversify their funding and attract more high-quality students to stay in China. Effective introduction of new resources and policies will help secure more capital while retaining more quality students, even possibly attracting more international students to China.

The shortage of educational funding has long been a problem for Chinese universities. In recent years, the government has made efforts to increase its education budget, which reached 4% of the GDP for six consecutive years, peaking at 4.14% in 2017. Though a substantial improvement, it is still lower than the world average of 4.76%. In 2017, the gross enrollment rate of general higher education reached 45.7%, but due to relatively poor education resource quality that can no longer meet all the public demands. As a result, a large number of students opted to go abroad to pursue their education, bringing with them the initial education investment out of the country. In the 40 years since the reform and opening up, a total of 519.49 thousand students have studied abroad in various forms. Between 2007 and 2017, the number of students studying abroad increased every year. In 2017 alone, the total number of students studying abroad reached 60.84 thousand, an increase of 11.74% year-on-year. Chinese students are present in more than 100 countries and regions in the world. The United States is the top destination for Chinese students, consequently, Chinese students are the largest body of international students in the United States for eight consecutive years. In the 2016-2017 academic year, there were 35.8 thousand Chinese students studying in the US, accounting for 32.5% of international students in the US. According to the US Department of Commerce, Chinese students contributed about $125.5 million to the US economy in 2016. This means that China is not simply losing education capital, but also losing excellent talents.

3.2 Promoting competition in the higher education systems

Public universities comprise the main body of China's higher learning system, supplemented by CFCRS and private universities. In the broad sense, CFCRS appeared as early as the late Qing Dynasty, but only started to bloom after the reform and opening up. The rapid development of CFCRS not only accelerated the internationalization of China's education system but also expanded its sources of funding, all the while training students with international qualifications. China's higher education reform, as with any institutional changes, were motivated by internal and external forces. CFCRS's development and the introduction of international education capital can bring more competitive pressure to domestic schools, pushing for reform, pushing for universities to find more funding sources, change the way they conduct education, and to improve the result of their education programs.

Recently several CFCRS universities were formed as independent legal persons, potentially becoming a source of high competition with existing schools. Coupled with current CFCRS programs, these methods provide two competing alternatives to traditional ways to provide higher education, which will enhance competition, driving innovation in the industry.

3.3.Higher Education Innovations and Demonstrations

International education capital plays an important role in higher education innovation. The introduction of foreign capital ostensibly increases the education budget, bringing changes to capital composition and investment. In a deeper sense, with the entry of capital, the new investment methods and systems will bring new ideas on how to run a school. New concepts such as these will introduce shockwaves into CFCRS and the entire Chinese education system, which forces updates and reforms in the existing institution.

Additionally, CFCRS has created a unique administration system, with certain elements that can serve as models for other university-level degree programs. These elements include financing channels, investment models, financial administration, pedagogical philosophy, teaching practices, and teaching resources. At present, CFCRS are still relatively small in scale, not enough to form strong competition and impact on public universities both in terms of student size and overall capacity. However, with the introduction of international capital and the innovation of management systems, the quality of CFCRS students is improving, cooperation with foreign partners is also deepening. CFCRS effectively combines the relative advantages from China and foreign partners, such complimentary associations will make CFCRS more competitive in the long run. From this perspective, quality CFCRS programs may already contain multiple elements that are potentially better and should be studied by traditional Chinese universities.

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A Feminist Study on the Character Elisa in "The Chrysanthemum"

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Abstract: A feminist study will be given to the heroine in the short story "The Chrysanthemum" by John Steinbeck and Elisa's loneliness, circumscribed life and frustrated dream will be analyzed through her interaction with her husband and a travelling repairman.

Keywords: The Chrysanthemum; John Steinbeck; Feminist Study

1.INTRODUCTION TO "THE CHRYSANTHEMUM"

"The Chrysanthemum" is an often-anthologized short story by American writer John Steinbeck. Many critics have paid attention to the feminist concern in Steinbeck's works. This paper will analyze the heroine Elisa Ellen's dilemma in life. The crushed chrysanthemum at the end of the story is used as a symbol for Elisa's crushed individual will and crushed dream as well as her dreary domestic life.

2. FEMINIST STUDY OF ELISA IN "THE CHRYSANTHEMUM"

2.1 Elisa as a Lonely and Neglected Woman

Elisa Allen, a strong, helpful and dexterous lady, lives a peaceful but tedious life in a countryside surrounded by great valleys. She is a lonely woman occupied by domestic chores and has little communication with her husband. After all the agricultural tasks have been finished in the cold and gloomy winter, what she does all day long is to take care of her loved chrysanthemums elaborately. "No aphids were there, no sowbugs or snails or cutworms. Her terrier fingers destroyed such pests before they could get started" (228) [1]. She is so devoted to the chrysanthemums that she becomes an expert on it. Planting flowers is the only way to prove her existence and value, and all her emotion is related to the flowers too. Her husband dismisses her interest and hobby as a waste of time. He is only concerned with practical things, as he tells her "I wish you'd work out in the orchard and raise some apples that big" (229). The repairman who dropped by one day seemed to appreciate her chrysanthemums and promised her to take her chrysanthemums to a lady. "Elisa's eyes grew alert and eager" (232). She is so eager for understanding and appreciation that she is enlivened by the stranger's praise and promise. However, she is disappointed as men cannot understand her feelings even though she tries to explain the marvelous planters' hands to them. Her husband, Henry Ellen, treats her politely and mildly but he names her loved flower "crop"; the repairman praises her but he only wants to flatter her so that he can earn his dinner. At the end of the story, the repairman's promise turns out to be a complete fraud with the scene of the pitiful abandoned chrysanthemums in the center of the road. Judging from the whole story, the image and fate of the chrysanthemums and the life of Elisa are closely connected. The neglected and unappreciated flower mirrors her own situation. In the isolated valley and dreary marital relationship, the chrysanthemum is the only sanctuary that she can turn to. The flourishing chrysanthemum in her garden is just like her, a beautiful and energetic woman in her mid-life, who places all her joy and expectation for life on it. Chrysanthemum planting can be seen as Elisa's search of her self-value and womanhood. She wants to receive approval of her capability as she hopes for people's attention to the vigorous vitality of the chrysanthemums. Individuals are like delicate flowers in need of care. She pays meticulous attention to chrysanthemums' growth and prevents it from the harm of pests, but ironically in her life no one really listens to her and understands her needs. Through the "upbringing" of the chrysanthemum, Elisa forms a kind of maternal love, as if she were a mother caring for her child. Therefore, we could understand her grief at the sight of the abandoned chrysanthemums on the road, because it is the most relentless and humiliating tread on her self-esteem. Through the misfortune of the chrysanthemums, the story reveals women's humble position where they are not treated as equal individuals as men.

2.2 Domestic Confinement and Seeking Men's Approval

Elisa is a strong individual, longing to be taken as men's equal, but as she realizes that such idea is inappropriate to the patriarchal social norm, she chooses to restrain herself and conceal her mind. For instance, in the conversation with the repairman, Elisa frequently stresses "I can sharpen scissors too…I could show you what a woman might do" (234). Deep in her mind, Elisa is discontented with her role as an "angel in the house" dedicating herself to chores and the planting, since these are not the best fields to exert her strength and talents. What she truly wants is to be as capable as males. However, similar to the wire fence "that protected her flower garden from cattle and dogs and chickens" (228), an invisible wire fence made of patriarchal social norm confines her in the domestic sphere, even though she could work like a man. The story describes how she dresses like a man while working in the garden: "she looked blocked and heavy in her gardening costume, a man's black hat pulled low down over her eyes, and cold-hopper shoes" (228). She doesn't care about her feminine looks and works like a man. Elisa's will of being equal as men is also represented in her urge of gaining appreciation and understanding from men. After hearing the repairman's compliment on her chrysanthemums, Elisa's attitude changes from indifference to delight and earnestness. Her joy reaches to the climax as he promises that some of the flowers will be taken far away. The feeling of being accepted makes her excited: "put on her nicest stockings and the dress which is the symbol of her prettiness" (235), charming with carefully-worked hair, penciled eyebrows and rouged lips. Her beauty even leaves her husband in shock. It seems that her vigor and energy is back due to the approval from a male. Nonetheless, her sense of achievement soon proves to be a fantasy bubble by the destiny of the abandoned chrysanthemum. Elisa's disillusionment shows that the broad outside world is beyond her reach, who is confined by the isolated valleys and patriarchal structure. Even for Elisa, such a lady with strong egalitarian idea, her standard of measuring self-value is still confined to men's attitude and appreciation instead of her nature.

2.3 Elisa's Frustrated Dream

Although taking care of chrysanthemums occupy most of her spare time, this is not what she really pursues. Actually, she is dreaming of venturing away freely from the small town like the travelling repairman. It's no wonder that she is more than excited and happy to get the flowers prepared for their expedition as if she were the one to depart. Her yearning for the outside world is revealed in her remark: "That's a bright direction. There's a glowing there" (235). Such desire is against the traditional role of a housewife. The hope that she places on the flowers vanishes as she sees the abandoned chrysanthemums on the road. Eventually, she cries like an old woman for she is powerless to take control of her life.

Eliza's feminist consciousness is awakened when the dream of living a new life totally different from the present one takes root in her mind. However, this awakened sense of self only brings her pain rather than fulfillment, since the society at that time was still ruled by males, leaving very limited living space for women, which is demonstrated by the environmental depiction that plays an important role in emphasizing the circumstances and mental state of the lady [2]. At the beginning of the story, "the high grey-flannel fog of winter closed off the Salinas Valley from the sky and from all the rest of the world. On every side it sat like a lid on the mountains and made of the great valley a closed pot" (227). The foggy and dark valley gives a sense of depression and gloom, and it conveys the idea that for many housewives like Elisa, the whole world they can know about is simply the sky above their heads. They are completely isolated, occupied by tedious housework, not knowing the outside world beyond their homes. Besides, the author mentions "sunshine" several times in the story. The depiction of "sunshine" corresponds to the plot development and the heroine's change of mood. At first, the writer says "there was no sunshine in the valley now in December" (227) to hint for Eliza's depressive living environment, but after the flowers are taken away by the repairman, to Elisa, even the yellow willow-line with frosted leaves in the grey afternoon "seemed a thin band of sunshine" (235), because she is glad to catch a gleam of hope for a bright and heartwarming future of her loved flowers. But just as what happens next shows, the yellow willow-line isn't the real sunshine at all. There is no sunshine in the valleys in December; there is no sunshine for women to pursue their dreams in a society that is unfriendly to women, either. Elisa realizes this. At the end of the story, she is frightened to see the fights, as she has seen that she has nothing different from the loser in the game, bloody and bruised, in the vain fight against the oppressive reality.

3. CONCLUSION

In "The Chrysanthemum," Elisa Ellen is a helpful and industrious lady discontented with her circumscribed life as a woman. Her individual needs and dream are neglected and her dream of a broader living space and a more fulfilled life is frustrated due to the restraints of the patriarchal society. John Steinbeck brings the character Eliza's dilemma to light through his use of chrysanthemum symbol and environmental depiction, showing his concern and sympathy for women and leaving us with great insights.

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Analysis of Babel from the Perspective of Cross-culture Communication

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Abstract: With the booming of global economy, culture shock has been increasingly intense in the context of cross-culture communication. This essay tries to understand the movie Babel from both Edward Hall's high-context and low-context communication and Hofstede's value dimensions of masculinity and femininity, which aims at revealing the fact that culture conflicts are the norm of modern society and the respect of cultural diversity necessitates social development.
Keywords: Babel；cross-culture communication

1.INTRODUCTION OF BABEL

Directed by a famous Mexican director, Babel is a provoking movie which deeply conceals obstacles to intercultural communication in the context of globalization. It has nominated for the best original screenplay, the best supporting actress and the best director in 79th Oscar Awards. As a classic feature movie, Babel is worth studying as a case of the cross-cultural communication.

This movie, adopting a multiline narration, records four tied stories from different cultural backgrounds. American tourist Richard and his wife went to Morocco for a vacation after their relation suffered a crisis. Unfortunately, Richard's wife, Susan got shot accidentally in the Moroccan mountain area. The United States Government determined that this was a terrorist attack against the Americans, while the Government of Morocco firmly denied and proceeded to investigate. In fact, the gunman was a young son of a Moroccan shepherd, who had accidentally wounded Susan for testing the gunshot. And this gun was purchased by the shepherd from a local guide in order to shoot the hunting wolf from the local wizards, which was once a Japanese hunter's gift for this guide in Morocco. What's more? After Mr. and Mrs. Richard went for this holiday, the pair of their children was taken care of by a Mexican nanny Amelia. Coincidently, that day happened to be Amelia's son's wedding. With no one in charge of Richard's children, she decided to take them all to Mexico. After the wedding, the drunken Amelia's nephew sent these three returning to San Diego. On their way to America, the nephew was so drunk that he broke through the national border. Then in order to drive off the police, he left Amelia and Richard's children in midnight, and made them trapped in the desert. Thereby, a bullet connects people from four different cultural backgrounds, even four distinct races together. Due to the prejudice, stereotypes and misunderstandings among different cultures, or concluded as the obstacles of communication between cultures, it almost generated to a cultural disaster.

A dialogue between Richard's son and Amelia really touches me as:

Son: We didn't do something wrong. Why are we hiding?

Amelia: Cause they think we do something wrong.

Son: It's not true. You are not bad.

Amelia: No, sweetie. I just do something stupid.

From the dialogue, we can see that Amelia was totally not a people-smuggler as the American police thought. This distressing dialogue fully displayed the American boy's puzzlement, Amelia's helplessness, and the police's cultural stereotype in this cross-culture communication. How do the obstacles come into being? This essay is going to analyze the cross-cultural communication differences from Edward Hall's high-context and low-context communication, and Hofstede's valve dimensions of masculinity and femininity.

2.ANALYSIS OF BABEL FROM THE PERSPECTIVE OF OBSTACLES TO INTERCULTURAL COMMUNICATION

Edward Hall's high-context and low-context communication

High-context and low-context communication is an effective mean offered by Hall to evaluate cultural similarities and differences. Hall defines context as "the information that surrounds an event; it is inextricably bound up with the meaning of the event."Accordingly, cultures can be categorized as either high or low context, depending on the degree to which meaning comes from the settings or from the words being exchanged. More specifically, in high-context cultures, meaning is not necessarily contained by words. Gestures, the use of space, or even silence can provide meanings. "Meaning is also conveyed 'through status (age, sex, education, family background, title, and affiliations) and through an individual's informal friends and associates." [1] Meanwhile, in low-context cultures, the verbal messages contain most of the information and very little is embedded in the context and the participants.

In this movie, the Japanese family fully embodies the high-context culture. We can easily feel that when it comes to display this Japanese girl's life, most of the scenes were quiet without any dialogue. When this girl and her friends were hanging out, playing and drugging with those riffaff on the noisy street, the scene was silent. The hollow fantasy was displayed by those young people's excited eye contact instead of utterances. Besides, after her mother's suicide, she and her father were aware of the mental block between them, neither of them, however, tried to communicate and solve this problem face to face. This girl avoided talking to her father, and her father was always busy for work, ignoring comforting his daughter after his wife's suicide, which led to this girl's autism. Even when this Japanese girl finally overcame her inner anxiety, and broke the wall which has "erected" between her and her father for many years, there were still no soothing dialogue. They chose to show this warm reconciliation by a deep hug. Edward Hall has once pointed the significance of body action in his book Beyond Culture as, "what can people's body convey? If we can observe how people's bodies actually react to events, the human body can reveal a lot of information to us."

According to the behaviors of this Japanese family we can see that a lot of daily communications were conveyed by body language in Japan. The girl and her friends conveyed their joy by exchange sincere eye contact when playing. She and her father displayed their concern for each other through a firm hug which has never happened between them since her mother died. The expression of emotion and the mode of communication are often indirect and implicit in this high-context culture.

Morocco is another example of high-context culture. At the beginning of the movie, the shepherd and the local guide used a cloth to cover their hands, and offered the price with sign language under the cover. They refused to utter the price out, but chose a relatively euphemistic way to make a deal. That is totally a way of showing high context. What's more? After suture of the wound, the local Moroccan tour guide and Richard accompanied Susan in a simple room, waiting for United State rescue team's coming. During that time the local Moroccan tour guide's daughter fetched some water for them, without comforting her father, they just gently patted each other's shoulder. All of these actions manifested the characteristics of high-context culture—information is provided through gestures.

By the way of contrast, Mexican family is a representative of low-context cultures. It is said that members of low-context cultures expect messages to be detailed, clear-cut, and definite. For example, When the Mexican father saw his handsome son on his wedding day; he just could not help himself but compared his son as a popular Mexican star. Moreover, everyone kissed each other by face, and said "I love you" without any shyness. They felt happy, so they sang it out. They felt excited, so they danced together. At that wedding night, all you can see were people of small groups drank and talked together. In this case we can conclude that in low-context culture people are more prone to making very explicit statements--they tend to convey what is in their mind without any reservation, and have little capability with nonverbal forms of expression.

3.HOFSTEDE'S VALUE DIMENSIONS OF MASCULINITY AND FEMININITY

Namely, masculinity and femininity refer to which masculine or feminine traits prevail. "Masculinity is the extent to which the dominant values in a society are male oriented and is associated with such behaviors as ambition, differentiated sex roles, achievement, the acquisition of money, and signs of manliness." [2] While a feminine world view maintains that men need not be assertive and that they can assume nurturing roles; it also promotes sexual equality and holds that people and the environment are important.

In the movie, the Moroccan family is a typical masculine family. As we can see, when both of the Moroccan parents knew his young son tended to watch his sister's naked body, it was the father who condemned and beat his son. While the mother, only stood aside, and cried. In addition, when the family found out the murderer that the Moroccan government was searching for was their young son, the Moroccan father decided immediately to be fugitives with his son. Without any discussion with his wife, they packed, and ran away. All of these actions had not a scene of the mother or the sister. From these, we can fully feel that in a Moroccan family it is man to be domineering and assertive; men do most of the talking, and take an active role in decision making.

With the contrast of the masculinity, the American family is a representative of femininity. We can easily conclude that in this family, husband and wife are equal. For example, when Susan was doing the critical surgery in hospital, Richard called his children who were at home. Though he was exhausted and afraid, he still forced himself to be patient and gentle to listen to his little kid talking about childish things in kindergarten on the phone. This example showed us that in America men can also do nurturing. They not only care about kids, but also respect them as a human being. Besides, what made this couple start this journey? Because their little baby died, this has brought a great mental pressure to both of the couple, they decided to take a trip, and communicate together in order to resolve this matter. From this decision-making we can conclude that in this American family, husband and wife were treated equally. Whenever they were confronted with difficulty, they chose to solve it together through communication. Neither of them is disregarded in this relationship, for both of them are willing to take the responsibility of their little baby's death. More specific to say, they both are the undertakers in this marriage.

4. CONCLUSION

This essay adopting two cross-culture communication theories mainly deals with the differences to cross-culture communication. As you can see, high-context and low-context phenomenon testify one culture is either implicit and reserved or opened and unstrained. In this movie, Japan and Moroccan are the typical high-context culture, while America and Mexico represent low-context culture. As for the value of masculinity V.S. femininity, male chauvinism is fully displayed in Moroccan culture, meanwhile, as a developed country American shows more respect to female, and holds a more advanced attitude towards sexual equality.

In Babel, due to their different cultural backgrounds, educations, languages and perceptions, it seems that people in these four distinct backgrounds have an extreme misunderstanding and difficulty in cross-culture communication. We still see, however, the Mexican nanny loved and cared Richard's children as her own and the Moroccan tour guide unselfishly helped this American couple, and then refused Richard's money without a hesitation at the end of the movie. All of these kind deeds are out of sincere love. Just as the director said at the end, “no matter what is misunderstood, here are still the brightest light in the darkest night.” It makes us believe that people from different cultural backgrounds can get along well with each other as long as they are comprehensive and have considerations for the people in other cultures.

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Research on the politic-ideological Teaching Reform of the Course “Modern and Contemporary Chinese Literature”

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Abstract : “Modern and Contemporary Chinese Literature” is a basic theoretical course for students majoring in Chinese Linguistic Literature and Chinese to understand the works of Chinese modern and contemporary. These works establish a correct outlook on life. This course contains rich politic-ideological elements. Through teaching reform, the integration of politic-ideological elements with Chinese modern and contemporary literature elements can be realized. It can convey the values of upwards. Then students are actively guided to become talented..

Keywords:Modern and Contemporary Chinese Literature; Curriculum ideology; teaching reform

“Modern and Contemporary Chinese Literature” is an important way for students majoring in Chinese language to understand the works of modern Chinese writers. It is a basic theoretical course that helps students establish a correct outlook on life. This course aims to cultivate students’ aesthetic appreciation ability, writing ability, communication ability, comprehensive ability and adapting to society. Ultimately, the goal of improving students’ humanistic quality and personality cultivation is achieved. Students can learn excellent literary works since the May Fourth New Culture Movement in the courses of Chinese Modern and Contemporary Literature. While combing literary history, appreciating literary works, and enhancing students’ aesthetic ability, its classroom teaching also inspired students to discover the beauty of nature, life and soul. Through classroom teaching, the values of upward goodness are passed on. This process actively guides students to grow into talents. This course contains rich politic-ideological elements.

Modern and Contemporary Chinese Literature is a professional basic course for related majors in the Chinese Department of a university. Because of its strong current consciousness, inspiring intelligence and rich moral education resources, the politic-ideological connotations contained in the curriculum can be deeply explored.

Chinese modern and contemporary literary works have a positive effect on establishing students ideals. “Ideals can help students build confidence in the path, theory, system and culture”[1]. In order to give full play to the advantages of modern and contemporary literature, it should be combined with the moral education of college students. When analyzing literary works, character images, and ideological themes, the core values of socialism can be subtly integrated into them. For example, students are encouraged to deeply recognize Lu Xun’s spirit when studying modern literature. After Lu Xun’s death, the citizens covered his body with the banner of “National Soul”. Before his death, he had been fighting with the attitude of “Fierce-browed, I coolly defy a thousand pointing fingers; headbowed, like a willing ox I serve the people.” In the article “How are we to be father now”, there is such a saying: “I am carrying the burden of inheritance, shouldering the dark gate, and letting them go to a wide place; after that, I will live a happy life and be a reasonable person.” Lu Xun awakened the sleeping soul with his works all his life. He often stays up late to work, even works with selflessness. He weighed only 36 kilograms when he died. “Such dedication comes from his patriotism”[2]. Lu Xun absorbed the essence of traditional national culture. He broke up the limitations of the individual life category. He combined individual life with the overall development of human beings, reflecting a kind of transcending modern rationality .

Chinese modern and contemporary literary works have a distinct ideological-oriented function to enhance the moral realm. Excellent literary works are important carriers that enhance people’s spiritual realm. They are also a banner to promote the national spirit. “Nirvana of the Phoenix”, “The White-Haired Girl”, “The Mother as a Slave”, “Red Sun”, “The Red Rock”, “The Ancestry of Red Flag”, “The Song of Youth”, etc. fully demonstrate the Chinese nation’s struggle to become self-reliant and independent. These works have an important influence on the formation of students’ world outlook, outlook on life, values and concept of honor and disgrace. Students can learn about the elements of patriotism, collectivism and heroism by studying works such as “The Red Rock”, “Red Sun”, and “The Ancestry of Red Flag”. The main theme of the times in the hearts of the students is sung. Through understanding the images of Lin Daojing, Liang Shengbao in “The Song of Youth”, "The History of Creating a Career", students form a sense of responsibility in which personal destiny and national destiny are combined. In addition, the spirit of the writer can also influence students. Lu Yao was born in northern Shaanxi, where the Loess Plateau is dignified and flying. Its living environment is very difficult. In such a harsh natural environment, the resilience, romance as well as publicity of the people of northern Shaanxi have been nurtured. The writer turned this hardship into fun, and worked hard in a life. As a conscientious writer, he has a sense of responsibility, gratitude and feedback to the society. He expressed his passionate love for the people in his works such as “The Life” and “The Common World”.

Chinese modern and contemporary literature helps to improve students' humanistic quality. It is a highly realistic humanities. It is also an education that cultivates personality. Bing Xin's “Little Orange Lantern”, “Stars”, “Spring Water” reflect the love of motherhood, childlike innocence as well as nature. Students can experience the warmth of its “philosophy of love”. Ai Qing has a deep love for the motherland. The works of Shen Congwen and Wang Zengqi reflect the praise of beautiful humanity[3]. Lu Xun has profound thoughts on bioethics. Lu Xun emphasize the respect for life. Life is an important part of Lu Xun’s literary thought. According to relevant statistics, “Life” appears thousands of times in “The Complete Works” of Lu Xun. The moral education resources contained in Chinese Modern and Contemporary Literature are very rich. It can deeply nourish students.

Chinese modern and contemporary literary works have the guiding function of promoting Shaanxi literature. Shaanxi contemporary literature draws materials from real life and reflects the real life of people in Shaanxi. It expresses the unique ideology, spiritual outlook, spiritual charm and character characteristics of Shaanxi people. It shows the characteristics of traditional and modern culture, that are unique to Shaanxi. It has high aesthetic awareness in the local area. Shaanxi contemporary writers described Shaanxi’s regional culture in their works. They gave affectionate praise to the excellent traditional culture of Qin. For example, Lu Yao’s “Life” and “The Common World” described the folk song of northern Shaanxi-Xintianyou. He praised Liu Qiaozhen, Grandpa Deshun, and Sun Shaoping for their morality. Chen Zhongshi’s “Bai Lu Yuan” describes Qin Opera, Pita Bread Soaked in Lamb Soup and so on. He admired the Confucian intellectual Zhu's spirit of valuing righteousness.

The basic ideas of the politic-ideological teaching reform of the course “Modern and Contemporary Chinese Literature” have these aspects.

First of all, during preparing the lessons, the teachers of the course group integrated Marxism, Mao Zedong Thought, Deng Xiaoping Theory and Xi Jinping’s literary to integrate curriculum modules. The "curriculum politic-ideological" elements in the history of literature can be focused on. The characteristics of the students are analyzed. Strengths are promoted, and weaknesses are corrected. With the development of the times, informative teaching and instillation teaching have become increasingly unable to meet the needs of current students.

Second, the politic-ideological elements of the curriculum and the elements of the professional curriculum need to be combined. The teaching of professional knowledge and the correct outlook on life need to be linked. The students' sense of country can be enhanced. When students are studying modern literary writers such as Lu Xun, Guo Moruo, Yu Dafu, Ba Jin, Cao Yu, etc., teachers should not only introduce the content of the textbooks, but also allow students to have a comprehensive understanding of a writer[4]. The keypoint is to let students know a certain character of this writer, which can provide students with the spiritual power they need to grow up. The students’ enthusiasm for learning is fully mobilized. Teachers should give students a certain amount of time and space in class. They can think about the content of the works. They can feel writers’ emotions and their thought in the works. In terms of teaching methods, if necessary, some modern teaching methods and auxiliary materials, such as teaching films, video films closely related to courses, etc., can be used to strengthen teaching effect. Teachers should collect more video materials of Chinese modern and contemporary literature writers. Through tangible sound audio-visual teaching, the author’s works in the textbooks are presented to students more three-dimensionally. For example, the “Character” program made by CCTV about modern Chinese writers is shown to students. The students were very interested. They also received knowledge in a relaxed way, and achieved the teaching effect. At the same time discussion teaching is introduced into the classroom. In terms of achieving teaching goals, classroom teaching in the classroom needs to be organized reasonably. During the class all students should be paid attention to. Information feedback needs to be timely. The students' intentional attention needs to be mobilized to maintain relative stability. At the same time, the students’ emotions are stimulated. For politic-ideological elements, students can discuss in class.

Third, in the second classroom and practical activities, curriculum politic-ideological elements are permeated into actual activities. The politic-ideological elements in “Modern and Contemporary Chinese Literature” have been continuously promoted in practice. University libraries have been fully utilized. Students can read more books related to moral education, carry out reading activities, and implement politic-ideological education in reading. Students are encouraged to participate in a variety of literary activities. The power of famous people is well used to promote the improvement of college students' humanistic literacy. Their peculiar appeal guides college students to approach literature, so that students can learn the connotation of humanistic quality from literature. The on-the-spot effects of the works of Shaanxi writers such as Bailuyuan, Shaanbei, Luyao Memorial Hall, etc. have enabled Xi'an University students to deepen their understanding of Qin culture with convenient real-life experiences. The local culture and the spiritual temperament of the writers are used to improve the humanistic quality of the students of Xi'an University.The advantages of new Internet media are used to promote moral education and conduct essay activities. For example, an essay competition with the theme of "Westward Migration Spirit" is carried out to improve the humanistic quality of college students through the accumulation and imperceptible influence.

In short, Chinese modern and contemporary literature has the advantage of being close to life. It easily arouses the psychological resonance of young college students. It is conducive to the realization of the moral education function of modern and contemporary literature. Through teaching reform, the existing textbooks of "Modern and Contemporary Chinese Literature" are combined with contemporary Marxist literary theory and Xi Jinping's literary thought. Teachers can achieve the integration of politic-ideological elements with Chinese modern and contemporary literary elements in teaching activities.

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Research on the Construction of Teaching Mode of Physical Education Based on Diversified Enrollment Examination Evaluation System in Higher Vocational Schools

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Abstract: In recent years, higher education in China has been gradually popularized, and the teaching mode of higher vocational colleges is also undergoing great changes. Especially the physical education teaching mode in higher vocational colleges is facing great challenges and difficulties. According to the actual situation of higher vocational education in China, the implementation of teaching mode based on diversified enrollment examination evaluation system is a proper move. Among them, higher vocational colleges are required to correct the educational concept, establish new physical education teaching concept, improve the existing physical education curriculum with students as the domination, and reform the teaching mode based on diversified enrollment examination evaluation system. Only in this way can higher vocational colleges meet the standards of talent cultivation and provide talents with strong professional skills and high quality for the society.

Keywords: Diversified enrollment examination evaluation system; Physical education in higher vocational schools; Teaching mode

INTRODUCTION

In today's new era of all-round development, the society and the country pay more and more attention to the cultivation of talents in higher vocational colleges, and also emphasize on the quality and level of talents. In this case, the reform of teaching mode in higher vocational colleges has become the target of public criticism. There are many shortcomings and challenges in the existing physical education teaching mode in higher vocational colleges. Therefore, the teaching staff in higher vocational colleges should cultivate their own advanced consciousness, actively integrate with the times, reform the existing physical education teaching mode, and construct the physical education teaching mode based on diversified enrollment examination evaluation system [1].

1. THE CURRENT SITUATION OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES IN CHINA

At present, the article issued by the Ministry of Education of China indicates that the talent training of higher vocational colleges at this stage should be comprehensive and multi-functional, and its real goal is to cultivate students' ideological level and morality, as well as students' all-round development. According to the talent training standard of the Ministry of Education, there are still many problems in the teaching mode of physical education in higher vocational schools in China, for instance, the teaching requirements can not meet the standard of the Ministry of Education, and the teaching concept is relatively old.

2.IMPLEMENTATION STRATEGY OF PHYSICAL EDUCATION TEACHING MODE BASED ON DIVERSIFIED ENROLLMENT EXAMINATION EVALUATION SYSTEM

2.1 To change the concept of physical education and establish a new concept

Higher vocational colleges should be in line with the purpose of training vocational skilled talents as the main educational philosophy. They aim to effectively implement the education policy of the Communist Party of China, carry out all aspects of physical education for students in higher vocational colleges, and cultivate a group of practical talents with strong professional skills, patriotism, and dedicated to serving the people for the society and the country [2]. According to the purpose and development orientation of cultivating talents in higher vocational colleges, to ensure the comprehensive development of students, the essence of traditional Chinese culture should be taught to students, so that students can accept this idea in consciousness and use it as their own idea in real life. In order to show the multi-function of physical education, in the actual teaching process, higher vocational colleges need to effectively improve the physical quality of students according to their different physical qualities, enable students to take the initiative to choose some physical exercises to study, so that they can master the selected sports to a certain extent, and learn some safety protection measures and the use of medical supplies. And finally, students can exercise independently and develop good exercise habits. In addition, higher vocational colleges should also pay attention to the cultivation of students' interest in learning, and cultivate their good living conditions, improve their ability to bear difficulties and their courage to fight against difficulties. Only by deepening the concept of physical education into the minds of teachers and students and changing the existing concept of physical education, can the teaching mode based on diversified enrollment examination evaluation system in higher vocational colleges get better results.

2.2 To take students as the domination and change the existing traditional physical education curriculum

The first one is to plan basic courses into higher vocational sports courses. The basic courses of physical education here refer to courses that cultivate the basic physical fitness of students, such as sprinting speed and long-distance running endurance. At present, physical education in most vocational colleges in our country uses selective teaching, that is, students can choose the basic courses they are interested in to learn, and this teaching method has little effect in physical education in domestic vocational colleges. Therefore, it is necessary to carry out a more comprehensive basic course study for students before they take the selective study course. Through such systematic study, the overall physical quality of students should be improved [3]. According to the data of most vocational colleges in our country, it is not significant to improve students' sports literacy and the effect of physical exercise without the study of basic courses. Taking basic courses as a compulsory course for students to study sports can improve students' physical fitness to the greatest extent and improve students' sports literacy. At the same time, it also meets the requirements issued by the Ministry of Education and cultivates comprehensive and professional skills for the society and the country.

The second one is that the expansion of physical education courses should be planned into higher vocational physical education courses. Reasonable use of the extended curriculum can train students with oriented sports expertise, and it is also a good time for students to develop professional skills in the school. It can train students' team awareness, adaptability, endurance, etc., and cultivate talents with strong professionalism. Therefore, expanding curriculum learning after selective teaching can train practical talents with strong professional skills for the country and the society.

2.3 To establish a brand-new teaching model based on diversified enrollment examination evaluation system

The application of physical education teaching model based on diversified enrollment examination evaluation system in higher vocational colleges refers to the basic courses as a compulsory course for students in the initial stage of physical education teaching for students, so that students can learn common sense on physics and knowledge theory, and the cultivation of comprehensive physical fitness, so that students can master more comprehensive physical education curriculum knowledge, have strong first aid measures for sports injuries, and exercise their comprehensive physical fitness [4]. In the mid-term stage, students' selective learning is the main way of education and teaching, so that every student can choose some sports they like to learn according to their actual situation, hobbies and other comprehensive content. In the teaching process, relevant physical education teachers should focus on teaching students' professional sports skills, so that students can become proficient in the selected sports subjects, and improve students' professional sports skills. In the later stage of physical education and teaching, students should be taught special extended courses, focusing on cultivating students' special skills, allowing students to choose a proficient course for learning, and training the professional skills repeatedly to further exercise students' professional skills, and carrying out team mode skill training to improve students' team consciousness. The application of teaching model based on diversified enrollment examination evaluation system, from the current stage, can be said to be the most suitable physical education teaching model used by higher vocational colleges, and also in line with the national standards for talent training in higher vocational colleges.

3. CONCLUSION

Physical education in higher vocational colleges should train students' professional skills and exercise their physical quality and improve their physical skills. Higher vocational colleges should reform the present physical education teaching mode and implement the teaching mode based on diversified enrollment examination evaluation system, so as to cultivate talents with strong comprehensive quality and high professional skills that adapt to the times and meet the needs of national conditions and social development of China.

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Values of A Community of Shared Future for Mankind Broaden the Connotation of Scientific Socialism:Thinking based on the Practice of Epidemic Prevention and Control Measures

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Abstract: The idea of a Community of Shared Future for Mankind is the practice and development of Marx's community thought in the materialistic perspective. Since the idea of a Community of Shared Future for Mankind is proposed by General Secretary Xi Jinping, China has broadened its connotation in the practice of building socialism with Chinese characteristics. In the face of this epidemic prevention and control, China adheres to the idea of a Community of Shared Future for Mankind and demonstrates our responsibility. Corona Virus Disease 2019 (COVID-19) has verified the superiority of our country as a community of life and the socialist system, and also highlights the shortcomings and disadvantages of the community that are not in line with the interests of the people. The problem urges us to understand the essence of values of a Community of Shared Future for Mankind in an all-round and in-depth manner. Therefore, based on the practice and reflection under the epidemic prevention and control measures, this paper explores the values of a Community of Shared Future for Mankind from the four dimensions of historical logic, theoretical logic, value logic, and practical logic.

Keywords: A Community of Shared Future for Mankind; Xi Jinping, Marxism, Epidemic prevention and control

INTRODUCTION

Novel coronavirus pneumonia (NCP) is a major public health emergency with the fastest spread, the widest range of infection, and the most difficult prevention and control since the founding of New China. In the face of COVID-19, under the correct leadership of the Party and the joint efforts of the people, China has built a multiple community in the field of health and epidemic prevention, and achieved phased victory. This epidemic also swept the world, and as of January 2021, the total number of confirmed cases in the world has exceeded 27 million, and the total number of deaths has exceeded 2.3 million. The number is increasing day by day, and the development trend is still deteriorating. The rapid spread of the epidemic has made people deeply realize that the international community is a community of shared future.

Adhering to the concept of a Community of Shared Future for Mankind, China has strengthened communication and close cooperation with the WHO and other countries in a timely manner from the beginning of the epidemic. On the basis of ensuring that our country's medical services meet the basic needs, we will provide assistance, medical supplies and medical support to countries with severe epidemics in the world. General Secretary Xi Jinping has emphasized in many international conferences that the epidemic knows no borders, and it is the common enemy. The epidemic broke the normal order of society. In special times, the original unorganized individuals quickly built a life community to fight the epidemic. Practice has proved that the people are the subject of public epidemic prevention, and only by continuously building multiple communities in the field of health and epidemic prevention can we fundamentally build the cornerstone of public health and epidemic prevention, so as to achieve the modernization of the national governance system and governance capabilities.

1. HISTORICAL LOGIC: THE THEORETICAL ORIGIN OF THE VALUES OF A COMMUNITY OF SHARED FUTURE FOR MANKIND

On the basis of reflecting on the city-state community of ancient Greece and sublating Hegel's philosophy, Marx pursued the all-round development of human beings and the practice of a true community. He mentioned the concept of "community" many times in his works, and he elaborated on the "true community" on the basis of criticizing the illusory community of capitalism. Marx believes that the true community is the dialectical unity of the relationship between the individual and the community, and it is the true freedom and complete liberation of mankind. In the Communist Manifesto, Marx stated: "The bourgeoisie has many social ills. In the development of human society, it will be replaced by a united community. In this system, the free development of individuals is the premise of all activities." Although Marx did not carefully describe the appearance of the true community, he pointed out the direction of struggle for future generations. In Marx's narrative, in the community of free men associations, people have obtained complete liberation and free and all-round development. The thought of Marx community provides theoretical value for the development of the world community today. The development of the world today cannot be separated from China, and China cannot develop without the world. The world is closely connected as a whole. Only by highlighting the advantages of a community of shared future can we share the fruits of human development. The concept of a Community of Shared Future for Mankind reflects the law of development of human society. From the perspective of historical materialism, human society is moving towards a community of shared future. Driven by the continuous development of productive forces, human society will eventually move towards the height of the union of free men in communism described by Marx.

2. THEORETICAL LOGIC: THE IDEOLOGICAL CONNOTATION OF A COMMUNITY OF SHARED FUTURE FOR MANKIND

General secretary Xi Jinping put forward the idea of a Community of Shared Future for Mankind in the 18th National Congress of the Communist Party of China. And the idea of a Community of Shared Future for Mankind is always discussed in a series of important diplomatic activities such as the Boao Forum for Asia, APEC meetings, G20 Summits, and the Belt and Road International Summit Cooperation Forum, and its substantive connotation has enriched in practice explorations and diplomatic activities in the development of socialism with Chinese characteristics. Xi Jinping put forward the idea of a Community of Shared Future for Mankind, which mainly includes the following three dimensions.

2.1 Ecological community: taking environmental protection as the basic principle

Since the outbreak of the first industrial revolution, the rapid development of productivity has created huge material wealth. The rapid development of globalization has brought great convenience to people. However, it also brings a series of natural problems, such as global warming, air pollution, waste of resources and so on. Human beings have been punished by the ecological system. Only by protecting the living home can we achieve sustainable development. Xi Jinping repeatedly called for a new development concept based on the premise of protect the environment. We should have both lucid waters and lush mountains, and should also have mountains of gold and silver. We'd rather have lucid waters and lush mountains than mountains of gold and silver. There is only one earth. In the sense of geographical location, human beings are interdependent, so we must abandon the development at the cost of destroying the environment, take the road of sustainable development, and build an ecological community in which human beings live in harmony with nature and take environmental protection as the basic principle.

2.2 Political community: taking peaceful development as the basic principle

There have been many wars in human society, which can instantly destroy the material and cultural wealth of human society, and it is extremely disastrous. At present, although the international pattern has basically taken shape, local wars continue to occur. Peaceful development requires the joint efforts of all countries. As a political community, political organizations have a strong sense of the times. After the end of World War II in 1945, the sovereign states established the United Nations in the United States to solve the contradictions between countries in a peaceful way. Xi Jinping has repeatedly advocated the foreign policy of dialogue instead of confrontation, adhering to the principle of building and sharing. On the basis of respecting the sovereignty of the other county, countries should resolve political problems through political dialogue and establish a variety of effective communication mechanisms from the aspects of safety, health, and education. In addition, countries should actively help the other country in danger, and promote the construction of political community on the premise of peace.

2.3 Economic community: taking cooperation and win-win as the basic principle

In today's globalized world, no country can develop in isolation. Economic globalization has become a foregone conclusion and continues to deepen. Only cooperation and win-win can promote the economic prosperity of all countries. The processing of a product may require the joint participation of many countries. For example, the production parts of Boeing Aircraft are provided by 545 enterprises in more than 70 countries. With the advent of the information age, in the face of economic globalization, we must realize the importance of economic community, and seek cooperation and open market among economies. General Secretary Xi Jinping has promoted domestic and international economic development through measures such as the Belt and Road Initiative and the establishment of economic belts.

The economic community is composed of the following three aspects:

(1) Trade community

Trade is the exchange link of commodity circulation. In today's society, the trade exchanges between countries and between enterprises are unprecedented, which promotes the rapid development of the economy. With the continuous expansion of the market and the continuous convenience of transportation and information, the world has become more and more integrated. Practice has proved that only by merging into the world economy can we seek more opportunities for development. Being conservative and closed will eventually fail.

(2) Financial community

Economic globalization is a double-edged sword. While promoting rapid economic development, the blind expansion of capitalists will also lead to the outbreak of periodic financial crises. The financial crisis is an inevitable catastrophe of capitalism and has a devastating blow to the global economy. People are deeply aware that only by building a good economic order and regulatory system can disasters in the market be prevented.

(3) Technology community

Technology is the primary productive force. In today's society, country or enterprise who has the core technology has absolute dominance. For human beings, technological innovation has facilitated life, shortened working hours, and improved happiness index. However, the development of science and technology is unbalanced. Many countries master the core technology and block it, and seek high profits, which makes it impossible for human beings to share the convenience brought by the development of science and technology. For example, the United States blocked the export of Huawei Company's chips and caused huge losses to Huawei. Although the United States hits Huawei, it harms the interests of domestic chip export companies. In the long run, Huawei Company will strengthen its scientific and technological cooperation with other countries and domestic enterprises, and eventually abandon cooperation with the United States. The science and technology community is also manifested in the following: combating transnational crimes using high technology requires joint cooperation between countries to constantly improve cyberspace and build a peaceful and secure cyber environment.

3. VALUE LOGIC: THE "CHINESE PLAN" TOWARDS A TRUE COMMUNITY

The "community thinking" expounded by Marx is a "real community" that transcends the "illusory community", that is, the "community of free people". It can only be realized in a communist society with highly developed material conditions that transcends capitalism. Throughout the world today, the coexistence of the two social systems of capitalism and socialism is a foregone conclusion, and the conditions for the arrival of the "proletarian age" are not yet complete. Facing the new challenges of global governance, the ideology of a Community with Shared Future for Mankind constructed by General Secretary Xi Jinping is a new practice of scientific socialism development. We must clearly realize that from theoretical logic, the idea of a Community with Shared Future for Mankind is not the real community described in Marx's text. However, from the perspective of practical logic, the Community with Shared Future for Mankind coexists in two systems. It is a realistic bridge between the real society and the lofty ideals of communism and the "community of free men". It is a green channel to the "true community".

The world significance of the Community of Shared Future for Mankind is to provide a brand new choice for countries and nations in the world that both want to accelerate their development and maintain their own independence. It breaks the myth of "modernity only" and ends the linear historical view that the Western model dominates the world. It has also proved that there is not one road but multiple roads to modernization, and it contributes the "Chinese Road" and "Chinese Wisdom" to the world today.

4. PRACTICAL LOGIC: THE EPIDEMIC CALLS FOR THE CONSTRUCTION OF "COMMUNITY OF SHARED FUTURE FOR MANKIND

Practice is the forerunner of theory and the end of theory. Marx clearly put forward in the Outline of Feuerbach that "the philosophers in the past only explain the world in different ways, but the problem is to change the world". In fact, it has shown that the thought of community of shared future has the dual characteristics of cognitive interpretation and practical change. The values of a Community of Shared Future for Mankind is a strategic development put forward by the Central Committee of the CPC with General Secretary Xi Jinpingat the core of in the face of the new era and new development. The proposal of the values demonstrates seeking common ground while reserving differences and the responsibility of a great power. Facing the global outbreak of COVID-19, under the leadership of the Party Central Committee and the efforts of the people across the country, we have provided Chinese wisdom and Chinese solutions to people around the world. The United States, which has the most advanced medical technology in the world on the other side of the ocean, has been in a deep dilemma in the epidemic. As of July 13, the United States has accumulated more than 34.41 million confirmed cases, more than 130000 deaths, and has maintained a high daily increase of 40000 people with a mortality rate of 100 times that of China. The governance system of China is in a strong contrast with the chaos of the United States. The epidemic is still not over, and the number of imported cases abroad is increasing. It is not difficult to find that it is urgent for people of all countries to work together to build a community of shared future for mankind.

(1) Protecting environment and building community of human and natural life

The scholars pointed out that one of the reasons for the outbreak is to kill wild animals and destroy the harmonious relationship between human and nature.

In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping put forward: "man and nature are life communities. Human beings must respect nature, conform to nature and protect nature." The outbreak of epidemic is a warning from nature to human beings. We should deeply realize that human beings and nature are in a community with a shared future, and we must protect the natural homeland on which we depend for survival. The construction of human and natural life community requires the joint efforts of all peoples, so it is necessary to strengthen international cooperation to finally realize harmonious coexistence between human beings and nature.

(2) Accelerating R & D and building a community of shared future with science and technology

The fundamental solution to NCP lies in the research and development of vaccines and specific drugs. Technology is the primary productive force, and only technology can overcome the new crown pneumonia. Countries should establish correct scientific outlook, establish community consciousness, and realize that scientific and technological progress should benefit mankind. In the face of NCP, we should strengthen cooperation between science and technology and share scientific research results. The epidemic knows no borders. Only by building a science and technology community with shared future can we defeat the common enemy.

(3) Strengthening cooperation and building a community of shared future with fairness and justice

During the epidemic, when China has made great sacrifices for the construction of a community of shared future for mankind, some foreign politicians has carried out unilateralism, blackened China, and called the CNP as Wuhan virus. They distort the fact of China's anti epidemic and even demand compensation from China. Rumors stop with the wise. Public health is a big problem that mankind faces together. All countries should be inclusive, and unilateralism and dissidents are enemies of the community of shared future for mankind. Only by mutual learning of civilization can we promote the construction of a community of shared future for mankind with fairness and justice.

The NCP has proved the superiority of our country as a life community and the social system, and highlights the shortcomings and problems that the community does not meet the interests of the masses. It has prompted us to understand the fate of human communities in all aspects and how to build a life community with more healthy system. In COVID-19, we should realize that no country can be be righteous alone in a community where the general moral tone is low. Only by building the community of shared future for mankind and enriching the practical connotation of the community can we win a win-win situation.

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The Research on Corporate Social Responsibility of Airlines and the Influence on People's Purchase Preference

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Abstract: Since the Corporate Social Responsibility (CSR) was proposed in the late 1920s, there are still constant debates in the academic and business circles. Today, 30 years after China's reform and opening up, the contradiction between fairness and development is increasingly prominent. In order to carry out the scientific concept of development and make the national economy develop sustainably "well and fast", the academic circle and the business circle begin to conduct systematic research and practice on the issue of corporate social responsibility. It is imperative to promote the deepening of corporate social responsibility consciousness. As the lifeblood of China's economic development and the main window of the reform and opening up, the social responsibility undertaken by airlines cannot be ignored.

Keywords: corporate social responsibility, airlines, purchase willingness of students

I. INTRODUCTION

During the primitive accumulation of capitalist development in the 18-19th century, Adam. Under the influence of Smith's "economic man" hypothesis, both the government and the public believe that the pursuit of maximizing the interests of shareholders is the only goal of the enterprise, and the enterprise is not active in undertaking social responsibility. In the first half of the 20th century, the limitations of the hypothesis of "beneficial economic man" continued to emerge, especially after the Great Depression, the concepts of "shareholder supremacy" and "profit maximization" began to be questioned. Managers of large enterprises began to reflect on the social problems caused by the pursuit of "profit maximization" and realized that enterprises should also be responsible for the social groups associated with them. In this context, the concept of trustee, the concept of balance of interests and the concept of service began to spread, trade union organizations were established, and employee welfare was further improved.

Dodd believes in "whose trustee is the manager of the company" that "the reason why a business is allowed and supported by law is that it provides services to the community, not because it creates profits for its owners." He made it clear that the sole purpose of business existence is not just to create profits for shareholders. "the law is accepting the view that all enterprises are affected by the public interest." He believes that the managers of enterprises are not only the trustees of shareholders, but also the trustees of society. "in addition to receiving dividends, shareholders have no direct contact with the enterprise. Under such circumstances, it is hard to imagine that shareholders will have the professionalism to serve the public. It is the manager, not the owner, who accomplishes this task. " Dodd believes that the attitude of the law and public opinion towards the enterprise is constantly changing, in which case, "the manager is the trustee of the organization, not the trustee of its members." [1]

In the 1970s, the concept and connotation of corporate social responsibility have been evolving. After describing the overall evolution of the concept of corporate social responsibility, the famous scholar Carrol put forward the famous Urn of social responsibility: "Corporate social responsibility includes the expectation of the society on the economic organization, legal, ethical and self-cultivation in a certain period. Carroll's point of view is based on the stakeholder theory, which defines the corporate social responsibility from the perspective of components, and puts aside the stakeholder framework for specific groups or individuals to be considered in the positioning of corporate social responsibility. He believed that enterprises should be responsible to all stakeholders, so he generalized corporate social responsibility to corporate responsibility, which expanded the extension of the concept.[2]

Zhang believes that the social responsibility of airline companies mainly includes nine dimensions, including aviation safety, shareholders, consumers, employees, government, suppliers and other partners, environment, communities as well as industrial competitors.[3]The contribution of each dimension to enterprise social responsibility varies, and the impact on enterprise social responsibility is also different; there are obvious differences in the performance of enterprise social responsibility of Chinese airlines, and compared with foreign airlines in general, there are still certain gaps; there is a positive correlation between the enterprise social responsibility of airlines and their economic benefits.

Tao believes that the social responsibility of airlines and passenger's honesty are positively related. For airlines, passenger's honesty has become the direct driving force for airlines to fulfil their social responsibilities; for passengers, the increase in social benefit awareness and the improvement of network supervision also makes them be willing to choose the services of airlines that hold social responsibility.[4]

Tian selected the annual data of 88 domestic airports and 29 airlines (2009-2011) as samples, and conducted an empirical study on the relationship between internal control, enterprise social responsibility and corporate performance. The analysis showed that improving the level of internal control can effectively improve corporate performance, and social responsibility is also positively correlated with corporate performance, but there is a time lag.[5]

Wang and Zhang found that globalization is the main trend of the current world and environment, society and economy are inseparable and interact with each other. If enterprises perform their duties in a better way, enterprises, government, and society will interact and thus form a virtuous circle, which can help enterprises move towards the direction of sustainable development. [6] Meantime, enterprises will achieve a healthier and more stable external environment, and it is more helpful for enterprises to improve the possibility of breaking foreign market barriers and trade barriers. [7]Fulfilling social responsibilities is an effective way for enterprises to reduce risks and improve the competitive environment. Enterprises should integrate the action of fulfilling their responsibilities into the long-term strategy, thereby improving their competitiveness and promoting their sustainable development.

Cao conducted an evaluation study on the comprehensive performance of the three major airlines under the background of a low carbon economy, and compared economic performance, social performance and environmental performance. He believed that in the comparison of social performance, the aviation safety and social impact of China Southern Airlines is best. China Eastern Airlines pays the most attention to customer needs and Air China pays the most attention to employee welfare. In general, the three major airlines pay more attention to social responsibility, and there is little difference in corporate social performance. In the comparison of environmental performance, Air China has invested heavily in energy conservation and emission reduction, and performed best in terms of resource consumption and environmental impact. China Eastern Airlines performed well in resource utilization and China Southern Airlines' environmental impact.[8]

As a special industry undertaking civil transportation service, the social responsibility that airline company should undertake also has particularity. (Li&Shin,2010)This paper focuses on the core enterprise of civil aviation transportation industry - airlines, according to the operating characteristics of the airlines, adopting of qualitative analysis and quantitative analysis, for its social responsibility, carried out a systematic research on the main contents include: (1) reviews the domestic and foreign scholars on corporate social responsibility issues as well as the airlines and the research status of stakeholders;(2) Determine the evaluation dimension of social responsibility of airlines;(3) in-depth understanding of their attitudes towards two aspects from the perspective of students, namely, CSR issues and ethical issues affecting their intention to choose airlines.

II. MATERIAL AND METHODOLOGIES

Literature analysis is used to research corporate social responsibility theories existing in literature and the concept of corporate social responsibility of airline companies was put forward in combination with operation characteristics of airline companies and corporate social responsibility reports of overseas airline companies.

Questionnaire is used to collect and sort out information relating to corporate social responsibility of airline companies and college students' investigation of corporate social responsibility of airline companies.

III. RESULTS AND DISCUSSION

1.Operation characteristics of airline companies

Operation characteristics of airline companies can be summarized by literature analysis.

Safe transportation: airplanes are considered the safest means of transport. The basic value of products and services provided by airline companies lies in safe transportation of passengers or cargos. Aviation safety is an eternal theme in civil aviation. Although it is not an independent product or an independent process, it is the foundation of existence of the air-transport industry.

Huge input and long investment earning cycle: Fixed assets of airline companies are mainly composed of airplanes and airport ground facilities. A modern jumbo jet costs tens or hundreds of millions of dollars, so tens of billions of dollars are needed to form a fleet with hundreds of airplanes. An airline company's income mainly originates from ticket prices and freights. Hence, airline companies face a long investment earning cycle, a high risk and a high access barrier. It's hard for SMEs to operate a large-sized airline company.

High energy consumption: Since the occurrence of energy crisis in the 1970s, air transport industry has started to pay close attention to fuel consumption of airplanes. In Europe, major airline companies tried to reduce fuel consumption to the largest extent, while environmental protection organizations always fight against them, trying to control the development scale of airline companies. In China, fuel cost has accounted for more than 50% of main business cost of airline companies, and rapid development of such a high-cost and high energy consumption industry is not in line with intensive society and sustainable development advocated in the country.

High pollution and high emission: in addition to a great amount of fuel consumption, waste gas emission and noise pollution of jet aircrafts are also important reasons for why air transport industry is a controversial issue. According to calculation data of IATA, CO2 emitted by commercial planes accounts for 3.5% of total emission of CO2 in the world. Besides, ICAO is working on assisting civil aviation industry of all countries to control noise pollution of airplanes around airports.

2. Evaluation dimensions of corporate social responsibility of airline companies

Evaluation dimensions of corporate social responsibility of airline companies can be summed up by literature analysis.

Some other scholars defined nine dimensions of corporate social responsibility of airline companies, aviation safety, shareholders (investors), consumers (passengers), employees, government, environment, community and industry competition, as main aspects of evaluation of corporate social responsibility of airline companies. This paper mainly focused on the dimension of consumers.

Dimension of consumers means that airline companies mainly engage in transportation of passengers and cargos, so quality of transportation service is foundation of value obtained by consumers. Responsibility toward consumers here means responsibility in service quality. This study focused on airline companies which mainly engage in transportation of passengers. In China, major airline companies mainly engage in passenger transportation and cargo transportation occupies less than 10% of main business income.

3.Questionnaire

The purpose of the specific research is to investigate and master two points of information about airlines, namely their attitudes towards CSR issues and online services. Among the participants, women accounted for more, and the ratio of men to women was 4 to 6.

First of all, from the results of the questionnaire survey, it can be found that the proportions of respondents who have received airline services and those who have received more than 5 aviation services are 99% and 90% respectively.

Based on an in-depth ethical analysis of the airline, about half of the respondents agreed, or one-third strongly agreed, whether they would choose the airline. Therefore, most of the students expressed a positive attitude towards it. Since all the interviewees are students, they have a complete understanding and knowledge of CSR. Moreover, from the perspective of ethical issues, students with a positive attitude towards CSR investment accounted for the largest proportion, and the level of CSR activities was mainly considered in the selection of airlines. This result reflect the fact that corporate CSR activities encourage consumers to be more selective.

About 80% of participants strongly agree or agree that they are aware of the CSR activities of airlines and consider these activities to be very important and necessary. Among the four parts of corporate social responsibility, 39% of participants believe that environmental responsibility is the most important responsibility, while 20% believe that social responsibility should be put first. For the five aspects of these responsibility, participants in this questionnaire are most concerned with stimulating economic growth, eliminating poverty, maintaining employee welfare and protecting the environment.

72.3% of consumers with sudden problems said they had experienced flight cancellation, 30% luggage delay, 20% luggage damage, 45% flight cancellation, 35% flight overbooking, 25% luggage damage, 20% luggage delay, etc. What makes consumers angry is not the abnormal situation of the above-mentioned aviation services, but the timeliness and effectiveness of the airlines to deal with the problems. For example, if the flight is cancelled, airlines often do not take the initiative to put forward effective relief programs, such as arranging temporary accommodation or changing to the latest flight, etc. instead, they will prevaricate and deal with the consumers through words.

72% of respondents agree or strongly agree that CSR activities are a focus of their choice of airline services, while one-fifth do not. In choosing airline services, 15 students were willing to pay more for companies with high CSR because they were the companies' supporters in the end. Accordingly, CSR can effectively improve consumers' purchase intention, among which consumer and enterprise identity plays an important intermediary role. In today's spiritual world, consumers often assume that enterprises are their partners to jointly realize value creation. Consumers not only establish connections with enterprises through their products or services, but also pursue the convergence of cultural values in enterprise activities.

Figure1: People's attitude towards CSR

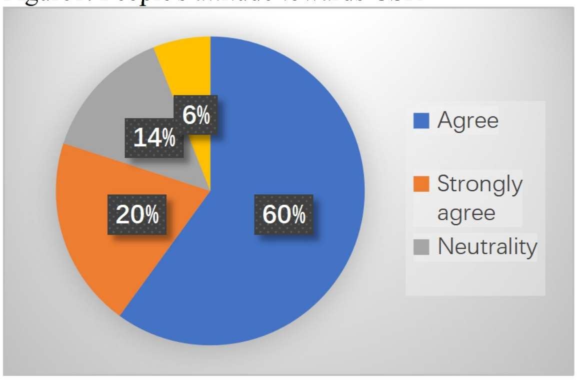
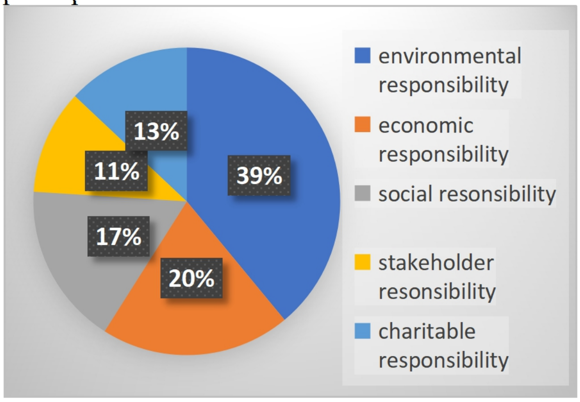


Figure2:Dimensions considered most important by participants



IV. CONCLUSION

The purpose of this study is to investigate airlines and understand the relationship between their attitude towards social responsibility and consumers' purchase intention from the perspective of students.

On one hand, when enterprises undertake social responsibilities in the process, they will establish a good image of responsibility in the minds of consumers, who will feel that such products are more trustworthy. To improve the corporate reputation and brand awareness, consumers can have more ways to know and understand the enterprise, and they will give priority to the purchase: these purchase behaviours in turn promote the establishment of good long-term relationship between consumers and enterprises, and increase the repeat purchase and word-of-mouth communication. On the other hand, such commodities not only meet the actual utility of consumers, but also meet the emotional needs of consumers. Consumers are willing to encourage enterprises' pro-social behaviours through purchase, and at the same time satisfy their contributions to the society. When consumers have little knowledge of product information or new products, they will evaluate the enterprise and its products by understanding the enterprise's social responsibility information. A good corporate social responsibility image will increase consumers' desire to buy.

Nevertheless, three limitations need to be deeply understood. Firstly, there are many dimensions of CSR. This questionnaire only selects consumer responsibility, environmental responsibility, charitable donation and social welfare that consumers are most familiar with. Therefore, it cannot represent all corporate social responsibility, so it has certain limitations.. Secondly, due to limited resources, this questionnaire is mainly collected through the Internet. The respondents are generally of a relatively high level of education, and their ages are mainly between 20 and 30 years old, which is relatively young, making the sample not very representative. Third, because of the differences in cultural factors, the reactions of many Chinese students does not play a significant role in extrapolating the performance of students from different countries. Fourth, the answers may not be very authoritative, and the respondents cannot represent the views of every Chinese student.

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Equilibrium Analysis and Insights of the Internal Game of the Operating Mechanisms of Specialized Makerspaces

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Abstract: This study uses one of Shanghai's 18 innovative functional platforms, Shanghai Graphene Industry Specialized Makerspace (hereinafter referred to as the "Shanghai Graphene Platform"), as an example, and analyzes the game equilibrium between internal groups of the platform. Insights related to the formulation of operating mechanisms for the specialized makerspace are gained based on the results of the analysis.
Keywords: Specialized Makerspace; Operating Mechanism; Internal Game

I. INTRODUCTION

International competition has entered a new phase of iterative development and industrial revolution in the world today, and technological innovation is becoming a core driving force behind globalization. As innovative scientific research organizations, specialized makerspaces have the advantage of combining elements for innovation, tech company incubation, generation of innovative results, and the openness of service systems. This study uses one of Shanghai's 18 innovative functional platforms, Shanghai Graphene Industry Specialized Makerspace (hereinafter referred to as the "Shanghai Graphene Platform"), as an example, and analyzes the game equilibrium between internal groups of the platform. Insights related to the optimization of operating mechanisms for the specialized makerspace are gained based on the results of the analysis.

The Shanghai Graphene Platform is organized as a corporation that is classified as a state-owned enterprise. However, the government mainly plays the role of regulator in the platform's actual operations, and most internal participants are groups that take part in the platform's actual operations. [1].

Hence, there are many internal factors in the Shanghai Graphene Platform's operational process that affect its operational performance. In a specialized makerspace for driving R&D, there are two main internal groups related to innovation and entrepreneurship in the Shanghai Graphene Platform: Service entities and technical entities.

Service entities mainly refer to decision-makers and administrators of the Shanghai Graphene Platform, and may either be government agencies or corporations. Technical entities mainly refer to project teams stationed in the platform or organizations that engage in close technical cooperation with the platform[2]. These two groups are two different complex systems, each with their own interests, needs, and method of operation. Besides the two groups, the platform also has a number of participating entities that serve different purposes. Interactions between these entities do not only affect their development and choices, but also have an effect on the external environments in which the entities exist, and the external environments also interact with internal entities[3]. The interactions and influences between internal entities and between the external environment and internal entities form a complex system.

Studies on the patterns of interactions between internal groups from the perspective of game theory will provide support for decision-making to optimize the operating mechanism of a specialized makerspace.

Furthermore, since the graphene platform and project teams exchange information to adjust their behavior in the real world, this study adopts the evolutionary game theory approach to analyze the interactions between internal groups of the Shanghai Graphene Platform.

II. EVOLUTIONARY GAME THEORY

The most important concepts in evolutionary game theory are the evolutionarily stable strategy (ESS) and replicator dynamics (RD), which are further examined below.

(I) Evolutionarily Stable Strategy (ESS)

Evolutionary game theory was originally proposed to describe the equilibrium in biological evolution. In this study, in repetitive games with no terminating conditions, participants in the game are assumed to have limited rationality and they constantly revise and make new choices in subsequent games after considering the income and various factors of their initial decision, and thereby adjust their strategy on this basis. The process of maximizing income is a dynamic game process, and the final decision is a state of equilibrium between participants. The strategy used in this situation is referred to as the ESS[4].

(II) Replicator Dynamics (RD)

The evolutionary game model usually involves two types of behavior evolution mechanisms: Selection mechanism and mutation mechanism. RD aims to resolve and explain the two types of behavioral mechanisms of game participating entities. This study has chosen the RD model proposed by Taylor and Jonker.

RD was initially used to explain biological evolution, and refers to:

Increase in the number of people (who choose a certain strategy) = Income payments (after adapting to the strategy) – Average payments

The differential equation is as follows:

$$\frac{dx_i}{dt} = [u(s_i, x) - u(x, x)]x_i \quad (2.1)$$

The equation above means that when the payment received by an individual using strategy s_i is greater than the average payment received by the population, then the growth rate for individuals using strategy s_i will be greater than 0; for the opposite, it will be less than 0; and it will be 0 when payment received by the individual equals the average payment.

This study uses the RD model proposed by Taylor and Jonker to examine the dynamic equilibrium between the two main operational entities in the Shanghai Graphene Platform.

III. EQUILIBRIUM BETWEEN INTERNAL GROUPS

The agency and cooperation method of the participating entities within the Shanghai Graphene Platform is the key to formulating flexible operating mechanisms for the platform. The cooperation method (or participation method) of participating entities on the platform strongly correlates with the type of platform.

(I) Game Model Assumptions

The Shanghai Graphene Platform mainly features collaborative R&D, and its management system mainly utilizes the "government + enterprise" cooperation model, while having a relatively flexible operating model. Since the platform operates like a corporation, its main participating entities include the corporation operating the platform (Shanghai SC Graphene Industrial Technology Co., Ltd.) and cooperating parties (R&D teams) of the projects. The platform shows greater flexibility and dynamics in both aspects compared with the other two platforms. The operating mechanism selected by the Shanghai Graphene Platform may be viewed as the result of the game between the platform's two main participating entities.

First, after the Shanghai Graphene Platform accepts a project, it has a unified standard for providing technical services and funding, and it also gains partial ownership or eminent domain of the finished or semi-finished technological products of the project teams. Due to the asymmetric information between groups in the game and limited rationality, the company (Shanghai SC Graphene Industrial Technology Co., Ltd.) and project teams cannot verify if the strategy they select maximizes their interests. Hence, the corporation can choose whether or not to provide additional support (including funds and equipment) exceeding the standard to project teams that are stationed in the platform based on the actual situation (either "Provide" or "Do Not Provide"). Project teams can also choose whether or not to share their internal technical resources with the platform (e.g. core technology patents) (either "Share" or "Do Not Share").

This study makes the following assumptions regarding the costs and income of the company operating the Shanghai Graphene Platform (Shanghai SC Graphene Industrial Technology Co., Ltd.) and project teams under different strategies:

① When the company chooses "Do Not Provide", then the normal income is R_{Q_0}. When the company chooses "Provide", it must pay an additional cost of C_Q, which mainly includes fees directly paid for additional services and expenses during the start-up support period. The additional income when the company chooses "Provide" is R_Q.

② When the project team chooses "Do Not Share", then the normal income is R_{T_0}. When the project team chooses "Share," it must pay an additional cost of C_T, which mainly refers to the income that it cannot independently receive after choosing to share its patent. The additional income when the company chooses "Share" is R_T.

③ When the company chooses "Do Not Provide" and the project team chooses "Share", the company will gain an additional income of R_{Q_1}. When the company chooses "Provide" and the project team chooses "Do Not Share", the project team will gain an additional income of R_{T_1}. When the company chooses "Provide" and the project team chooses "Share", both parties will gain an additional income of R_0.

The four game combinations and the income matrix of the company (Shanghai SC Graphene Industrial Technology Co., Ltd.) and project teams in the Shanghai Graphene Platform are shown in Table 1.

Table 1 Income Matrix of Game

		Project team	
		Share	Do Not Share
Company	Provide	$(-C_Q + R_Q + R_0, -C_T + R_T + R_0)$	$(-C_Q + R_Q, R_{T_0} + R_{T_1})$

Do Not Provide	($R_{Q_0} + R_{Q_1}$, $-C_T + R_T$)	(R_{Q_0}, R_{T_0})

(II) Game Equilibrium Analysis

Constructing the income function for participating groups

At the beginning of a game, assume that the probability the company (Shanghai SC Graphene Industrial Technology Co., Ltd.) chooses the "Provide" strategy is x, and the probability that it chooses the "Do Not Provide" strategy is $1-x$; the probability that the project team selects the "Share" strategy is y, and the probability that it chooses the "Do Not Share" strategy is $1-y$. The expected incomes for the company for "Provide" and "Do Not Provide" and for the groups are denoted as: U_1, U_2 and $\overline{U}_1$, as shown in Equation (2.2), Equation (2.3), and Equation (2.4).

$$U_1 = y(-C_Q + R_Q + R_0) + (1-y)(-C_Q + R_Q) \quad (2.2)$$

$$U_2 = y(R_{Q_0} + R_{Q_1}) + (1-y)R_{Q_0} \quad (2.3)$$

$$\overline{U}_1 = xU_1 + (1-x)U_2 \quad (2.4)$$

The expected profits for the project team for "Share" and "Do Not Share" and for the population are denoted as: V_1, V_2 and $\overline{V}_1$, as shown in Equation (2.5), Equation (2.6), and Equation (2.7)

$$V_1 = x(-C_T + R_T + R_0) + (1-x)(-C_T + R_T) \quad (2.5)$$

$$V_2 = x(-C_T + R_T) + (1-x)(-C_T + R_T) \quad (2.6)$$

$$\overline{V}_1 = yV_1 + (1-y)V_2 \quad (2.7)$$

RD formula for participating groups

1) The RD formula (2.8) for the probability that the company (Shanghai SC Graphene Industrial Technology Co., Ltd.) chooses "Provide" is:

$$F(x) = \frac{dx}{dt} = x(U_1 - \overline{U}_1)$$

$$= x(1-x)(yR_0 - yR_{Q_1} + R_Q - C_Q - R_{Q_0}) \quad (2.8)$$

If $y = \frac{C_Q + R_{Q_0} - R_Q}{R_0 - R_{Q_1}}$, then $F(x) \equiv 0$ and is 0 for all x and y, i.e., equilibrium state.

If $y \neq \frac{C_Q + R_{Q_0} - R_Q}{R_0 - R_{Q_1}}$, then make $F(x) = 0$ and obtain two values, i.e., when $x=1$ or $x=0$, $F(x) = \frac{dx}{dt} = 0$.

Note: It should be noted that the assumption is the company will gain an additional income of R_{Q_1} when the company chooses "Do Not Provide" and the project team chooses "Share," and both parties will gain an additional income of R_0 when the company chooses "Provide" and the project team chooses "Share," so it is usually understood that $R_0 > R_{Q_1}$. $F(x)$ can be further derived into:

$$\frac{dF(x)}{dx} = (1-2x)(yR_0 - yR_{Q_1} + R_Q - C_Q - R_{Q_0}) \quad (2.9)$$

Based on the evolutionary game theory, assume $\frac{dF(x)}{dx} < 0$ and analyze the different value ranges of $C_Q + R_{Q_0} - R_Q$:

① If $C_Q + R_{Q_0} - R_Q < 0$, i.e., $\frac{C_Q + R_{Q_0} - R_Q}{R_0 - R_{Q_1}} < 0$, then $yR_0 - yR_{Q_1} + R_Q - C_Q - R_{Q_0} > 0$. In order to satisfy $\frac{dF(x)}{dx} < 0$, then x must be 1, so $x=1$ is the ESS.

② If $0 < C_Q + R_{Q_0} - R_Q < R_0 - R_{Q_1}$, i.e., $0 < \frac{C_Q + R_{Q_0} - R_Q}{R_0 - R_{Q_1}} < 1$, there are two situations that must be discussed:

When $y > \frac{C_Q + R_{Q_0} - R_Q}{R_0 - R_{Q_1}}$, $\left.\frac{dF(x)}{dx}\right|_{x=1} < 0$ and $\left.\frac{dF(x)}{dx}\right|_{x=0} > 0$. Hence, $x=1$ is the equilibrium point.

When $y < \frac{C_Q + R_{Q_0} - R_Q}{R_0 - R_{Q_1}}$, $\left.\frac{dF(x)}{dx}\right|_{x=0} < 0$ and $\left.\frac{dF(x)}{dx}\right|_{x=1} > 0$. Hence, $x=0$ is the equilibrium point.

2) The RD formula (2.10) for the probability that the project team chooses "Share" is:

$$F(y)=\frac{dy}{dt}=y(V_1-\overline{V}_1)$$
$$=y(1-y)[R_T-C_T-R_{T_0}+x(R_0-R_T+C_T+R_{T_0})]$$
(2.10)

If $x=\frac{C_T+R_{T_0}-R_T}{R_0-R_T+C_T+R_{T_0}}$, then $F(y)\equiv 0$ and is 0 for all y and x, i.e., equilibrium state.

If $x\neq\frac{C_T+R_{T_0}-R_T}{R_0-R_T+C_T+R_{T_0}}$, then make $F(y)=0$, i.e., when $y=1$ or $y=0$, $F(y)=\frac{dy}{dt}=0$.

Note: It must be noted that the cost for the project team for choosing "Share" is C_T, and the income is R_T. When the project team chooses "Do Not Share", then its normal income is R_{T_0}. When the company chooses "Provide" and the project team chooses "Share," both parties will gain an additional income of R_0, so it is usually understood that $R_0+R_{T_0}>R_T$.

$F(y)$ can be further derived into:

$$\frac{dF(y)}{dy}=(1-2y)[R_T-C_T-R_{T_0}+x(R_0-R_T+C_T+R_{T_0})]$$
(2.11)

Based on the evolutionary game theory, assume $\frac{dF(y)}{dy}<0$ and analyze the different value ranges of $C_T+R_{T_0}-R_T$ as shown below:

① If $C_T+R_{T_0}-R_T<0$, i.e., $\frac{C_T+R_{T_0}-R_T}{R_0-R_T+C_T+R_{T_0}}<0$, then $R_T-C_T-R_{T_0}+x(R_0-R_T+C_T+R_{T_0})>0$.

In order to satisfy $\frac{dF(x)}{dx}<0$, then y must be 1, so $y=1$ is the ESS.

② If $0<C_T+R_{T_0}-R_T<R_0-R_T+C_T+R_{T_0}$, i.e., $0<\frac{C_T+R_{T_0}-R_T}{R_0-R_T+C_T+R_{T_0}}<1$, there are two situations that must be discussed:

When $x>\frac{C_T+R_{T_0}-R_T}{R_0-R_T+C_T+R_{T_0}}$, $\left.\frac{dF(y)}{dy}\right|_{y=1}<0$ and $\left.\frac{dF(y)}{dy}\right|_{y=0}>0$. Hence, $y=1$ is the equilibrium point.

When $x<\frac{C_T+R_{T_0}-R_T}{R_0-R_T+C_T+R_{T_0}}$, $\left.\frac{dF(y)}{dy}\right|_{y=0}<0$ and $\left.\frac{dF(y)}{dy}\right|_{y=1}>0$. Hence, $y=0$ is the equilibrium point.

The equilibrium point here is the choices made by both parties when they know the strategy chosen by the other party, but in reality, the strategy chosen is affected by the strategies of other participants. Hence, the equilibrium point is not the ESS and requires further analysis.

Game Equilibrium Analysis

Based on the equilibrium analysis in RD formula, there are 5 equilibrium points in the following order $(x,\ y)=(0,0)$; $(1,1)$; $(0,1)$; $(1,0)$; $(x^*,\ y^*)$, in which $x^*=\frac{R_{T_0}+C_T-R_T}{R_{T_0}+C_T-R_T+R_0}$ and $y^*=\frac{R_{Q_0}+C_Q-R_Q}{R_0-R_{Q_1}}$.

In a 2D coordinate system, when the conditions in 2.12 are met:

$$\begin{cases}0<R_{T_0}+C_T-R_T<R_{T_0}+C_T-R_T+R_0\\ 0<R_{Q_0}+C_Q-R_Q<R_0-R_{Q_1}\end{cases}$$
(2.12)

Based on values obtained from $(x,\ y)$, there are 4 conditions, and the dynamic evaluation diagram is shown in Figure 2:

As shown in dynamic evolution, the strategies chosen by the two groups under different conditions are analyzed below:

1) When the value of $(x,\ y)$ is in Quadrant I, results of the game converge at point $A(1,0)$, and the choices of the two groups are (Provide, Do Not Share).

2) When the value of $(x,\ y)$ is in Quadrant II,

results of the game converge at point $C(1,1)$, and the choices of the two groups are (Provide, Share).

3) When the value of (x, y) is in Quadrant III, results of the game converge at point $B(0,1)$, and the choices of the two groups are (Do Not Provide, Share).

4) When the value of (x, y) is in Quadrant IV, results of the game converge at point $O(0,0)$, and the choices of the two groups are (Do Not Provide, Do Not Share).

Since the values for the four points $O(0,0)$, $A(1,0)$, $B(0,1)$, and $C(1,1)$ in the RD formula do not reach an equilibrium state, it is not the ESS.

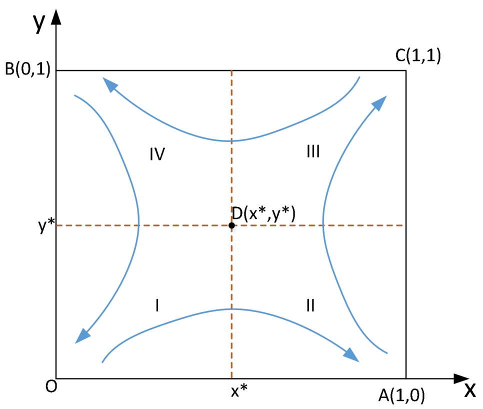

Figure 2: Dynamic Evolution Analysis of Game Results

Summarizing the analysis above, there are 2 ESS to choose from:

① When $C_Q + R_{Q_0} - R_Q < 0$, i.e., when $R_Q - C_Q > R_{Q_0}$, $x = 1$ is the ESS. In other words, when the additional income of the company operating the Shanghai Graphene Platform gained from providing additional services is far greater than its normal income from providing regular services, then the company will ultimately choose "Provide".

② If $C_T + R_{T_0} - R_T < 0$, i.e., when $R_T - C_T > R_{T_0}$, $y = 1$ is the ESS. As above, when the additional income generated by the project team on the Shanghai Graphene Platform for sharing technology patents is far greater than its normal income from not sharing, the project team will ultimately choose "Share".

IV. CONCLUSION

Before analyzing the conclusion for this part, the universality of the conclusion of the case is explained below:

The makerspace selected for this study is the Shanghai Graphene Platform, and the main internal groups are the technology team and operations team. These groups also exist in other specialized makerspaces, so the insights and conclusions of this study are also applicable to specialized makerspaces similar to the Shanghai Graphene Platform.

After detailed analysis of equilibrium points and their corresponding ESS in the different situations described above, this study gained the following insights:

(1) Choices made by the company operating the platform

The management system selected by the specialized makerspace is affected by the industry's market and its own technological level. Platforms must select a suitable management system and governance mechanism that will allow it to achieve sustainable development based on the nature of the industry, level of technological development, talent, and funds[5].When the company operating the professional mass makerspace chooses to "Provide" services beyond the normal scope to a project team, it must ensure that the net income from the service is higher than the income from normal services.

(2) Mechanism for ensuring sustainable income

In terms of the platform's functions and the planning for future developments of specialized makerspaces, the platform is on a mission to drive technological innovation in Shanghai, and choosing the "Not Provide" strategy goes against the function and development requirements of a specialized makerspace[6]. When the company chooses the "Provide" strategy, it must be able to foresee future income with high probability. In order to ensure income from the services provided by the platform, it is necessary to establish a reasonable and effective risk mechanism and service protection mechanism for the platform.

(3) Choices made by the project team

When a project team that has entered the specialized makerspace chooses the "Share" strategy for the first time, if the net income of the project team after sharing is far greater than the normal income generated when the project team only provides its technological achievements, the project team will gravitate towards the "Share" strategy. If the high income is not guaranteed, then the project team will be forced to select the "Do Not Share" strategy, and the platform cannot guarantee high income whether or not it provides services.

On one hand, the platform needs to establish an effective incentive mechanism to encourage the project teams to elevate their level of technological R&D, and ensure high efficiency and high quality for the R&D of innovative technologies. On the other hand, an evaluation mechanism or performance mechanism is necessary for the project R&D process, in order to ensure that the project R&D is carried out normally through process management.

What's more, it is necessary and important for the platform to establish intellectual property right protection mechanisms. The protection mechanism does not only need to provide the greatest protection possible for the team's interests, but also utilize the innovative technologies fully on the basis of the platform sharing the team's technologies and patents "to a certain extent," and also maximize the income for both the platform and team.

The decisions made by the company operating the platform and project teams, as well as the corresponding mechanism settings can be summarized .

When the company operating the platform chooses to provide services, it means that the company must guarantee the income of all parties, and must formulate the management system, governance mechanism, risk mechanism, and service protection mechanism to ensure that the interests of the parties are actualized.

When a project team chooses to share its technology, it means that the project team aims to maximize its income, and must formulate a service protection mechanism, incentive mechanism, evaluation mechanism, and intellectual property rights protection mechanism to ensure maximized income.

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The Construction of Social Ecology of Holistic Education in Labor Education among Teenagers

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Abstract: Labor education is a necessary way to improve the labor literacy of the whole people and an effective means to train workers for socialist modernization. However, the promotion of labor education in China has the limitations of low education content, single education form, and insufficient social attention. To get out of this limitation, it is necessary to promote labor education in the context of holistic education. At the value level, it should be based on the concept of education for all-round development of people and the theory of social education, and aims to establish the virtue of loving and advocating labor, and to cultivate the people who can work, struggle and innovate. At the practice level, we should use the carrier of holistic education to integrate school education, family education, and social education to explore a cross-industry integration road.
Keywords: Teenager; Labor education; Integration

INTRODUCTION

In the new era, General Secretary Xi Jinping clearly stated at the National Education Conference that labor education should be included in the overall requirements of socialist builders and successors. On March 26, 2020, the Central Committee of the Communist Party of China and the State Council issued the Opinions on Comprehensively Strengthening Labor Education in Colleges, Primary and Secondary Schools in the New Era, which clarified the overall idea of strengthening labor education in colleges and universities in the new era, and identified labor education as an important component of comprehensive development education. There are still some young people in the society that do not cherish the fruits of their work. They do not want to work and cannot work. The education of labor values, the training of labor ability, and the training of labor habits still need to be further promoted and deepened. How to promote labor education and build a normalized labor education long-term mechanism that adapts to the new era is a social proposition that needs to be solved urgently. In February 2004, China issued the Several Opinions on Further Strengthening and Improving the Ideological and Moral Construction of Minors, which proposed that school education, family education and social education should cooperate and promote each other. General Secretary Xi Jinping also pointed out that the family, school, government, and society were all responsible for running education well. The educational philosophy of comprehensive education in cross-disciplinary fields and joint efforts of educational subjects to educate people all reflects the idea of cross-industry integration of education. It expresses the goal of educating people with integrated education to promote the all-round development of young people. Based on this, labor education among youth can take a road of cross-industry integration with the aid of the carrier of "interdisciplinary", and integrate the three educations of school education, family education and social education to take advantage of the trend and build an integrated environmental education ecosystem with the combination of point and area, order from top to bottom, and internal and external integration.

1. THE GOAL OF INTEGRATION EDUCATION IN LABOR EDUCATION

The Opinions on Comprehensively Strengthening Labor Education in Colleges, Primary and Secondary Schools in the New Era puts forward that the goal of labor education is to enable students to understand and form a Marxist outlook on labor, and firmly establish the concept that labor is the most glorious, the most noble, the greatest and the most beautiful, experience that labor creates a better life, cultivate the working spirit of thrift, struggle, innovation, and dedication, so that people have the basic working ability to meet the needs of survival and development, and form good working habits. Establishing moral integrity in cultivation is the fundamental task of the development of socialist education with Chinese characteristics in the new era. In the labor education among teenagers, establishing moral integrity aims to establish the virtue of loving and advocating labor. Educating people refers to the cultivation of people who can work, struggle and innovate. In the whole process of all-round integration of education, it makes up for the shortcomings of labor education in content and form, and cultivate talents with correct labor concept, good labor spirit, basic labor ability and good labor habits.

2. THE INTEGRATION THEORY OF LABOR

EDUCATION AMONG TEENAGERS

Education itself is an entity related to value and a product of value orientation. From the perspective of Axiology, the essence of promoting labor education is to clarify the value foundation and value goal of promoting labor education integration, clarify the value meaning of labor education to cross-industry integration, so as to highlight the real value of cross-industry integration to labor education.

In order to build an integrated labor education mechanism, we should first discuss the rationality of the selected Axiology in the process of promoting the integration of environmental education, and carry out multi-party certification, so as to clarify two issues. One is the theoretical basis of the construction; the other is whether these theoretical views follow the law of labor education.

2.1 The theory of education for all-round development of people

The concept of education for the all-round development of people was put forward by Marx. It refers to the all-round improvement of human quality, the all-round development of personality, the all-round participation of social activities, and the all-round enrichment of social relations. It deeply embodies the education concept of cross-industry integration, and has long been advocated by scientists and educators at home and abroad. Einstein advocated the integration of scientific knowledge and humanistic knowledge in the process of education. He thought that it was not enough to teach only one kind of knowledge, it can only make people become a useful machine, but not a person with harmonious personality. T. Hesburgh, former president of Notre Dame University, also pointed out that education should include two aspects: learning to do and learning to be. Natural Science education teaches people to do, and Humanities and Social Sciences education teaches people to be. The concept of education for the all-round development of people has been continuously explored and promoted in education circle in our country. Combined with the education situation and talent training needs, it has gradually developed into the theory of education for all-round development in Morality, Intelligence, Physical Education, Art and Labor [1]. Labor education itself is a typical comprehensive discipline, which aims to cultivate comprehensive talents with rich labor quality. In the content of education, labor education should have correct and glorious values of labor education. In the education of labor knowledge and skills, it has both the contents of Humanities and Social Sciences and Natural Sciences. At the same time, it also involves the cultivation of the sentiment that allows students to feel the beauty of work creation and enjoy the beauty of harmony. It can be seen that labor education should be integrated into people's all-round development, and carry out the education of morality, intelligence, sports, beauty and labor in an all-round way. It needs to integrate labor education into moral education to establish correct labor values, integrate labor education into intellectual education to develop labor knowledge and skill education, and integrate labor education into physical education to promote physical and mental education, strengthen physical ability, as well as integrating labor education into aesthetic education to make students feel the beauty of labor and realize that labor creates beauty.

2.2 The theory of social education power

Professor Ye Lan, an educationist in China, puts forward the theory of social education power. He believes that the environment that affects the growth of young people includes school, society and family. They interact to create an integrated multi-level education environment. His core point is to point out that education itself can not be achieved by the school alone. The education and growth of children need to be broken by family, school and society. We should work together to mobilize social education power in an all-round way. In essence, the problem of education is a social problem [2]. For example, a series of labor problems, such as teenagers' deviation in labor values, inability to work, and students' living off their parents after graduation, are essentially caused by parents' excessive love for their children, citizens' weak sense of labor, and social problems such as "sudden wealth" and "competition of family background". Labor problems take root in the soil of "society", and should be solved in the environment of the whole society. The fundamental purpose of labor education is to solve the labor problems of the whole society and create the most glorious social ecology of labor. Therefore, labor education comes from the society, and social education should be mobilized to return to the society. In addition, labor education has practical characteristics. In the form of education, labor education is inseparable from social practice, so that students can go deep into society, experience labor, and explore solutions in labor. Social practice naturally cannot do without the support of the government for practice base and the cooperation of families. The social sources of labor problems and the practical characteristics of labor education lay the foundation for labor education to follow the education ecosystem theory, so as to integrate the education forces of school, family and society and to design and promote the labor education from the perspective of social governance.

3. PROBLEMS IN THE ADVANCEMENT OF THE INTEGRATION OF LABOR EDUCATION FOR YOUNG PEOPLE IN OUR COUNTRY

(1) In the integrated education, labor education is weakened and falsified.

As far as educators' understanding of integration of labor education is concerned, more people think that labor education should be integrated into subject education. Few people propose to integrate each other, or even integrate subject education into labor education. This kind of viewpoint establishes the subject status of subject education subjectively, and holds that labor education should be carried out on the basis of subject education. In fact, in youth education, labor education and knowledge education are two equal educational contents. Especially in the case of neglected primary and secondary school labor education and lack of labor education for college students, labor education should be integrated into professional education on an equal basis, or even a large proportion of integration.

(2) In the content of integrated education, labor values are not leading enough.

In the current labor education of primary and secondary schools, the most important position is subject practice education, which is mainly reflected in practical courses such as experiment, design and creation, and the labor values are less guided in integrated education. Through practice and operation, students can realize the value of hard work, perseverance, and down-to-earth labor, but the deeper family and country feelings and responsibility are rarely involved in the curriculum and practice.

(3) In the process of integrated education, integration lacks normalization.

By analyzing the specific development process of labor integration education in primary and secondary schools, it is found that the integration process is not continuous. Labor education and other education are sometimes combined and sometimes separated. There is integration in experimental courses, and is seldom involved in non-experimental courses; there is integration in a lecture, and there is no more at the end of the lecture. It can be seen that this kind of fusion is extraordinary, it has not formed a real fusion, and it is difficult to penetrate into the daily education process.

(4) Integrated education is practical and utilitarian, and the joint force of the three educations lies in "exam-orientation".

In reality, the integration of schools, families, and communities is the integration of multiple subjects, including school administrators, teachers of various subjects, class teachers, parents of different professions, community workers, practitioners of off-campus educational institutions, government personnel, etc. They not only have diversified educational stances, but also often arouse a series of contradictions, such as the different educational views between schools and parents, and even the class teacher and the teacher within the school will cause conflicts due to different educational methods, and a series of conflicts also led to the separation between the three parties. The integration of the education forces of school, family, and society at the point of "exam-orientation" has, to a certain extent, turned into a "joint force" that is a potential obstacle to environmental education. The original intention of labor education to integrate into various fields and disciplines is to strengthen labor education and fully penetrate labor knowledge [3]. However, in the process of real education in schools, it often turns to doing on these types of questions. Even if the school intends to carry out labor education through various forms, in the process of integrating labor education, it will encounter public opinion pressure from parents and society on the admission rate and performance ranking. The school will not eventually integrate labor education.

(5) In the subject of integrated education of labor and professionalism, double qualified teachers is insufficient.

The survey found that students generally believed that the labor knowledge of primary and middle school teachers could not meet their needs, or barely meet their needs, and that the effectiveness of labor knowledge teaching was poor. Basically, the teachers have not received systematic labor education training. The contents of labor education in the classroom are mostly based on the text to complete the teaching tasks, or the content is too theoretical, or the model is rigid, or the scope is too narrow, or there is no in-depth development. At the same time, labor-themed courses are mostly taught by ideological and political teachers in ideological and political courses. Such teachers rarely combine with the other four educations in their teaching. It can be seen that the faculty of primary and secondary schools is separated in labor education from the other four educations, and it is difficult to meet the requirements of integrated education.

4. PRACTICE OF PROMOTING THE INTEGRATION OF LABOR EDUCATION WITH ECOLOGICAL CONSTRUCTION

There is a poem saying: "Yangchou sandwiches the bank and divides the deep stream. Where is the East water to the west? The river is only horizontal, and the water passes through the air like a flying." The integration of the two streams in the East requires a "flank". Labor education among young people needs to have many “scrolls”: (1) to carry out interdisciplinary education in school education in the form of labor topics, so as to achieve the effect of systematic integration of related labor knowledge and the joint advancement of labor education; (2) with the idea of holistic education, it lays between labor education and holistic education, integrates the labor education system into moral education, intellectual education, physical education, aesthetic education, and labor education, comprehensively promotes labor education, and establishes the love of labor and advocating labor, and cultivates people who can work, struggle and innovate; (3) school education, family education and social education are the fit points. The three education forces are integrated into labor education joint forces to jointly promote the labor education among young people.

4.1 To strengthen the education of labor values and consolidate the ideological basis of integrated education

General Secretary Xi Jinping once proposed at the national education conference that we should promote the spirit of work among students, and educate students to advocate the principles of labor, love labor, understand the most glorious, the most noble, the greatest and the most beautiful labor, so as to be able to work hard, honest and creative work. Therefore, guiding students to establish correct values of labor is the ideological basis for training labor complex talents. In the goal setting of labor integration education, we should abandon the narrow understanding that integration education is equivalent to subject practice education, and take the shaping of labor values as the foundation, and consolidate the leading role of labor values such as students' dedication, honesty, responsibility and cooperation. In the establishment of educational goals, the primary task is to cultivate the excellent labor values of primary and secondary school students in the new era, to establish the working spirit quality of struggle and innovation, and then to set up the integrated teaching objectives in the next stage in a step-by-step and all-round way combining with educational rules.

4.2 To establish the principle of integrating labor education with "four education" with equality and mutual benefit

The principle of integrating education with prison should be grasped in two key links. First of all, strengthening the labor education section in the content of education. Particular attention should be paid to the content of integrated education to appropriately increase the teaching proportion of labor education, improve the status of labor education, and avoid the "time competition" between labor education and other education that may occur in the process of integrated education. Labor education is weakened and marginalized by discipline education. According to the different stages of education, the school designs the integrated education with emphasis on to improve students' application ability from setting up a big goal to cultivating labor literacy. The diversity of basic disciplines of labor education also determines that when integrating into the five education of morality and intelligence, it takes the education of all disciplines which are integrated into intellectual education as the main education way. In the practice of integrating labor education into intellectual education, it is mainly reflected in the integration with various disciplines. The knowledge structure of the subject is generally divided into subject knowledge, discipline logic and value significance. The integration of environmental education in all disciplines should also follow these three levels [6]. Firstly, it needs to integrate labor education with knowledge of various disciplines, and select the knowledge of labor related subjects in the subject education activities, such as the appreciation of labor-related literature in Chinese, the importance of labor concept and labor significance in ideological and political courses, cognition of labor law in legal knowledge and works description of labor beauty in art. Secondly, it needs to integrate the logic of the subject from the perspective of thinking mode, cultivate students' ability to treat and solve problems. Finally, it is the value meaning level, and the fundamental way to realize the value goal of cultivating people with morality. Students have learned to use the logic of thinking of various disciplines to think about the problems by mastering all kinds of knowledge about labor, and gradually cultivate their feelings for labor, improve their understanding of the importance of labor, so as to sublimate the value identification of labor and establish a sense of social responsibility. In addition, the depth of integration is emphasized in the process of education. The integration education of labor and professionalism emphasizes "learning by doing" and "doing by learning". It requires that labor education and professional education be embedded and integrated in two directions. The degree of integration of labor education and professional education is not superficial, but rather, it should be embedded in two-way depth, and advanced curriculum objectives, through teaching contents, corresponding education methods, compound teaching materials and integrated teachers team should be set up. The integration of labor education and professional education is not only realized, but also embedded in the theme activities and subject competition infiltration [4].

4.3 To innovate the labor integration education mechanism and promote the normalization of integrated education

Constructing an innovative integration mechanism is a breakthrough to promote process management and implement normalized integrated education. The establishment of a integrated education mechanism is basically to solve the problem of how to develop the integration process: how to establish integration? What stages will it go through? How to advance? How to effectively unfold? What goals should integration achieve? To answer these questions, we can create a comprehensive education place in the whole process. And we should establish a labor integration education base, make explicit classroom education and practical activities and second classroom be carried out in one place, so as to effectively promote integration and normalization of integrated education [5]. A labor workshop can be opened in the school. Labor themes can be set up, such as pastoral labor workshops focusing on manual labor, or creative workshops focusing on brain-innovative labor. Through regular lectures, simulation assignments, and independent operations, teachers can guide and improve students' labor skills one-on-one. In the school workshops, integrated education is no longer a scattered, dot-like lecture or an experimental class, but a systematic, normalized education mechanism from points and lines to areas. Everywhere is classroom, and everyone can participate. When students plunge into the workshop, they can immediately start practicing and learning, and realize the cyclical process from theory to practice, and then theory to practice.

4.4 To enhance teachers' ability to integrate education and build a new pattern of integrated teachers

The integrated education model of labor education determines that the school should integrate the teachers of moral, intellectual, physical and aesthetic education with the teachers of labor education, and carry out the integrated construction of the teaching team. In the construction of the integration of teachers, three "focuses" should be highlighted. First, we must focus on the development of research and training with the improvement of integrated quality as the main goal. Before the integration of education, teachers should be integrated, and teachers should be guided to identify with integrated education, and be able to integrate education and be specialized in integrated education. Second, we can focus on introducing a group of industry elites and model workers to the whole society as specially invited teachers, so as to build a social integrated education teacher database, and regularly carry out integrated series of theme lectures, such as the theme of craftsmanship, the theme of family and country feelings, and innovative themes, etc., lead the level of teachers with pioneering excellence, and achieve all-round and high-level training of students' labor integration quality.

4.5 To start from the convergence of the three educations and build a integrated ecology of labor education

To establish an integrated ecology of labor education that integrates schools, society, and families, first of all, from the perspective of social environmental governance, we should rely on the starting point of educational activities to carry out environmental governance, and the overall design and the implementation of education for the integration of tripartite educational subjects must be carried out. The second is to find the integration area of school, family, and society from the convergence point of education. This is the key to the integration of the three educations, and it is also a difficult point. It needs to find the point of convergence, that is, the point of easy integration, starting from the common needs of schools, families, and society, and develop integration in the easy integration zone, which is the key to moving the three parties from "mutual exclusion" to "mutual integration." For instance, social education here focuses on environmental education led by government-developed wetland scenic spots. As an eco-tourism site, wetland scenic spots belong to social education and have the function of environmental education for tourists. The specific school, family, and social integration to carry out wetland protection and environmental education are described as follows. The meeting point between the school and the wetland scenic spot is the practical base cooperation. The school deepens theoretical knowledge and improves students' practical experiment ability. Researches can be carried out on ecological diversity in the field, and experiments are carried out to verify the theoretical knowledge learned in the classroom. Wetland parks can expand social awareness and deepen the brand building of wetland scenic spots by relying on schools. The integration point of scenic spots and families is eco-tourism. As far as family education is concerned, families participate in wetland eco-tourism, enjoy the natural scenery of scenic spots during tourism, learn about local cultural knowledge and wildlife conditions, seek knowledge in seeking beauty and pleasure, and learn from wetlands. The sensory stimulation and emotional experience on the surface of ecotourism have risen to a rational understanding of wetland environmental protection; wetland scenic spots achieve a balance between economic benefits and environmental protection through family environmental education in eco-tourism. In the integration of school education and family education, the point of integration is to communicate and coordinate education through home-school information to improve students' knowledge mastery. In the integration, school education is generally the mainstay and family education is supplemented. Considering that wetland environmental education is too professional for parents, and the improvement of parents' quality is also the content of family education itself. It can be guided and publicized by the school and wetland scenic area in accordance with the nature of family participation, and the school and wetland scenic area can cooperate to produce family education manual as guidance and publicity, organize family participation education activities and help to create a family environmental protection atmosphere.

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A Brief Discussion on Problems in the Statistical Work at the Basic Level of Villages and Towns and Its Countermeasures

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Abstract: The statistical work at the basic level of the villages and towns is to use reasonable statistical methods to conduct a unified investigation and analysis of the economic development of the township and the construction of the grassroots level. The statistical results have a direct influence on the future development of the township and the stability of the economy. With economic development and social progress, some of the original problems in the statistical work of the villages and towns have gradually been exposed. This paper analyzes the problems in the statistical work of the villages and towns, discusses the current improvement measures, and proposes targeted countermeasures to provide references for improving the efficiency and quality of the statistical work of the villages and towns.

Keywords: Basic level of villages and towns; Statistical work; Problems and countermeasures

INTRODUCTION

The results of statistical work at the basic level of the villages and towns should be the feedback of economic development of the township and reflect the development of the township, and should also be used as a reference for relevant leadership decision-making. Therefore, the statistical work at the basic level of the villages and towns , supported by certain statistical theories and methods, is realistic, objective and accurate to investigate and analyze relevant situations, and continuously improve the quality and efficiency of the work under the premise of clarifying its own responsibilities and work significance and protecting the interests of the people, so as to achieve accurate summary, objective data and real work content.

1. PROBLEMS IN THE STATISTICAL WORK AT THE BASIC LEVEL OF THE VILLAGES AND TOWNS

1.1 Insufficient staffing of statistics at the basic level of townships

In the current statistical work at the basic level of the villages and towns, there is insufficient staffing, which is reflected in the small number of staff engaged in rural statistical work, unstable staff, and tight funding. At present, our country has a small number of basic statistical staff in towns and townships, and there are relatively fewer counterparts in basic statistics in towns and towns, resulting in frequent staff changes and uneven work capabilities. In addition, insufficient attention is paid to the statistical work of the villages and towns, and there is a shortage of work funds, which affects the smooth development of the statistical work and investigation and analysis of the villages and towns. And the lack of basic subsidies such as round-trip fares in the heavy townships and basic statistical work can easily hit the enthusiasm of statistical workers at the basic level of the villages and towns, and affect the work efficiency and quality.

1.2 Insufficient professional abilities of basic statistics staff in towns and villages

When carrying out work, basic-level statistical staff in towns and villages are required to have certain knowledge of statistical theory and certain statistical methods. With the development of the times, statistical staff require knowledge of statistics, research, data analysis, information technology applications, economics and other laws and regulations. Therefore, there are higher professional requirements for the basic-level statistical staff in towns and villages. However, the basic level of statistics staff in towns and villages is highly mobile, and there are few professional counterparts. There is a problem of insufficient professional ability of the basic level statistical workers in towns and towns, and there is a lack of compound statistical talents. In the actual work of village and township basic-level statistics, it is easy to have low work efficiency, or the methods to solve practical statistical professional problems are not scientific, reasonable and effective, and it is easy to affect the efficiency and quality of the work of the basic-level township. In addition, the high mobility and instability of basic-level statistical staff in towns and villages can easily lead to personnel changes after the staff are familiar with the work procedures and methods of the post, resulting in the professional level of the real basic-level statistical staff at the pre-training level.

1.3 Insufficient informatization level of basic statistics staff in towns and villages

The 21st century is the Internet information age with a high degree of informatization. There are also many computer technologies that can be applied to the modern statistical work, which is conducive to improving the transparency, accuracy, high efficiency and scientific degree of the statistical work at that time. However, in the informatization statistical work, it needs to be based on a certain modern information infrastructure, and requires statistical workers to have a certain degree of credibility Information data acquisition, analysis ability, with computer operation technology, analysis technology, etc. But at present, in the statistical work at the basic level of towns and villages, the infrastructure of information technology is not complete, the relevant equipment is less, and the coverage is small, and the number of computers, computer hardware and software equipment, the construction of internal network and external network do not keep up with the pace of the times and technology development. Therefore, modern information technology is not fully applied or widely applied to the statistical work at the basic level of towns and villages.

1.4 Imperfect management system and working methods of statistical at the basic level of towns and villages

In the statistical work, there should be a set of standardized standards, management system and working methods for the daily statistical work, and the management and application of statistical data. At the township level, the management system and working methods of statistical work need to be improved. There is no special management personnel or special long-term storage and management place for the management of statistical data, which does not meet the requirements of statistical work, and the work environment does not meet the standards.

2. IMPROVEMENT COUNTERMEASURES OF THE STATISTICAL WORK AT THE BASIC LEVEL OF TOWNS AND VILLAGES

2.1 To strengthen the importance of township grassroots statistical work and improve the management system

In order to improve the current township grass-roots statistical work, first of all, we need to strengthen the attention of township grass-roots statistical work, and improve the relevant statistical work management system and working methods. And we should develop a series of targeted work systems and management methods according to the current situation and existing conditions of township grass-roots statistical work, and refer to other excellent township statistical work management methods and workshop methods, strengthen the management of staff, create a good working atmosphere, strengthen the service concept and service direction of the basic-level statistical staff, and ensure that the statistical work can be carried out smoothly. At the same time, the content of supervision and management shall be introduced, and the supervision plan of statistical work shall be strengthened to ensure the standardization and scientificization of statistical work at the basic level of towns and villages, and the authenticity of data.

2.2 To pay attention to the training of grassroots statistical personnel and improve the quality and ability of staff

In the township grassroots statistical work, the relevant leaders need to face the problems of statistical staff's lack of professional and technical ability and stability, strengthen the training of township grassroots statistical personnel, and formulate a series of talent training plans and talent reward and subsidy plans. According to the existing resources of villages and towns, professional training can be carried out regularly for grassroots statistical staff to improve their quality and ability. The training content can involve professional statistical theoretical knowledge, statistical methods, computer technology, information data analysis, etc. And township grass-roots statistical staff can be regularly organized to communicate with other urban and rural statistical staff to share experience and experience with each other, and enhance the vision and experience of staff. In addition, we should pay more attention to the training of excellent composite statistical personnel, and adopt reasonable reward and punishment system and subsidy system to praise the excellent statistical personnel, affirm the excellent performance of township grass-roots statistical personnel, and encourage them to stay in their posts through good work scope and good development space to ensure the sustainable development of rural statistics at the basic level.

2.3 To strengthen the construction of township grassroots statistics in towns and villages and improve the degree of informatization

Modern information infrastructure is the foundation to ensure the development of informatization of basic statistics in towns and villages. Therefore, it is necessary to increase the construction of basic statistics in towns and villages, equip with corresponding basic information equipment and improve the degree of informatization. In the construction of basic statistical work in towns and villages, a good working environment and atmosphere can be created, and investment in the construction of basic statistical work can be increased, and investment in human, material and financial resources can be strengthened to strengthen the construction of basic statistical work facilities and environment and ensure that the facilities and equipment for basic statistical work in towns and villages keep up with the development of the times. At the same time, under the premise of the needs of basic statistical work in towns and villages, the statistical equipment should be updated, such as reasonably purchasing computers, updating computer hardware and software, and introducing appropriate information data processing and analysis technology, so as to bring in the distance of technology and equipment for urban and rural statistics work.

3. CONCLUSION

Facing the current problems of basic statistical work in villages and towns, it is necessary to perfect its work management system and methods, improve the work environment and equipment and facilities construction at the basic level, focus on personnel training and stabilization, improve the efficiency and quality of basic statistical work in towns and villages, and ensure the authenticity of data. As a result, the statistical work of the villages and towns can grow steadily and sustainably, the planning of the towns and villages can be more reasonable, and the people's economy can be improved. However, the improvement and development of rural statistics at the grass-roots level does not happen overnight. More energy and attention are needed, and relevant professionals are also required to join the grassroots construction of the township.

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Some Thoughts on Strategies to Strengthen the Statistical Work of Villages and Towns

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Abstract: The development of local economy is closely related to the development of national economy. Township economy is the basis of local economic development, and statistical work is the most basic work related to the economy. Strengthening the basic level of statistics is the top priority to improve the quality of statistical data. It is important to clarify the responsibilities of statistical work of villages and towns and improve the environment of statistical work. From the perspective of Statistics Bureau of the counties, this paper analyzes the importance of strengthening statistical work of villages and towns, clarifies the main problems existing in statistical work at this stage, and puts forward some suggestions and measures to effectively strengthen statistical work of villages and towns.

Keywords: Basic level; Quality of statistical data; Statistics of villages and towns

INTRODUCTION

On the one hand, the development of statistical work is conducive to the national government's understanding of our country's economic development and provides an important reference for the further development of our country's economy. Township statistical work is the basic level of statistical work. Strengthening Township statistical work plays an important role in the development of township economy. Although the township statistical work has been carried out, there are still some problems. Only through in-depth analysis and thinking, can we ensure the smooth progress of township statistical work, effectively improve the quality of statistical data, and promote the development of township economy.

1. SIGNIFICANCE OF STRENGTHENING STATISTICAL WORK OF VILLAGES AND TOWNS

To strengthen the township statistical work is actually to strengthen the basic level of statistics and improve the quality of statistical data. On the one hand, it can ensure the comprehensiveness, authenticity and effectiveness of township statistical data, find the existing problems in time and put forward effective solutions to minimize the adverse effects. On the other hand, it can play a good normative role in the statistical work of the Statistics Bureau, and it needs to constantly improve the statistical work, so that the relevant data can be accurately and timely uploaded to the superior departments, provide the corresponding data reference for the next step of work, and lay a good foundation for the scientific and effective development of other related work. The improvement of basic statistical work is a long-term process, which needs to be gradually improved in the continuous practice, so as to improve the quality of statistical data [1].

2. THE MAIN PROBLEMS IN THE TOWNSHIP STATISTICAL WORK AT THE PRESENT STAGE

2.1 Lack of stability of township statistical work team

The mobility of statisticians in township areas is relatively large, and with the operation of new statistical policy, more and higher requirements have been put forward for statistical work. There are more and more jobs for township statistical departments, but the number of statisticians is relatively small, and there is no systematic professional training. In addition, the salary of grass-roots workers is not good, which affects the enthusiasm and stability of the township statistical work team, and greatly affects the development of township statistical work.

2.2 Less attention to statistical work of villages and towns

At the present stage, the main work of local governments is to promote the development of local economy, but it ignores the important role of township statistical work in economic development, and does not realize the importance of strengthening the basic work of statistics. There is a lack of financial support, especially in some economically underdeveloped areas where there is little investment in basic statistical work, which directly affects the development of statistical work in towns and townships.

2.3 Low degree of informatization of statistical work in villages and towns

Nowadays is an era of big data. The popularization of informatization has provided a lot of convenience for the development of statistical work. However, in many villages and towns, basic statistical work also uses computer systems, but the use of software and hardware is not high, the survey method used is relatively traditional, and the statistical work is not well integrated with modern scheming technology, which leads to the emergence of problems such as limited statistical scope and insufficient sample size and affects the quality of statistical data and is not conducive to improving the quality of statistical data [2].

3. SPECIFIC COUNTERMEASURES TO STRENGTHEN STATISTICAL WORK OF VILLAGES AND TOWNS

3.1 To reform the system of statistical work of towns and villages

With the continuous development of social economy and the continuous advancement of science and technology, the statistical work of villages and towns must keep pace with the times and continue to innovate and develop to adapt to the general trend of social development and promote the economic development of towns and townships. Towns and villages should reform system of statistical work, pay attention to strengthening the basic level of statistics, improve the quality of statistical data, adopt statistical methods with diversification, multi-channel, and multi-period, and carry out horizontal and vertical multi-faceted integration. In addition, it is necessary to clarify various responsibilities and rights of statistical departments, and formulate complete and feasible statistical work system to ensure comprehensiveness and effectiveness of statistical work [3].

3.2 To improve the construction of the team for statistical work

Improving the construction of the team for statistical work is an important step in strengthening the basic work of statistics at the basic level of towns and villages and a key measure to improve the quality of statistical data. First, we must be aware of the importance of talents in enhancing the quality of statistical work, and strengthen the management and supervision of basic work at the grassroots level. Second, we must carefully study relevant national and local policies on statistical work, and improve the relevant system and establish the corresponding statistical team in combination with the specific situation of our own villages and towns. And it is also necessary to carry out strict and complete training for personnel participating in statistical work, including quality training, basic skills training, professional knowledge training, computer operation training, etc. This is the basis for carrying out statistical work. Only by doing the basic work at the grassroots level can the quality of statistical data be effectively improved. Finally, it is necessary for statisticians to enter the township to conduct field investigations and research to ensure the reliability and authenticity of various data sources, and continue to explore new statistical methods in practice to promote the continuous improvement of basic statistical work, improve the quality of statistical data, and provide an important basis for economic development [4].

3.3 To constantly innovate and improve the informatization level of statistical work

Informatization development has already been a major trend in the development of modern society. Compared with cities, the development of towns and villages is relatively slow. Therefore, towns and villages must keep pace with the times and make full use of modern advanced information technology, so as to change the traditional and backward data statistics methods and improve the informatization level of statistical work. And they should integrate township statistical work with the national economy, agriculture, and population census, improve the internal linkage between statistical departments, expand the scope of statistical data collection, improve the efficiency of data collection, and strengthen the basic level of statistics, so as to realize data collection, sorting, and sharing, improve the quality of statistical data, reduce the repetitive work of statistical staff, and effectively improve the work efficiency.

3.4 To strengthen the audit and supervision

Lack of supervision will lead to be lazy. Township statistical work is related to the development of township economy. It is necessary to strengthen the audit and supervision, and carry out regular inspection or random sampling on township statistical work, including the inspection of statistical results and that of relevant statisticians. The scope of the government's supervision is limited. In order to strengthen the supervision and comprehensiveness of the supervision, the methods of mass supervision can be combined with that of government supervision to strengthen the development of statistical work at the basic level of villages and towns, and promote the improvement of the quality of statistical data [5].

4. CONCLUSION

To sum up, township statistical work not only affects the development of township economy, but also affects the overall economic situation of the country. Township economic statistical work is an important channel for the country to understand the development of township economy and an important reference for policy decisions. In the context of new era, the development of township statistics should keep pace with the times, constantly innovate, strengthen the basic statistical work at the grassroots level, and improve the quality of statistical data, so as to truly and effectively promote the smooth development of township statistics.

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Research on the Employment Mechanism and Influencing Factors to Hotel Management Graduate

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Abstract: Although the hotel industry has repeatedly achieved good results in recent years, China's domestic universities have established the hotel management major in undergraduates and junior colleges. However, college students in this major do not have a high identity for their hotel majors, and the rate of brain drain in the hotel industry is also high. This article discusses the factors influencing the career choice of hotel management majors after graduation, provides a relevant basis for improving the employment situation of hotel management majors, and proposes relevant countermeasures for cultivating more qualified hotel talents.

Keywords: hotel majors, college students, career choice

1.INTRODUCTION

With the rapid development of the hotel industry, many domestic colleges and universities have opened hotel management majors, but in recent years, there has been a trend of hotel management graduates not choosing hotels to work when choosing a career. Guo Qianqian pointed out that the current employment situation of undergraduate tourism management students is quite embarrassing. Hotel management is a branch of tourism management, and the situation is similar. Students of tourism management and hotel management are in a very embarrassing situation. Although both are in the business management of the nationally promulgated subject catalogue, in reality, in addition to travel agencies, hotels, etc., graduates of hotel management and tourism management majors It is difficult for students to find other positions such as accounting, human resources, and business administration. Fresh graduates have no work experience, which is inconsistent with the requirement that tourism bureaus at or above the provincial level prefer to enroll several years of work experience. And undergraduates don’t want to work in the tourism bureaus of prefecture-level cities and below. Although tourism bureaus of this level do not have much work experience requirements, there are not many positions and companies left for hotel management and tourism management. More of the graduates are constantly wandering and embarrassed [1].

2. LITERATURE REVIEW

The confusion of career choice among college students majoring in hotel management often points to the issue of college students’ identity. Each scholar has a different concept of identity. Zhang Shuhua, Li Haiying, and Liu Fang believe that identity exists in many fields, and most of the expressions are different. Their interpretation of "identity" mainly answers the two questions of "who am I" and "which class do I belong to". They cited two theories, one is the self-identity theory, including Allport’s self-development theory, self-identity theory, and Mead’s sign-interaction theory. Self-development theory speaks of self-development. Among them, the development from physiology-society to psychology; the second is social identity theory, including social identity theory, Phinney’s racial identity theory, and identity cybernetics. Among them, the founder of social identity theory believes that a person’s An important part of self-concept is a person's social group membership and group category. People should actively make social identity and maintain it, so that they will also maintain their self-esteem [2]. In Huang Fen's research, it is said that as long as everyone recognizes a certain group, they will move closer to this group [3]. There are also a lot of researches on identity in different fields. Huang Ling pointed out that the deviation and ambiguity of the identity of psychological teachers is due to the constraints of many traditional ideas and systems in health education. This type of teacher It has also been discussed by people, and appeared relatively late in primary and secondary schools [4]. In Zou Ying's research on the self-identity of the new generation of migrant workers, he pointed out that the identity dilemma of the new generation of migrant workers is mainly due to three reasons. The first is that their adaptation to life in the city is contradictory, resulting in social distance; The second reason is that their work and life experience in the city are relatively deprived; the third reason is that there is a contradiction between the goal and culture they are pursuing and the existing institutional culture [5]. At present, almost all college students majoring in hotel management are born in the 90s. Hu Weifang said that the post-90s growing environment makes the post-90s more likely to turn their attention to concrete things and less focus on abstract aspects, so "post-90s" will pursue more Benefits and material things. It is not difficult to understand that the employment choices of "post-90s" college students are becoming materialized and utilitarian. The "post-90s" college students are just at a turning point from naive to mature, which can be said to be just at the "psychological weaning period", because the family's excessive care for them leads to their excessive dependence on the family and lack of independence. Therefore, " The judgment choices made by college students born in the 1990s may be mixed with family factors [6]. Xu Yan said that college students now working in hotels gradually dislike working in hotels [7]. Ou Zhen also pointed out that hotel management students who have gone to work in colleges and universities refuse to work in hotels, and hotel management students who specialize in colleges are more likely to be admitted to hotels. There is a problem of imbalance between supply and demand between the hotel's talent market and hotel management majors, and there is a message on the hotel majors forum that is worth thinking about-"Hotels don't need college students, but college students who don't need hotel management majors"[8]

3. ANALYSIS OF FACTORS INFLUENCING COLLEGE STUDENTS' CAREER CHOICES

3.1 Personal factors

(1) Self-awareness of hotel management majors are at the undergraduate level. Students will more or less have a sense of superiority, and their knowledge of themselves may not be as good as the actual situation, and there may be a kind of why a college student wants to be a waiter Thoughts, especially the only child, grew up under the wings of their parents since childhood, and the sense of superiority naturally exists. Therefore, they are not mature in their cognition and psychology of things. They may work as a waiter in a hotel after graduation. Professionally, this identity will not be too recognized by the students of this major, especially the only child, they will think that they can find a better job, so the degree of identity recognition of college students majoring in hotel management will not be too high.

(2) Many people who have not studied hotel management may have two extreme ideas. One is that they can be a manager after graduating from university, and the other is that those who study hotel management will be working in a hotel in the future. Waiter's. Even college students majoring in hotel management will have the second idea. Even students majoring in this major think that they might want to be waiters in the future, so other people believe it more and spread word of mouth, which has a lot of influence. people.

(3) Psychological factors. Due to the status and role of the hotel management major, the university students majoring in hotel management

Gradually question his identity, and then reject it. Moreover, hotel management majors belong to the undergraduate level, and their academic performance should be relatively good. They are likely to be excellent students and darlings in the eyes of teachers in middle school, but universities are not necessarily, and many people with similar grades study together, standing up and down. See, this feeling of depression will erode people's psychological lock-ups, causing them to be unable to adapt.

3.2. Industry factors

The hotel industry is a real service industry. It does not have a standard quality requirement for the person who wants to act as a waiter. Most of the waiters seen in the hotel are of a certain age. In fact, after in-depth understanding, you will find that even if it is pointed out on the recruitment website Age and ability requirements, but the hotel executives will be more inclined to find an experienced, many hotels will put their academic qualifications in a very high position when recruiting, but in fact, after working, after in-depth understanding, college students majoring in hotel management It is not much different from ordinary middle-level employees and high-level employees, and the treatment is similar, but first come first, and on the same level as college students, this is a serious damage to the hotel for a university that has studied hotel management for four years. The management profession's sense of identity with its identity.

3.3. social factors

Emerging industries appear in front of the public for a short time, and the society does not understand the hotel management profession. All they can contact is the front-line employees who usually work in the hotel, which is the service staff. When the hotel management profession is known to the public , The word "hotel" will easily make people think of hotel service staff, so their recognition of the hotel management profession is naturally not high.

3.4. Family factors

The influence of family on college students is huge. Parents hope that their children will become dragons and phoenixes, so when choosing a university major, many parents are more or less involved, expressing that this major is very good, that major is a very good idea, or directly help their children decide What to learn, but unfortunately, the scores of the students do not match their ideal majors. After adjusting their majors, they enter the hotel management major. When the ideal and reality deviate greatly, parents will look for something else. Introduce excellent employment opportunities to children. Secondly, working in a hotel is very hard, parents will be unwilling to bear the hardship of their children, so other majors are always within the parents' consideration, but hotel management majors are often ranked last or never appeared.

4. CONCLUSIONS AND RECOMMENDATIONS

1. College students majoring in hotel management

should correct their self-awareness. College students majoring in hotel management should correctly recognize all aspects of themselves, including personal abilities, hobbies, etc., and cultivate their own abilities in all aspects, so that the overall development of moral, intellectual, physical, and artistic , Improve one's own ability level, make oneself meet the development needs of various industries in the society. And it is necessary to establish a correct employment concept, formulate a reasonable career plan, and balance self-cognition and professional knowledge in a timely manner.

2. The hotel industry needs to change the talent training mechanism. The hotel industry needs to face up to hotel management professionals, change the promotion mechanism, attract more professionals to work in the hotel, improve the hotel’s salary and welfare level, or change the hotel’s salary setting to allow undergraduates The salaries of hotel management majors should be distinguished from those of other academic backgrounds to improve their motivation for work.

3. Schools need to cultivate professional talents. The school also needs to innovate in the talent training mechanism, set up professional courses reasonably, make the course settings meet the talent needs of the hotel, and let the hotel’s corporate culture permeate the school’s talent training and set more More professional practice allows students to further contact the hotel industry, and the curriculum and professional internships should also be gradual and not impatient.

4. College students majoring in hotel management should strengthen communication with their families. The family has a great influence on the identity and career choice of college students majoring in hotel management. College students majoring in hotel management should fully communicate with their parents in terms of career selection. Understand your thoughts and goals, express your thoughts appropriately, maintain communication, and let parents understand.

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Analysis of Marketing Forms in the Era of Network Economy

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Abstract:With the application of the Internet, the continuous upgrading of information technology, and the popular use of smart devices, brand competition among enterprises has become increasingly fierce. If companies want to achieve in-depth development in the 21st century and allow consumers to identify with corporate brands, they need to use information technology, multimedia technology, etc. to achieve corporate brand promotion. Only by constructing a personalized and unique brand culture and creating a personalized corporate brand can an enterprise develop its brand toward a world-renowned “famous brand”. Therefore, companies should pay attention to brand management, do a good job in brand positioning, and formulate effective brand marketing strategies based on the current product sales status of the company in order to improve the company's market competitiveness.
Keywords:brand marketing; brand positioning; marketing strategy

INTRODUCTION

Brand mainly refers to consumers' perception of products. Consumers use the brand to identify a certain sales company or production company. Brand marketing manifests its own unique core product advantages in market sales, is the basis for consumers to purchase corporate products and services, is a representative of corporate culture, and is the main manifestation in market sales. After companies have clarified their product brand positioning, they should further scientifically and effectively subdivide the market, and select one or several market segments as their target market, concentrate limited manpower and material resources, and conduct centralized market marketing. At this stage, only by focusing on the excavation of brand value and the positioning of the brand can companies achieve long-term development and help them occupy a favorable position in brand marketing. The impact of the global market economy has forced companies of all sizes to undergo transformation. Companies rely on information technology to achieve changes in their business models[1].

1.OVERVIEW OF BRAND POSITIONING

Brand mainly refers to the positioning of the company's own products, that is, the market image of the company's products. Brand positioning mainly refers to the specific brand formulated by the company according to the commercial development rules[2].. It can leave traces in the minds of consumers, allowing consumers to gradually recognize it,Buy it. Only by attaching importance to brand management and positioning the brand well can companies quickly occupy a place in the economic market[3].. If consumers do not agree with the company's product brand, then the company will not be able to develop in the fierce market competition[4]..

2.THE IMPORTANCE OF BRAND POSITIONING IN MARKET SALES IN THE NEW ERA

In the 21st century, corporate brands can be seen everywhere. The brand is in the minds of consumers
A concept that can directly affect consumers' consumption decisions to a certain extent[5]..
so-called brand positioning is a brand product that has its own unique design concept and can break the conventional way of thinking to attract people to buy. Brand is the concentrated expression of corporate culture, the image of the company, and the sum of the core competitiveness of the company[6]..

3.THE ROLE OF BRAND MARKETING IN MARKET SALES IN THE NEW ERA

3.1 Brand marketing can effectively enhance the core competitiveness of the corporate market

With the diversified development of the global economy, companies have been building brands In the process, it is necessary to change economic and cultural concepts and inject new cultural concepts into the enterprise. At this stage, companies are facing diversified consumer demands from consumers[7].. If an enterprise wants to maintain old customers and attract new customers, it needs to satisfy consumers' consumption needs to the greatest extent and realize diversified product marketing management[8].. Chinese enterprises are facing one of the most profound industrial reforms. Well-known brand companies have sprung up like bamboo shoots after a rain, and companies need to pay attention to brand management and do a good job in brand positioning in order to create personalized brands on the road to brand building[9].. It shortens the time for consumers to choose products by deepening consumers' awareness of the brand. Only when a company builds its own personalized brand can it survive and develop among many corporate brands. Based on established brand marketing goals, companies must pay attention to the determination of customer needs, analysis of market opportunities, analysis of their own advantages, reflection of their own disadvantages, consideration of market competition factors, and prediction of possible problems in the process of transforming to the market. Comprehensive factors such as team training and promotion have finally determined the growth, defensive, reversal, and comprehensive marketing strategies as the direction and criteria for guiding the company to achieve market transformation[10]..

3.2 Brand marketing can shorten the purchase time of consumers

Only by focusing on brand strategy marketing, building corporate brand awareness, and focusing on the improvement of product services, can companies quickly grasp consumer demand and make them the first psychological position for consumers to purchase the product[11].. Once the brand image is established, the core competitiveness of the company can be effectively improved. For example, the Li-Ning sports brand positions itself as the No. 1 sports brand of domestic products, which is directly different from the international sports brands Nike and Adidas. The buyer has a clearer goal when buyin.According to the consumer’s own consumption data, we recommend related products for consumers, so as to help consumers better screen products. First of all, companies must formulate brand marketing strategies based on consumer demand. Secondly, companies should do a good job in digging into consumer consumption data and positioning their products in the market[12].. Only in this way can companies meet the consumer needs of different consumers. When consumers are making purchases, they will first choose the products they buy according to their psychological brand positioning. Companies need to strengthen brand promotion and use the Internet to expand product promotion so that more people can understand the corporate brand and corporate culture.

3.3 Brand marketing can create higher value for enterprises

Brand is the public image of a company to the outside world, and it is the fundamental guarantee for showing consumers the corporate style, corporate spirit, corporate culture, and product quality. If consumers do not agree with the corporate brand, it means that the corporate brand has not produced an impression in the public's mind, and consumers do not agree with the brand. To this end, companies need to keep in touch with consumers, understand their consumer needs, improve product quality, and at the same time do a good job in corporate brand publicity to build brand advantages[13].. Brand sales strategies can help companies achieve sustainable development in a fierce market. Therefore, companies need to pay attention to the hidden value of their own brands.

3.4 Brand marketing can provide consumers with better services

In the information age, people pursue the original value, quality, service

Developed into a corporate brand. At present, when consumers are consuming, consumers already have a certain degree of brand awareness of certain products. If a company wants to build a unique corporate brand, it must do a good job in brand positioning management. First, the brand needs to be given a special cultural meaning. Once a corporate product brand is established, consumers will naturally.

4.CONCLUSION

In this paper, we study the radial neural network algorithm for low-carbon circular economy in forest area, design a coupled development evaluation model, study its algorithmic ideas operation mode and the update formula obtained by standard algorithm, and finally optimize the RBF neural network by particle swarm algorithm. After an in-depth analysis of the particle swarm algorithm, an improved particle swarm algorithm is proposed to improve the search accuracy and capability of the algorithm by nonlinearly adjusting the inertia weights and introducing the average extreme value factor, in response to the problems of premature convergence and poor search capability that appear in the particle swarm algorithm. Through the analysis and evaluation of the interaction between industrial ecosystem and carbon emission, the main influencing factors of carbon emission are identified, and the size and magnitude of the influence of economic growth, industrial structure, energy intensity, and energy structure on carbon emission are determined;

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An analysis of the policymaking of the Race to the Top program

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Abstract:This essay offered an analysis of the Obama administration's Race to the Top (RTTT) policy in the American Reinvestment and Recovery Act in 2009. The essay applies two theoretical frameworks: Punctuated Equilibrium Theory and Multiple Streams Theory, to analyze the policymaking. Those frameworks help make a narrative of how RTTT arrived on the policy agenda, why RTTT can be a mechanism to encourage states to undertake education reforms and policy actors' changes.
Keywords: policy making education reforms decentralization.

1.THE CONTEXT OF RACE TO THE TOP PROGRAM

When President Obama announced RTTT competition, the U.S. had suffered an economic crisis, and there was a cutting budget in the education sector. The decentralized control of U.S. public education and partisan issue in Congress places constraints on authorizing the ESEA (Elementary and Secondary Education Act of America) and achieving the federal government's goals of stimulating the improvement and innovation in U.S. education at the state level [1]. Most education policy decisions occur locally, and the state and local sources' education funding contributes a reasonable proportion. There are no national curriculum, uniform student testing, and school inspection standards. In this sense, it is difficult for the federal government to mandate educational practices or transmit education reform.

Introduction of Race to the Top program

About one month after assuming office, Obama signed the American Recovery and Reinvestment Act (ARRA) into law to remediate its recession. The total amount of this federal stimulus bill was about $840 billion. Approximately $100 billion was allocated for education, which far exceeded the usual federal funds for education in 2008. $4.35 billion was set aside for a competitive grant program, Race to the Top (RTTT). In this program, states would be granted funding once they were willing to apply and well outlined how they would meet the four assurance areas: preparing students to succeed in college and the workplace; building data systems; teachers' effectiveness; turning around the lowest-performing schools (U.S. Department of Education, 2009).

There were three phases in RTTT. Phases 1 and 2 included specific education-policy priorities, and the awards were substantially more significant compared to that in phase 3. 40 states and the District of Columbia applied in Phase1. Tennessee and Delaware were the winners in this Phase a. 35 states, and the District of Columbia applied in Phase 2 in June 2010. Ten states were the winners, and each was awarded funding from $75 million to $700 million. In 2011, Congress allotted more funds to support Phase 3. Another seven states won the prize in Phase 3, and they were received funding ranging from $17 million to $43 million (U.S. Department of Education,2015).

2.ANALYSIS OF THE POLICY MAKING OF RACE TO THE TOP PROGRAM

Recognition of the policy problem

The establishment of ESEA and subsequent re-authorizations of ESEA can be considered as a policy problem. In the history of ESEA, public education seldom appeared on the national political agenda out. The distribution of federal education aid was determined via a formula grant that is related to the proportion of poor in the state. States could determine how the funds could be spent while the federal government was limited in its ability to influence state policy.

On top of that, NCLB, through the re-authorization of ESEA, have difficulty in implementation. The last re-authorization of ESEA is the No Child Left Behind (NCLB) in 2001. NCLB was the most significant piece of federal education legislation because of its attempts to directly influence the state education policy. Nevertheless, because of the political resistance and capacity gaps at the state level, this law did not generate meaningful improvement outcomes as it was originally hoped.

3.HOW RTTT ARRIVED ON THE POLICY AGENDA

Baumgartner and Jones (2010) punctuated equilibrium theory (PET) to explain the stability and change of policy. Within this framework, policymaking as a system supports the policy monopolies that ensure long periods of stability. However, when a political or social change occurs, these monopolies are disrupted, which result in a short policy activity and change. After that, the policy area returns the equilibrium [3]. Under this framework, Dinkes (2016), in his research, demonstrated ESEA itself reflects a kind of policy monopoly. As mentioned above, it has been the major law for federal education. In history, major federal education reforms are made through the re-authorization of ESEA. However, the ARRA disrupted this policy monopoly. As for the role of image and venue in the policymaking process utilized by this theory, ARRA was drafted by Appropriations, and RTTT was under the work of the Department of Education, while ESEA was drafted in authorizing committees. This represented a venue change [4].

In contrast, Kingdon's (2003) multiple streams theory (M.S.) recognizes the system is constantly changing. It describes three steams (problems, policy, and politics) in the agenda-setting process. When these streams align, there is an open window of opportunity, which enables the idea to become adopted as a policy. From Kingdon's lens that RTTT came about is not so much motivated by the desire to disrupt or reassemble existing institutional arrangement, but by taking a window of opportunity for exiting ideas that addressed the concern, for example, the concerns of improving public education or advancing federal and state policymakers' preferred reforms. McGuinn (2010,2012) noticed that the RTTT has its potential to change states' education in the direction that the federal government intended. For one thing, RTTT created a political cover for states to reform their education system through the specific policies and priorities that the state must adopt to win the competition. For another, McGuinn claimed that RTTT had an attempt to avoid the failure of NCLB by relying on incentives rather than coerciveness. Through the lens of Kington, RTTT can be considered as a window of opportunity for the federal government and states to pursue education reforms that may have been on their planning but cannot be politically feasible [5].

4.WHY RTTT CAN BE SUPPOSED TO SOLVE THE POLICY PROBLEM

RTTT can be considered to avoid the structural imitation of ESEA. As above mentioned, ESEA was designed to limit the federal government's influence in the state education policy. However, the adoption requirement under RTTT was designed under voluntary competition rather than a need-based formula grant. If states were willing to join the RTTT competition, they should submit applications with plans on how to meet the four assurance areas and implement them over a five-year period. On top of that, their applications would be evaluated by the Department of Education and be graded on a 500-point scale according to the rigor of the reform proposed. Dinkes (2016) indicated that the use of a competition to encourage states to adopt federal education reforms represents a shift from the mandates to encourage reforms. The purpose behind the RTTT is to shift the federal role to a focus on ends, shift as a way of motivating state reform, and shift the Department of Education to focus on capacity building and innovation [6].

As mentioned above, NCLB's attempts were over-specification of consequences and under-specification of uniform states goals that resulted in an incentive for states to create low standards and the difficulties to compare states to one another. Although Weiss (2013) noted that Obama's standards and accountability reforms were built on NCLB reforms, it encouraged states to adopt federal government reform attempts in a way that ESEA and NCLB could not because it avoided the criticism that NCLB was too mandatory. The RTTT tried to prescribe what the states needed to do to reform schools, but it let states decide how they would meet those goals. Despite that, by designing their own way to achieve those goals, states also knew that they would be given points for adhering to the RTTT'S criteria in the competition. In addition, the difficulties of states' implementation might arise because of their lack of capacity. Hence, they had the need for additional resources that can be used to improve schools' innovation. In this sense, RTTT provided the increased capacity for system leaders.

McGuinn (2012) indicated that RTTT could empower more reform-oriented institutions. At the state level, governors and chief state school officers who tended to endorse school reforms would charge in drafting state applications. As a long-term effect, education responsibility and policymaking at the state level would toward centralization and increased governors' involvement in school reform. Considering the private-sector actors, McGuinn (2012) noted that think tanks and private philanthropists had used individual dollars and expertise to support or extend the program reform efforts. Charter schools, education management organizations, tutoring providers, and education consultants and service providers increased dramatically following the time of RTTT. In addition, politicians in many states try to get support from a labor union because the odds of winning the competition would be improved with the endorsement from the teacher union [7].

5.DISCUSSION AND CONCLUSION

It is worth mentioning that there is other literature focusing on critics of RTTT through their analytical lens. Barnes (2011) criticized that education should be controlled by the state and local authorities. The voluntary nature of the RTTT is coercive because the adoption of the CCSS is tied to the important part of the RTTT initiative. By the end of this program, the adoption was also tied to receiving Title I money. Viteritti (2011) described the RTTT as an aggressive attempt by the federal government to control state and local education policy. It is unfair to the states that did not have the capacity to submit the application. The point of view from Peterson and Rothstein (2010) is that the policy priorities of RTTT are inconsistent with other education grants.

With the increased number of actors in the RTTT policy, there are many other types of research using various analytical lenses to study or critique the RTTT policy. As Dinkes (2014) stated, using different theoretical frameworks to better understand the alternative pathway to federal education reform may be useful to future policymaking analysis. It may also be useful to study policy decision making at the state level.

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Research on Selective Hydrodesulfurization Technology in Fluid Catalytic Cracking Gasoline

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Abstract: The processing capability of fluid catalytic cracking (FCC) is the main manifestation of secondary processing capability. FCC gasoline contains a large amount of sulfur and alkene. Selective catalytic hydrodesulfurization technology can reduce the content of sulfur in gasoline, which is also the focus of domestic research. This paper studies the development status, influencing factors, and development trends of selective catalytic hydrodesulfurization technology in FCC gasoline, and puts forward relevant opinions to provide references for relevant practitioners.

Keywords: FCC gasoline; Selective catalysis; Hydrodesulfurization

INTRODUCTION

There is a widespread problem of insufficient processing capacity of FCC in China, which directly leads to the domestic FCC gasoline accounting for 70% to 80% of the total gasoline. Compared with foreign gasoline, domestic FCC gasoline contains a large amount of sulfur and alkene, which has become one of the main factors that aggravate gas pollution [1]. In the secondary processing technology in FCC gasoline, the MIP process and the COR catalyst proposed by the Research Institute of Petrochemical Industry (RIPP) can reduce the content of benzene and alkene in FCC gasoline. However, there is less research on the hydrodesulfurization (HDS) technology of FCC gasoline. The research on HDS technology of FCC gasoline is a key problem to be studied and solved, and it is also the key to produce clean gasoline [2].

1. SELECTIVE HYDRODESULFURIZATION TECHNOLOGY IN FCC GASOLINE

At present, there are many types of hydrodesulfurization technology in FCC gasoline in the research stage and put into use, such as improved FCC catalyst, biological desulfurization, and selective hydrodesulfurization technologies. In the selective hydrodesulfurization technology, through the selective hydrodesulfurization of FCC gasoline, the octane number in gasoline will be reduced, and isomerization means are needed to help recover the value of octane in FCC gasoline. Compared with other desulfurization technologies, selective hydrodesulfurization technology has the advantages of low cost and good effect. Relevant studies have shown that the optimization and improvement of selective hydrodesulfurization technology can further improve the problem of octane reduction in gasoline caused by its application [3].

2. RESEARCHES OF SELECTIVE HYDRODESULFURIZATION IN FCC GASOLINE AT HOME AND ABROAD

The selective hydrodesulfurization technology in FCC gasoline was patented in the late 1970s. In the following decade (1970s-1980s), the research in this field has been staying in the development of catalysts. The representative enterprises include Texaco, IFP, and Amoco. After the 1990s, the innovation of selective hydrodesulfurization technology appeared one after another. The representative enterprise is ExxonMobil Company of France [4]. It proposes SCANfining technology and supporting RT-225 catalyst. It can be seen from the research that it has a good application effect in the production of gasoline with a sulfur content of 150ug/g. When the sulfur content of gasoline is reduced to 10ug/g, the vale of octane will be obviously decreased. Therefore, ExxonMobil company strengthens research and innovates selective hydrodesulfurization technology, which effectively promotes the research process of selective hydrodesulfurization technology in FCC gasoline.

The domestic research on selective hydrodesulfurization technology in FCC gasoline started in the 1990s, which started later than foreign enterprises, but the research progress is faster. The representative enterprises include RIPP and Fushun Research Institute of Petrochemical Industry. RSDS Technology launched by RIPP can produce gasoline with sulfur content below 200ug / g, which is expected to make further breakthroughs in the next few years.

3. PROCESS OF SELECTIVE CATALYTIC HYDRODESULFURIZATION TECHNOLOGY

3.1 Selective hydrodesulfurization catalyst

In the selective catalytic hydrodesulfurization technology, CoMo is often used as the catalyst. The value of Co in the catalyst can promote the performance of desulfurization technology and inhibit the saturation of alkene and avoid the problem of excessive reduction of octane number in the application of selective catalytic hydrodesulfurization technology like δ -AI2O3. In addition, MgO is also commonly used, but it is limited by the insufficient strength and hardness, and greater wear. After the catalyst and support are determined, the catalyst needs to be pretreated. Different pretreatment methods will affect the selectivity. For example, the use of waste heavy oil with basic deactivation can achieve the desulfurization degree of more than 5% in the selective enhanced desulfurization process, and the saturation of alkene is only 30%, which proves that the deactivation treatment has a positive impact on the performance of the catalyst.

3.2 Selection of FCC gasoline raw materials

Through the analysis of composition distribution of FCC gasoline, it is found that the content of alkene is the highest in the light fraction of gasoline, and the content of sulfur is the highest in the heavy fraction of gasoline. In order to desulfurize FCC gasoline under the condition of ensuring octane number, the light and heavy fractions can be separated and treated by different methods. In this process, there are multiple options such as two-stage cutting and three-stage cutting.

The earliest two-stage cutting technology was proposed by Monil company in the 1970s. The heavy fraction of FCC gasoline was desulfurized after two-stage cutting. The results show that the value of octane in FCC gasoline treated by selective catalytic hydrodesulfurization has not been greatly affected. Among the two-stage cutting technologies, Prime-G process and SCANfining technology are used to produce FCC gasoline with sulfur content below 150ug.

From the perspective of technical difficulty, FCC segmented cutting and hydrodesulfurization not only increase the process of segmented cutting, but also increase the difficulty of hydrodesulfurization technology, and the investment cost and operating cost of the equipment will increase.But the enhanced hydrodesulfurization technology under the segmented cutting can improve the hydrodesulfurization effect and ensure the value of octane, and the processing capacity of hydrocracker will be reduced by 30% to 60% compared with the traditional method, and the investment cost is also significantly reduced, which also saves money to a certain extent.

3.3 Selection of process conditions

Selective catalytic hydrodesulfurization technology in FCC gasoline consists of fractionator fractionation process and hydrodesulfurization process. For different gasoline combinations, the fractionation process is also different. For light gasoline, the hydrodesulfurization process is mostly completed by alkaline cleaning. It is worth noting that this method cannot achieve the desulfurization of thiophene in gasoline. Therefore, ExxonMobil Company began to strengthen the research on thiophene. The company found that the distribution of thiophene in gas and liquid is different, and summarized the equilibrium equation (VLE), which is used to select the most appropriate cutting point to ensure the lowest thiophene sulfur content, improve the desulfurization effect of gasoline, and reduce the sulfur content in gasoline.

In terms of hydrodesulfurization process, sulfide hydrogenation and alkene hydrogenation saturation in the chemical reaction are exothermic reaction, and they will release heat in the process of interaction. This part of heat will affect the role of catalyst and cause problems of alkene saturation, which needs to use cooling equipment to improve. Mitsubishi oil company put forward two-step or multi-step hydrodesulfurization technology through relevant research. Through step-by-step hydrogenation, the saturation speed and hydrodesulfurization speed of alkene can be balanced, so that the hydrodesulfurization effect can reach the highest point. Compared with single-step hydrodesulfurization, the saturation of alkene is also significantly lower, which ensures the octane number of gasoline. In addition, the hydrogen sulfide content at the inlet of the reactor is also controlled by controlling the hydrogenation amount, which can avoid the reaction of hydrogen sulfide with alkene in gasoline to form mercaptan, resulting in the mercaptan content in gasoline exceeding the standard after selective hydrodesulfurization.

4. CONCLUSION

The selective catalytic hydrodesulfurization technology in FCC gasoline has been developed rapidly in decades since its development. A large number of industrial equipment and hydrodesulfurization technologies have been put into use, but it is still in the exploratory stage. In addition, the net content of alkene in FCC gasoline in our country is higher than that in foreign countries. It is necessary to further strengthen research to update technology and ensure the orderly production of clean gasoline.

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Critical Evaluate the Sustainable Materials' Effects in Fast Fashion Retailing

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Abstract: The present is an era of overconsumption and environmental crisis. Under the guidance of consumerism, consumers are constantly pursuing fashion, especially fast fashion brands. In order to speed up the updating of their products and satisfy customers' purchasing desire, they have to produce products quickly. Therefore, fast fashion brands have become the main cause of a large amount of pollution in the fashion industry. In addition, due to consumer overconsumption, more and more idle products are also being burned or landfilled, which indirectly leads to environmental damage and waste of resources. This paper critical evaluate the impact of sustainable materials on fast fashion retailing through materials, companies and consumers.

Keywords: Sustainable; Fast fashion; Retailing; Consumer

1. INTRODUCTION

More and more fast fashion brands are focusing on sustainable materials. For instance, H&M Conscious Exclusive collection launched on April 20, which is made from recycled plastic bottles from the shoreline. This series sold at H&M's 160 stores and online in this year. Moreover, H&M decided to increase its proportion for sustainable materials and processes each year [1]. This paper will present the impact of sustainable materials on fast fashion. First of all, it will analyse some traditional materials which are harmful to the environment and individuals. Secondly, it will present some fast fashion brands use sustainable materials to protect environment. Finally, it will analyse consumer values about sustainable materials in fast fashion.

2. TRADITIONAL COTTON AND POLYESTER FIBERS

As fast fashion brands have the characteristics of quick product updates and low prices, young consumers have more purchasing power for fast fashion brands. The production of the fast fashion industry sales raised from $1 trillion to $1.8 trillion between 2002 and 2015, and it is projected to reach $2.1 trillion by 2025[2]. However, fast fashion brands not only brought pollution to the environment, also damaged individuals' health in the manufacturing process. Every step of fast fashion leaves behind in the production process creates potential environmental hazards[3]. For instance, traditionally grown cotton is one of the most chemical crops in the world because a great deal of pesticide is used in its growth[4]. The most part of raw materials of fast fashion are from cotton which use plenty of water and pesticide, it causes serious pollution to the environment. In most countries, agriculture is the largest source of pollution. Although the cotton is only occupying 2.4% of the world's crop, this proportion is 24% and 11% respectively in the global sales of pesticides and insecticides [5]. Polyester fiber is also widely used in fast fashion brands and has serious issues in environment. Polyester fibers account for approximately three-fifths of the fast fashion brand's raw materials because it is relative cheapness and easy to use. However, polyester is derived from petroleum and not easily degraded and recycled. It generally need to take decades to degrade once it enters rivers or oceans [6].

3. COMPANY'S ATTITUDE OF SUSTAINABLE MATERIALS

Some manufacturers start realized that unsustainable and non-environmental protection material might damage the surrounding and individuals' health in the garment production process, they began to use sustainable materials to protect the environment and as a new fashion style to attract customers. For instance, Mango launched its first sustainable collection in March 2017 with 45 different items made from organic and recyclable cotton, recycled polyester and tencel, its retail prices ranging from £ 15 to £ 100[7]. As a part of a broader eco-program, all productions in this collection has an international certificate of sustainability.

However, the price of sustainable materials may be higher than conventional cotton and polyester fiber. Hence, the price of the product that manufacturer to produce will also be higher, some customers cannot accept for price adjustment of some fast fashion brands. Nevertheless, fast fashion brands are stepping up their promotion of sustainable materials in ethical fashion and producing garments with a limited number of them which are popular among some consumers, these will bring great profits and advertising effect to the company. For instance, the green dress which from Mango's Committed collection in 2017 is very popular with consumers and sold out within a week[7]. When sustainable materials are accepted and recognized by the general consumer at the same time, manufacturers should use sustainable and recyclable material widely as clothing production of raw materials in the production process, and launch some moral fashion series in stores and online sales. However, fast-fashion brands may have limited purchasing and design of sustainable materials when mass-producing their garments. Manufacturers should gradually solve these problems based on ethical fashion by investing funds and technologies and vigorously promoting sustainable fashion.

In terms of sustainable garments, H&M is the leader of the fast fashion brand, which plans to use 100 percent sustainable cotton by 2020 and 100 percent sustainable materials by 2030, at least 80% sustainable material is used in each Conscious Exclusive collection. In this collection, H&M adopted a tiered pricing approach, not only high prices to meet the cost, but also civilian prices that normal customers can easily accept [7]. This is a great way for retailers to gain more benefits and make it easier for customers to adopt sustainable materials for clothing in terms of price.

4. CONSUMER VALUES ABOUT SUSTAINABLE MATERIALS

Some fast fashion brands begin to pay attention to the environmental hazards posed by the apparel industry and start to use sustainable and recyclable materials, but consumer attitudes also have a significant impact on the long-term development of sustainable fashion. Consumers need to initiative choose lasting years longer materials such as linen and wool. Although the price might be higher in the early stages, it is worth in the long run and the body can feel much better [8]. In order to reduce overconsumption and enhance sustainable fashion concept of environmental protection, when consumers are buying fast fashion, they can not only consider the price and style of clothes, but also pay attention to the materials and lifespan of clothing. Consumers' increasing awareness of the environment will play an important role in the sustainable development of fashion business [9].

5. CONCLUSION

In conclusion, sustainable materials play an important role in fast fashion brands. This essay considers some fast fashion brands launching new collections with sustainable materials that not only contribute to environmental protection, establish a good brand image but also win a certain interest. Fast fashion brand gradually transparent garment production process, allowing consumers to better understand the sources of clothing materials and production processes. Hence, consumers will have more interests on buying clothes which made of sustainable or recyclable materials. However, some sustainable materials require a lot of technical and financial investment, which may hinder the fast fashion brand in the development of sustainable fashion. Nevertheless, the increasing awareness of environmental protection among manufacturers and consumers will be a huge impetus for the sustainable development of the apparel industry, and will jointly achieve the goal of sustainable fashion. This means sourcing and production do not consume nonrenewable resources, and clothing can be reabsorbed into the environment at the end of its life [10].

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The Construction and Application of User Portrait Based on Multi-Modal Information

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Abstract:With the rapid development of the Internet, diversified social media networks have emerged.Users leave a wealth of user information and a large amount of structured and unstructured data on different social media platforms,the data is user-generated, with a high degree of authenticity and diversity.Through the comprehensive analysis of user-generated multi-source and multi-modal data, user portraits can be understood more accurately and comprehensively.User portraits are one of the important applications obtained by using data mining technology in social media. The original intention of constructing user portraits is to extract the user's characteristic tags, which can be used to describe and analyze the user's preferences.This paper analyzes and studies the construction method and application of user portrait of information in the context of big data.
Keywords: Multimodal; Information Technology; User Portrait; Construction; Application

1.CONSTRUCTION METHOD OF HIGH-PRECISION USER PORTRAIT IN BIG DATA ENVIRONMENT

In the era of big data, the use of massive information data and the construction of user portraits through algorithms are of great significance to "understanding" users in areas such as intelligent recommendation and targeted advertising.In the information age environment, the channels for obtaining data are more diversified.Therefore, the characterization of user portraits can also construct a more comprehensive user portrait from the user’s basic information, social information and other dimensions[1].The purpose is to obtain a high-precision user portrait at the early stage of product development based on the big data environment, and optimize its construction method. The method is based on a three-tier theoretical framework combining qualitative and quantitative, through quantitative research and text analysis,first, analyze the multi-modal user data of the online social platform, and extract the user attribute factors that have a greater impact.Secondly, the optimized fuzzy C-means clustering algorithm (FCM algorithm) is used to cluster the user attribute factors, and multiple user attribute prototypes are obtained.The prototype is used as the dimensional framework for constructing portraits,and the sample users are investigated through offline qualitative research methods to dig out their deep-seated demand motives.Finally, several prototypes of user portraits were constructed[2].Taking the photo taking behavior of young mobile phone users in China as the research object,through the public data of online social platforms and e-commerce platforms, the relevant information and comment text of users' photos are mined and analyzed， the analyzed data is extracted, clustered, and qualitatively researched, and three different types of user portrait models are obtained to take pictures[3].

2.MULTI-MODAL USER PORTRAIT METHOD APPLICATION

In the portraits of multi-modal users, through learning large-scale real data collection and the establishment of multi-modal data characteristics, more accurate user interest information can be obtained to meet the needs of users[4].

First step：Collect historical problem data of users, and obtain explicit and implicit feedback from users according to the results of users' problems and topic portraits.At the same time, according to whether to do the same problem, to establish the user's neighbor relationship.

Second step：Divide the data set into two types: training set and test set.

Third step：The explicit feedback and implicit feedback of the user are coded separately by the neural network, and two different implicit representations of the user are obtained.

Fourth step：Use the neural gate structure to fuse the implicit representation that users learn from explicit feedback and implicit feedback.

Fifth step：Based on the fusion of implicit user representation, the user’s neighborhood relationship is used to predict the user’s grasp of different knowledge points.

3.INFORMATION USER PORTRAIT APPLICATION SOCIAL MULTIMEDIA NETWORK CONSTRUCTION

It is necessary to analyze multi-source social media networks from a cross-platform perspective, with users as the link, in-depth mining and extraction of joint information in cross-platform data, improve the utilization of multi-source data, and at the same time introduce personality dimensions to build richer user portraits[5].

(1)Associated users are on Sina Weibo and NetEase Cloud Music accounts， use crawler technology to obtain user data on different platforms on social platforms， various structured and unstructured data including Weibo, personal information, and favorite music are cleaned up, and methods such as text tag extraction and preference clustering are used to build more real social data sources under the rule mode.

（2）Based on the SC-LIWC dictionary, extract the psychological word frequency characteristics of users' microblogs, and build a word segmentation model for user personality mapping.Using the CNN linear regression network based on Weibo text to calculate the user's five personalities, it breaks through the traditional questionnaire-based survey to obtain user personalities.At the same time, the relationship between user personality and user attributes, user behavior, Weibo tags is analyzed, and Weibo portraits are constructed.

（3）Based on the music tags, the user’s music category preference and music emotion preference are calculated, and the K-means method is used to cluster the user’s music preference, 5 typical music category preferences and 4 typical music emotion preferences are obtained.Train a linear regression personality calculation model based on music tags, analyze the relationship between user music preferences, user personality and attribute characteristics,achieve deep joint modeling of cross-platform and multi-modal data to obtain a comprehensive user portrait.Visualize the multi-modal user portrait based on the Flask framework to make the result more intuitive and complete the entire multi-modal user portrait analysis system.

4.OVERALL STRUCTURE OF USER PORTRAITS BASED ON MULTI-MODAL INFORMATION

Merge all the user's Weibo information after word segmentation into the user's text information， by calculating the TF-IDF value, and using the chi-square test method, the network embedding method LINE is used to obtain the embedding of user characteristic words, and the embedding of the user node in the relational network is obtained by using word2vec training.Then use TF-IDF to weight the user word vector to get the user's text embedding.Finally, manually extract the user's Weibo, comments and reposts.The LIWC mental dictionary is used to extract the user's mental characteristics, and then the LIWC mental dictionary is used to extract the user's mental characteristics, which are embedded as manual functions.All users in a data set can use a set of user characteristics for solicitation. Each user in the D=(F, L, T, S) feature set has four modes of functions: feature word F, text feature T, Manual feature S and link feature L connecting users to each other.

The overall architecture of the UMF-SCF model is a multi-layer multi-level fusion model. The joint representation of multiple data sources combined through learning multi-modality is called the UMF-SCF model.The model is a multi-level and multi-level fusion model, including three simple levels. By combining different data sources, an effective method can be realized.The model combination strategy, the combination of cross-modal learning and representation network, and the superposition integration method fuse user data into the joint representation to achieve multi-modal fusion, so as to better realize user attribute prediction.

On the one hand, "multi-layer" is a two-layer fusion model generated by stacking. The first layer is used for a joint representation network of cross-modal learning, including an embedding layer, an interaction layer and a decision-making layer.Model-level fusion occurs at the interaction layer."Multi-level" means that the fusion mode includes feature-level fusion and decision-level fusion.Specifically, the first layer of the UMF-SCF model uses cross-mode learning to represent the network, learning model combinations, and it can generate a joint or shared feature representation composed of feature-level fusion and decision-level fusion, which is a mode fusion method.The method through the study of different mode of joint said it can take between the features of the different modes of deep interaction, allows the model to the character class to merge, and use the attention mechanism layer in keeping the feature extracting and decision-making fusion at the same time, using the features in the model layer of the weighted score advantage to indicate the importance of the differences between different modes.The second layer is the fusion of the decision-making layer, and the prediction probability generated by the first layer is input into the neural network to obtain the final prediction result.

FusionFLTS model construction.Inspired by CrossTL, a joint representation model for cross-modal learning.The original CrossTL model is used to learn the association representation between text and links.CrossTL adopts a single-layer interactive mode, and mode integration is relatively limited.After improvements to allow for deeper interaction, the CrossTL model is designed as a two-layer cross fusion structure, so the modal representation of the first interactive layer contains the original information of other modalities.The modal representation of the second interactive layer not only contains information from the first interactive layer of other modalities, but also contains original information.In addition, we simplified the parameters of the CrossTL model and extended them to learn a joint representation of the four modes that merged FLTS.

5.CONCLUSION

Research on social media user portraits has attracted more and more attention from researchers.Build user portraits, analyze user behaviors statistically, and set user behaviors.This is achieved by analyzing and summarizing data sources, setting labels according to data types, classifying labels, and setting label weights.The multi-group user portrait construction system based on big data has higher portrait accuracy and better application effect.In the existing user portrait modeling technology, how to integrate multiple user data sources or patterns to obtain a more accurate user portrait is relatively limited.On the other hand, some studies on user portraits only stay in a single mode, and it is difficult to fully characterize the user's characteristics.How to further evolve and improve user portrait technology is worthy of our thinking and exploration.

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Evaluation and Enlightenment of Microclimate Comfort

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Abstract: This paper makes a preliminary summary of the evaluation indexes of microclimate comfort at home and abroad, focusing on the comparative analysis of the evaluation indexes of outdoor thermal environment comfort in China in recent years, which can improve the outdoor thermal environment by increasing the water and vegetation coverage area. As a result, it is necessary to strengthen the microclimate research and improve the evaluation standard system of traditional settlements in China.
Keywords: Microclimate; comfort; evaluation index; influencing factors; traditional settlement

INTRODUCTION

Climate change is constrained by natural changes at all time scales and influenced by human activities. Some reports show that with the increase of CO_2 and other greenhouse gases in the air, the global average temperature has increased by 0.3 ~ 0.6 ℃ in recent 100 years [1].The research on microclimate comfort is of great significance to correctly guide people to carry out indoor and outdoor activities and create a comfortable living environment. In this paper, the microclimate comfort evaluation methods and influencing factors are briefly analyzed to find an effective way to improve the outdoor microclimate, hoping to apply it to the comfort evaluation of traditional settlement environment.

1.EVALUATION INDEX OF MICROCLIMATE COMFORT

1.1 PMV Evaluation standards

People lay more and more emphasis on the research of outdoor thermal environment, and the indicators for predicting human thermal sensation are constantly being improved. Among them, the temperature evaluation indicators are formed by reflecting human thermal sensation in the form of temperature, such as et index, new effective temperature et * and standard effective temperature set * [2,3] proposed by Gagge on this basis. Different from temperature evaluation index, ISO7730 integrates thermal environment factors into thermal sensation prediction index PMV, based on Van Gogh's thermal comfort equation, establishes the corresponding relationship between PMV and subjective thermal sensation, the expression of PMV [4,5]

The above indexes are all used to evaluate the thermal sensation of air-conditioned room with long wave radiation as the main factor, and the natural factors affecting human sensation are regarded as unchanged, which is to use the steady-state calculation model to describe the thermal balance of human body. In fact, most people are in the unstable and changeable environment. In addition to the long wave radiation, the outdoor thermal radiation also has the short wave thermal radiation from the sun. Especially in the modern three-dimensional living space, the ground environment and the building surface reflect the solar radiation back and forth. Therefore, the evaluation index of indoor thermal comfort can not be used to evaluate the outdoor thermal environment.

1.2 WBGT EVALUATION STANDARDS

The most famous safety index of outdoor thermal environment is WBGT (wet black bulb temperature), which has been introduced into ISO7243 international standard. On the basis of ISO 7243, Dong Liang and others [7] predicted the correlation of WBGT based on the environmental parameters such as air temperature, humidity, air velocity and environmental thermal radiation.

2.THE ENLIGHTENMENT OF OUTDOOR COMFORT APPLIED TO TRADITIONAL SETTLEMENTS IN CHINA

In recent years, China's outdoor environment comfort is more stay in the study of urban residential areas, which inspired us to study the microclimate of traditional ancient villages and provided reference and guidance for it.

The research on microclimate control of ancient villages in China is of great significance. On the one hand, after thousands of years of evolution, accumulation and optimization, the essence of Chinese traditional settlements is of great importance to the construction of modern living environment and architectural creation. On the other hand, rural urbanization, population expansion and other factors make the traditional settlement life unable to provide livable living environment for contemporary people. Therefore, the research on microclimate control of traditional settlements in China can provide a reference development model for the construction of modern living environment, the adaptive transformation of traditional settlements and the construction of new characteristic urbanization, so as to meet the important needs of improving the environmental quality of settlements.

Improving the evaluation system of microclimate comfort of ancient villages in China. The evaluation methods and standards of outdoor microclimate comfort in China are constantly being established and improved. However, due to the differences of cultural factors, climate factors, social and economic conditions of each microenvironment, so far, there has not been a more authoritative evaluation system, which is the main problem of outdoor microclimate comfort. Particularly, for the there is relatively rare study on comfort of rural settlements in China.

We should integrate various disciplines to solve the problem of microclimate control. Microclimate control can apply the knowledge and theory of settlement geography, building environment control, urban ecology and other related disciplines to study the methods and technologies of settlement planning, architecture, environmental factors and other aspects. Based on the features of Huizhou traditional settlements, architectural features, water system structure, underlying surface type, vegetation coverage and many other factors, coupled with water recycling, soil improvement, planting three-dimensional flora and other methods, it is essential to study the key technologies and technology integration of microclimate control in Huizhou traditional settlements.

3.SUMMARY

With the deepening of the research on thermal environment comfort, its evaluation system is constantly being standardized and internationalized. The influencing factors of outdoor thermal environment include not only physical factors such as temperature, relative humidity, wind speed, air pressure, solar radiation intensity, etc., but also the physiological sensation of human body. Relevant technologies, measures and methods can be adopted to improve it. Improving microclimate, reducing heat and heat preservation, and reducing energy consumption are the urgent needs of regional economic and social sustainable development. This paper aims to provide reference for the establishment of livability and improvement of living quality of Huizhou settlements through the study of microclimate.

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Research on Path of Educational Reform of Business English Courses Under the Orientation of Cross-border E-commerce

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Abstract: Cross-border e-commerce is a new situation in the current development, and it is an urgent need for the current society to cultivate compound talents for foreign trade under the background of the reform of Business English. School-enterprise collaboration is the current development trend, so the school needs to construct the curriculum system of cross-border e-commerce, conduct targeted explorations on Business English courses, analyze the path of curriculum reform, and strengthen the quality of Business English teaching to better meet the actual needs of the society. Combining teaching practice, the author analyzes the existing problems in the current Business English courses, and explores the teaching reform path of Business English courses under the orientation of cross-border e-commerce.
Keywords: Cross-border e-commerce; Business English course; Path for educational reform

INTRODUCTION

With the rapid development of Internet information technology, e-commerce has gradually changed the operating methods of international trade, and cross-border e-commerce transactions have gradually increased in proportion to the total foreign trade marketing. With the development of cross-border e-commerce industry, a new type of social talent--Business English has emerged. Facing the current situation, Business English courses require professional teaching reform and practice, and the reform of Business English courses needs to be carried out from many aspects such as the construction of the curriculum system, the means of talent training, and the construction of the teaching staff, so as to guide the deepening of educational reforms in various majors.

1. PROBLEMS IN BUSINESS ENGLISH COURSES

1.1 The talent training model is unreasonable.

The cultivation of students in colleges and universities needs to pay attention to professional courses, and needs to be improved in the overall quality. The training of talents majoring in Business English should focus on English communicative skills, and take into account business operations and secretarial skills, etc., so as to better meet the society's demand for compound talents. At present, the training of Business English courses is only carried out on language communication. The combination of English language courses and business courses does not effectively combine business and language. Under the mode of separating language training and virtual business training, students have not acquired the full range of knowledge and skills actually required by the company, and there is no corresponding comprehensive professional quality. In fact, Business English courses must combine language and business, knowledge and skills, theory and practice, and combine practice and practicality, so that students can acquire core professional skills.

1.2 There is a lack of a diversified teaching team of teachers.

The business backbones recruited by enterprises have rich business practice experience and management experience, but their teaching experience is relatively insufficient, their teaching ability is not high, and the course teaching management is difficult to be carried out effectively. Teachers with language usage ability lack practical business experience. Most of them focus on textbooks and knowledge they have learned, but they lack rich cases. The career prospects and industry development directions of Business English majors are not clear, and students' understanding of majors and industries is not clear enough.

1.3 College students' self-employment ideas are weak.

Mass entrepreneurship and innovation initiative have become the general trend, and independent entrepreneurship is recognized by the society and teachers. Students who have succeeded in starting a business can also provide a large number of jobs for the society, which is a great help to the society. Business English majors show certain limitations in the face of innovation and entrepreneurship. Students' language communication skills and business operation skills are not effectively combined, and they are even more helpless in the face of the knowledge and abilities required for entrepreneurship. Educators need to reform the teaching curriculum.

2. PATH OF EDUCATIONAL REFORM OF BUSINESS ENGLISH COURSES UNDER THE ORIENTATION OF CROSS-BORDER E-COMMERCE

2.1 To reform training mode for business English talents

The development of e-commerce is fast, convenient and open. Talents who understand foreign trade, English and e-commerce are the most popular. In the talent training mode, business English teaching in foreign trade major aims to improve English communication ability, be familiar with foreign trade related operations and processes, and master the basic marketing concepts and skills of foreign trade e-commerce. Under the guidance of cross-border e-commerce, the practical operation mode is used to "push back" the curriculum system, so as to clarify the teaching objectives, build a team of teachers, and flexibly use teaching methods to achieve teaching reform. Under such development, we should cultivate students with employment and entrepreneurial talents, create a teaching platform with distinctive professional characteristics, apply what we have learned, and create a learning environment.

2.2 To construct the curriculum system

Due to the lack of professional ability and comprehensive quality of graduates, the Business English major of our school can realize the curriculum system step by step. Teachers of the school can properly participate in the background operation of international e-commerce and companies with cross-border e-commerce background, properly study the business process of foreign trade online, analyze the typical cases, and determine the actual content and evaluation methods according to the curriculum standards. After enterprise-cooperation, foreign trade projects can be carried out appropriately. Teachers and students can directly join the backstage of the sales website to operate and experience in person. They can have a comprehensive understanding of the business process and the tasks and requirements of other processes. According to the curriculum development principles of the project, they can decompose and integrate the teaching steps, formulate the work processes and tasks suitable for students' learning, and determine the teaching standard and teaching plan of the course.

2.3 Promoting the quality and skills of teaching staff by school-enterprise cooperation

After the cooperation between school and enterprise, we should train part-time teachers properly. Enterprise part-time teachers can bring the latest trends and technologies in the industry and enterprises to the school, and the professional teachers in the school can also obtain new education ideas and teaching technologies from the enterprise part-time teachers, so as to update the enterprise needs and professional knowledge. After the communication and cooperation between the two sides, students can go to enterprises for internship in summer vacation. Students who grow rapidly, as well as being competent for cross-border e-commerce and other comprehensive skills, have gradually become ones who can bear the needs of social development.

2.4 Improving the curriculum system with Internet + teaching mode

Under the background of Internet technology development, Internet + teaching mode is developing gradually. In Business English teaching, teachers can give full play to the advantages of Internet +, combine traditional teaching mode with Internet, and gradually reform teaching mode. Students can get more opportunities of autonomous learning in the context of rich network resources, which is helpful to enhance the enthusiasm of learning. Online teaching can solve the time and space constraints of teaching, and students can learn according to their own actual situation, so as to improve their ability. At the same time, teachers use the intelligent test system and evaluation system to grasp the learning situation of students in time, and then adjust the teaching plan to adapt to the development of students.

3. CONCLUSION

Cross-border e-commerce has gradually developed, and new types of work such as data integration, e-commerce operations, and cross-border Business English have emerged. Business English plays an important role in the trade, but the current Business English teaching system cannot meet actual needs. Therefore, Business English courses are in urgent need of teaching reform in the context of cross-border e-commerce. And the reform can be carried out from the talent training model, the construction of curriculum system, the teaching team and Internet + teaching. After understanding the actual needs of the society, targeted teaching reforms are carried out to cultivate students' comprehensive abilities and meet the society's thirst for talents.

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Application of Gauss-Based Lotka-Volterra Model to Fungal Wood Decomposition

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Abstract: This report aims to build a decomposition rate prediction model to analyze the effect of the changing meteorological parameters on fungi community structure. Also to evaluate the influence of fungal diversity on the overall efficiency of the breakdown of ground litter. In addition, in this report, we study all kinds of ground litter by taking leaf litter as an example. Eventually, we conduct a sensitivity analysis.

Keywords: Fungus; Decomposition rate; Gauss Based Model; Dominant species

1 FUNGI COMMUNITY STRUCTURES ON FOUR TYPICAL CLIMATES

1.1 Contents

First of all, four typical climates are selected: temperate continental climate, temperate maritime climate, tropical desert climate, and megathermal climate. The characteristics of the four typical climates including temperature, humidity, organic content, temperature/humidity difference, fungal growth rate, and moisture tolerance are summarized as follows.

Fungal species with high growth rates are more sensitive to changes in humidity, which means, those with higher moisture tolerance have lower growth rates.

The fungal species with optimum growth temperature and humidity are more advanta- geous when they are growing in a similar environment.

When the areas have abundant organic matter (plant material, woody fibers), fungal species with high growth rates are more advantageous.

Therefore, we make some assumptions as follws.

Firstly, we use parameter A to describe temperature, B for humidity, and C for the combined effect of moisture tolerance and growth rate. The number "1" indicates the small value, "2" indicates the large number. Then, we use the combination of letter and number to describe the characteristics of a certain fungal species. Take A2B1C2 as an example, it means that this fungus is adapted to grow in high temperature and low humidity environment, and has better moisture tolerance, also a smaller growth rate.

Secondly, we put this fugal species into a certain environment, and consider its competi- tiveness. If the fungus is suitable for the environment temperature, we add a point to the result, otherwise remains the same. For humidity, we use the same analysis method. The consider- ation of growth rate and moisture tolerance is more complicated. If both the temperature and humidity are suitable for the fungus, the growth rate is considered. The fungus with a high growth rate (low moisture tolerance) is the most advantageous, so we add 2 points to the result. If the fungus has high moisture tolerance (small growth rate), it is less advantageous so we add 1 point. If only one of the temperature and humidity is suitable, the growth rate has little effect on its dominance, therefore, we do not reflect it in the final result. If neither temperature nor humidity is suitable, the fungus with high moisture tolerance can grow(1 point), while the fungus with little can rarely survive(0 point).

1.2 Results

Based on the assumptions above, we can get the results of the dominance of different fungal species. The higher scores a species get, the more advantageous it is.

From the table, we can see that, for temperate continental climate, according to the score, A1B1C1 is the dominant species, A1B1C1 and A1B1C2 can live together.A1B2C1 and A1B2C2 are subordinate species, and only a small of A2B2C2 could survive, whileA2B2C1 is almost impossible to discover. The analysis in temperate maritime climate, tropical desert climate and megathermal climate goes the same.

Table 1: Fungi community structure and dominant species in different climates.

Fungi species	Temperate Continental climate	Temperate Maritime Climate A1B1C1
	4	2
A1B1C2	3	2
A1B2C1	2	4
A1B2C2	2	3
A2B1C1	2	0
A2B1C2	2	1

A2B2C1	0	2	
A2B2C2	1	2	
Fungi species	Tropical Desert Climate	Megathermal Climate A1B1C1	2
	0		
A1B1C2	2	1	
A1B2C1	0	2	
A1B2C2	1	2	
A2B1C1	4	2	
A2B1C2	3	2	
A2B2C1	2	4	
A2B2C2	2	3	

2 Influence of Fungal Community Diversity on the Decom- position

For fungal communities, when a particular type of organic matter (cellulose) accounts the most in the environment, fungi that use cellulose as their sole carbon source have the highest rate of decomposition. In this case, a more diverse fungal community may instead have a lower decomposition efficiency. However, if there are multiple organic carbon sources in the environment, the higher fungal diversity is beneficial to the maximum utilization of organic matter. Similarly, when there are multiple types of litter, the fungal diversity will improve the speed and final effect of waste degradation. When the local environment changes to a certain or large extent, the high diversity will lead to high community stability, furthermore, greatly improve the efficiency and effectiveness of litter degradation. The conclusion is also suitable for the whole ecosystem.

3 Test the Model

3.1 Sensitivity Analysis

To verify the rationality of our model, we decide to analyze the sensitivity of the model under rapid fluctuations. We first assume that the temperature and humidity both fluctuate by 1%. Then, the results are compared with the original output and calculated to obtain the sensitivity for each output. According to the equation(1)

$$\frac{dC_{s_1}}{dt} = (r_1 - a_1 C_{s_1} - b_1 C_{s_2}) * \frac{C_{s_1}}{\sigma} exp(-[k_2 (t_e - t_0)^2 + \frac{k_3}{\sigma^2}(h_u - h_0)^2])$$

（1）

When there are rapid flfluctuations in the environment, the main inflfluence on the fungal growth

rate is the temperature and humidity. The root cause for the change in the $\frac{dC_{s_1}}{dt}$ is the Gaussian Item.

So we expand the Gaussian part into the form of a constant Temperature Gaussian Humidity Gaussian, and transform the two Gaussian parts into a standard norma distri- bution by the following variable substitution. The process is as follows. Set a new parameter t'_e

$$t'_e = \sqrt{2k_2}(t_e - t_0)$$

$$t_e = \frac{t'_e}{\sqrt{2k_2}} + t_0$$

（2）

Then, we put equation(2) to the Temperature Gaussian in equation(1).

Similarly, we set a new parameter h'_u

$$h'_u = \sqrt{\frac{2k_3}{\sigma^2}(h_u - h_0)^2}$$

（3）

Then, we put equation(3) to the Temperature Gaussian in equation(1).

The equation(1) becomes a standard normal distribution at last.

$$\frac{dC_{s_1}}{dt} = (r_1 - a_1 C_{s_1} - b_1 C_{s_2}) * \frac{C_{s_1}}{\sigma} exp(-[k_2 (t_e - t_0)^2 + \frac{k_3}{\sigma^2}(h_u - h_0)^2])$$

$$= \frac{2\pi * C_{S_1}}{\sigma}(r_1 - a_1 C_{S_1} - b_1 C_{S_2}) * \frac{1}{\sqrt{2\pi}} \exp(-\frac{(t'_e)^2}{2}) * \frac{1}{\sqrt{2\pi}} \exp(-\frac{(h'_u)^2}{2})$$

Finally, we check the standard normal table, then we can obtain each point of the function value when CS produces 1% of fluctuation. Therefore, the ratio of the difference between the value of the function and the value of the original is the sensitivity of this model. The trend of the model obtained by sensitivity test is consistent with the actual situation, which also proves the rationality of the decomposition rate-moisture tolerance model.

3.2 Strength

Our model is innovative to a certain extent for the introduction of temperature and humidity distribution in the traditional Lotka-Valterra competitive model.

With the model in this experiment, we make prediction on the competitive relationship and dominant species under four typical climates, and get the ranking in such competition. It lays firm foundation for future research.

We use data visualization to explain the raw data and straightforwardly present the result.

3.3 Possible Improvements

Due to the limitation of the experiment data, our model is only applicable in a certain range. The universality of which remains to be improved.

As relatively innovative as the introduction of Gauss part might be, due to the complexity of two-dimensional Gaussian distribution, the mobility of this computation is not satisfying. It is expected to search for a more suitable model in regard of temperature and humidity in future research.

As much as we tried to optimize the model, we are still unable to predict how the fungi would distribute on the wood when there are too many kinds of them. This is yet another problem remains to be solved.

4.THE ROLE OF FUNGI IN ECOSYSTEM

Fungi characterize the ecosystem by their role in the ecosystem cycle. Mycorrhizal fungi promote plant photosynthesis by enhancing the uptake of mineral nutrients, and mycorrhizal fungi transport large amounts of photosynthetic products underground. It has been found that around the mycelium of ectomycorrhizal mycorrhizae, the levels of several soil enzymes are significantly increased, and these enzymes promote the decomposition of complex molecules containing carbon, nitrogen, and phosphorus in plant and animal residues. Ectomycorrhizal fungi are both active decomposers and facilitators of decomposition by saprophytic microorganisms. Mycorrhizal fungi can affect the cycling of elements such as C, N, and P by participating in the decomposition of organic matter, and can also directly affect the cycling of inorganic elements such as N, P, K, Ca, and Mg through a number of physical, chemical, and biological processes[1].

Macrofungal diversity in ecosystems is extremely rich and plays an important role in main- taining the stability of ecosystem diversity. A systematic study of macrofungal diversity and analysis of its role in ecosystems has profound significance and implications for the study of the development of the entire ecosystem.

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Depth of Potential Risk and Regulation of the Forging Technology Path

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Abstract: Depth of forging technology has been the strong focus on international, abuse of depth of forgery technology not only infringes the personal rights and property rights of citizens, is also a threat to national security and social stability in the existing laws and regulations for its lack of clear rules and rights is difficult, the United States has put forward the depth forge liability act and the depth of fake report 2019 act on the depth of our country regulation forging technology has important significance, first of all deal with depth forging technology to regulate, clearly defined depth forging technology and the scope of application of producer has the disclosure obligation, clear the responsibility of the network platform.
Keywords: The depth of the forge; Exchange of facial; National security

1 INTRODUCTION

In recent years, with the continuous development of network technology and artificial intelligence, the depth of the forge, the people often say that the technology of "face" also gradually mature and is applied in every field, even risk of abuse.

At present, in our domestic have repeatedly caused by depth of forging technology of malignant events, from the beginning focused on such as Yang mi, Cecilia liu some entertainment stars are "changing face" entertainment events development to social each domain, the interests of the violation to the broader subject, such as not long ago, the online exposure 0.5 yuan can buy matching face data event, serious threat to the interests of citizens, and our current laws and regulations on forging technology has limitations of rules and regulations, there is no clear regulation depth forging technology and human rights is difficult, in contrast, the United States more in depth the legal regulating of the forging technology is advanced, based on this, this article in the United States on counterfeit legal regulation for reference, from the legislation, the network platform and technical support three aspects put forward the Suggestions of perfecting our country's rules and regulations.

2 THE DEPTH OF THE POTENTIAL RISK OF FORGERY TECHNOLOGY

The infringement of citizens' personal rights

Depth of forging technology of infringing upon the citizen rights.Depth of forging technology is called "changing face of technology" is the main basis, the formation of human facial features and therefore depth of forging technology of abuses the most direct is the citizen's rights.Combined with the "changing face video makers usually has a confidentiality, in party unwittingly, unauthorized use of its portrait make video to profit.[1]

Depth of forgery technology infringement of citizens' reputation.Along with the development of the depth of forging technology, the video in does not have its produce professional identification ability of the public eye, to achieve real ones, the initial depth of forging technology was used to make porn video is in the United States and is known to the public, some pornographic video and film by using depth forged a parody video, spread on the Internet, caused great damage to the reputation of citizens.

Undermine national security

At present, the depth of forging technology in our country only abuse in the popular level, not endangering state security and political malignant events, but this does not mean that it does not have the potential risk of endangering state security and politics, from video by using depth of forgery technology and trigger events as you can see, in the depth of forgery technology by some use, caused a great threat to national security, imagine if the depth of forgery technology applied to national political level, the international will be on international relations poses a great threat, national security and stability, will most likely be used to provoke the relationship between the two countries, the spread false information, at home can be used in the manufacture of social panic, spread anti-government comments, etc., to an internal social stability and the friendly relations between countries has caused a great threat.

3 OUR COUNTRY EXISTING LAW REGULATION AND ITS DEFICIENCY

The current lack of laws and regulations on the specified depth of forgery technology

Depth of forgery technology belongs to the new technology, which emerged in recent years because of the lag of the law characteristics of forging technology of this new emerging things in depth, the current laws and regulations also did not make clear a regulation, only through the civil law, administrative law, criminal law can involve a certain part of the rules, so you need to the laws and regulations on the use of the technology boundaries clear rules, through the good part of the state coercive power to make a clear distinction between technology and need to ban the part.

Forgery purpose complex distributed rights is difficult

Depth of forgery technology after technical reform and development, has become increasingly easy, popular, from the initial need professional and technical personnel to operate, into the public can now has simple operation, as now, some software with the function of "changing face", is the depth of the simplified version of forging technology, because of its simple operation and has fun, spread rapidly, it is because of this characteristic, cause depth forging technology has been widely spread, make the person of fake video have specific qualitative, victims want the body of the rights to face too scattered, combined with the video and image transmission on the basis of the network, the network virtual property and characteristics of concealment and makes the victim rights protection too much difficulty.[2]

4 THE UNITED STATES THE LEGAL REGULATING OF THE DEPTH OF FORGERY TECHNOLOGY

Compared with our country, the depth of forged the impact of technology in the United States is bad, so the U.S. lawmakers to seek measures to intention from the source to prevent improper utilization of depth of forgery technology.In this background, on June 12, 2019, the United States congress put forward the depth forge liability Act (Deep Fakes Accountability Act), aims to forge the synthesis technique, by limiting the depth against the spread of false information.[3]Which video creators responsible for release modified video, need to use digital watermark mark depth forged at the same time, also provide relief for the victims.[4]

On June 28, 2019, of the house of representatives and the senate and the depth of 2019 fake reporting Act (Deep Fakes Report Act of 2019), the main contents include: clear the definition of "fake" digital content, legislation to "fake" digital content is refers to the use of emerging technologies (including artificial intelligence and machine learning technology) to create or manipulate audio, visual, or text content, the effect of the intention of misleading.At the same time also specifies the department of homeland security should be the content of the report.Although the United States and China's national conditions are different, but the two bill on the depth of our country regulation forgery technology still has the profound significance, flexible use of some of these regulations can be based on the condition of our country, such as using the digital watermark mark and provide relief for victims of the channel can be applied to current situation in our country.[5]

5.THE REGULATION OF DEPTH OF FORGERY TECHNOLOGY PATH

To regulate depth forging technology

First, clearly defined depth the application range of forgery technology.Depth of forged a term for most people are more strange, just look at any does not understand its specific meaning, and our current laws and regulations on forging techniques were not clearly defined, this leads to the depth of the forged a word definition is not clear and unclear boundaries, secondly, specify maker has a disclosure obligation.Can be explicitly stipulated in the legislation in our country producers have disclosure obligations, forcing the author in the obvious position when making video or pictures with watermark, this kind of practice is a kind of traceability anti-counterfeiting, can make the public know this video or pictures of technology post-production.

Enhance network platform

Taobao platform internal rules for reference, in violation of the rules of the user specifies the punitive measures, such as permanent titles, picture or video release site should also formulate unified internal rules, make clear a regulation to forbid the depth of the watermark upload not forge the works, attempts to upload in permanent titles processing, etc.At the same time, can provide material for release works or the network platform of the legal responsibility, in this regard can draw lessons from the consumers' rights and interests protection act responsibility for online shopping platform, namely if the network trading platform provider can't provide the true name and address of the consumer or the provider of and effective contact information, consumers can also demand compensation from the online trading platform provider.[6]

6.CONCLUDING REMARKS

Depth forge the technology itself is neutral, but the abuse of the violation of the citizen's personal rights and property rights, and produce a great threat to national security, the depth of the forging technology has been in the international community has a huge influence, must be concerned about its height, with a national force to ensure that the implementation of the law to regulate, and constantly improve the level of science and technology, can be the depth of the forging technology of advanced functions without being hurt.

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The Application of Flipped Classroom Teaching Mode in the Online Teaching Course System of Digital Media Majors in Higher Vocational Education under the Background of "Internet +"

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Abstract:"Internet +" has become the general trend of education reform and development, and "flipped classroom" has emerged at the historic moment, injecting vitality into the better development of education informatization.On this basis, the teaching concepts and advantages of flipped classrooms in the Internet era are discussed. This article analyzes the teaching mode of flipped classrooms, constructs the teaching process of flipped classrooms, summarizes and reflects on the existing problems.The "flipped classroom" teaching model began with the rapid development of information technology.The application of modern information technology such as the Internet and big data in teaching. The teaching process is divided into two stages: knowledge conversion and knowledge transfer. The teacher-student relationship is reversed. Students achieve their learning goals through classroom learning, classroom internalization, and extracurricular transfer,so as to realize the innovation of the learner-centered curriculum teaching model.

Keywords: Internet +; Flipped classroom; Teaching model; Higher vocational education; Digital media major; Online teaching; Curriculum system

1.THE TEACHING CONCEPT OF “FLIPPED CLASSROOM” UNDER THE BACKGROUND OF “INTERNET+”

The flipped classroom is commonly known as the flipped classroom teaching model[1].In the process of informatization, the Internet and other information technologies are used to subvert traditional classroom teaching, and knowledge transfer and knowledge internalization are presented in two links before and during class to complete the teaching task.To achieve the teaching goal with the new teaching form of "teaching and learning"[2].

With the rapid development of information technology, the transformation of classroom teaching mode has won the strong support of information technology.Creatively changed the mode of teaching and learning. The process of memorizing the mode and understanding knowledge was transferred to the classroom in advance.And apply, analyze, evaluate and create the difficult knowledge internalization process[3].With students as the main body, teachers and students break the limitations of space and time with the help of the Internet, conduct face-to-face communication and cooperation in an all-round way, and master the entire process of student learning activities anytime, anywhere, so as to achieve the ultimate goal of completely absorbing knowledge[4].

The education reform promoted by "Internet +" has a huge impact on the traditional teaching mode, and urges schools to actively carry out practice and innovate the teaching mode, so as to adapt to the educational needs under the new environment.The "flipped classroom" in the context of "Internet +" is a hot spot in the current education informatization research, and it is the product of the deep integration of technology and education.The "flipped classroom" created by the new generation of information technology can realize the full tracking before, during and after class. “"Flipped Classroom" is an inevitable result of school education informatization under the background of "Internet +" education centered on classroom teaching, centered on teacher-student activities, and centered on the generation of wisdom[5].The "flipped classroom" under the background of "Internet +" strives to explore whether the new teaching model can stimulate students' interest in learning, and improve students' learning effect and satisfaction.

2.ANALYSIS ON THE ADVANTAGES OF INTEGRATING FLIPPED CLASSROOM TEACHING MODE INTO DIGITAL MEDIA ONLINE TEACHING IN HIGHER VOCATIONONAL COLLEGES

In the "Internet +" era, the "flipped classroom" teaching model has transformed higher vocational digital media teaching into a "learner-centered" curriculum teaching model, which has played a prominent role in the following three aspects.

(1)Cultivate students' individual learning style

In the process of flipped classroom teaching, the study before and after class is arranged by the students themselves, and the role of the students is changed from a passive knowledge receiver to an active knowledge explorer.The learning level is clear, and the teaching time can be reorganized.In class, teachers can guide and help students in a targeted way, assign different teaching tasks according to students' problems before class, and arrange personalized exercises after class, so as to teach students in accordance with their aptitude, improve the teaching efficiency of the course and optimize the teaching effect of the major.

(2)The need for professional development

Due to the relatively short time for the establishment of digital media technology majors in higher vocational colleges, it is impossible for the construction of digital teaching resources to achieve perfect results in a short period of time.From professional education teaching reform, therefore, meet the needs of the development of digital media and age, from promoting the development of students' comprehensive ability, improve their own quality, pressing for digital course and the construction of professional resources development awareness, pay attention to resources construction and the accumulation of at ordinary times, enhance the ability of general development, integration, utilization of resources.

(3)Digital teaching plays the role of Internet information technology

Digital teaching resources are the core of the construction of digital teaching environment. It is based on digitization, disciplines and majors, with courses as the center, integrating teaching plans, curriculum settings, courses and other teaching file information and multimedia resources.By organically integrating resources through the teaching process, it provides all-round teaching practice information and teaching reference resources services for teachers and students.

Information technology is widely used in all teaching links of flipped classroom, making up for the inconvenience of "teaching and learning" in time and space. It is the guarantee for building personalized learning environment, promoting the communication between teachers and students, and developing intelligent teaching.

In addition, from another perspective, the application of the flipped classroom teaching model also plays an important role in improving the information technology literacy of teachers and students and the ability to master the application of modern educational technology.

3.FLIPPED CLASSROOM TEACHING MODE IN THE DESIGN PRINCIPLES OF ONLINE TEACHING COURSES FOR DIGITAL MEDIA MAJORS IN HIGHER VOCATIONAL EDUCATION

In order to effectively exert the teaching effect of the flipped classroom in the digital media professional online teaching courses of higher vocational education, teachers need to follow three principles when implementing the flipped classroom teaching method:

Principles of System Teaching Design

This principle emphasizes that teachers ' pre-class design not only refers to the production of teaching courseware videos, but also includes a series of complete teaching systems.Such as teaching syllabus, teaching content, teaching plan, teachers need to formulate personalized professional teaching plan, master the characteristics of learners, understand students' original knowledge level, cognitive ability level, learning motivation and professional learning interest, so as to determine digital media . The teaching goal of professional online teaching courses, so as to carry out more professional online teaching work.

(2)The principle of enriching learning resources

Students majoring in digital media in higher vocational colleges need sufficient professional learning resources to support them to complete pre-class learning tasks on their own.The flipped classroom teaching mode should take into account the students’ learning ability and basic learning conditions, provide students with a series of auxiliary teaching tools such as the nature of theoretical knowledge, graphics, videos, text data and simulation software, and establish a wealth of learning resource content to help learners. To better complete the self-learning content and improve the learning efficiency of this major.

(3)Principles of optimizing the learning environment

The learning mode of flipped classroom needs the support of information technology environment, the communication and interaction between teachers and students also need a multi-dimensional teacher-student interaction environment, and the guarantee of professional course resource sharing platform.The online platform construction of digital media professional courses can choose the simple and convenient Baidu cloud network disk, QQ, WeChat interactive platform to build a "learner-centered" learning environment.At the same time, we should pay attention to optimizing the teaching mode of "interactive comments", combining teacher evaluation, student mutual evaluation and student self-evaluation, and establishing a multi-level evaluation mechanism based on real-time evaluation, so as to enhance learners' learning motivation and interest in digital media professional courses.

4.INTERNET+ FLIPPED CLASSROOM TEACHING MODEL DESIGN

The flipped classroom teaching model mainly stimulates students' learning motivation in a task-driven way.Before designing the flipped classroom teaching model, we must first investigate and analyze the students' knowledge level, ability level and learning attitude.In task design, subject education must always be closely related to teaching content and tasks in order to effectively complete teaching tasks.

The design process of the flipped classroom teaching model refers to the process of efficient and benign interaction between teachers and students, and between students and students.First of all, under the "Internet +" teaching model, students have sufficient learning resources, so the communication between teachers and students should pay more attention to highlighting the key points of teaching, and pay more attention to the benign guidance of teaching and learning methods.Secondly, "Internet +" teaching mode also provides unprecedented convenient conditions for the communication between teachers and students inside and outside the classroom.Teachers and students can learn and communicate with teachers after class through the Internet social platform.In order to develop a benign interaction between teachers and students, teachers should be concerned about the daily life and psychological conditions of students, and better promote the emotional exchanges between teachers and students.Only in this way, the students will actively interact and communicate with the teacher and draw the distance between each other.In addition, the essence of "Internet +" is to encourage innovation. The innovation of higher vocational digital media teaching courses lies not only in the application of advanced teaching technology, but also in the guidance of innovative thinking.In the teaching process, we must make full use of the advantages of the Internet, encourage students to actively innovate, and adapt education and teaching to the needs of the future society.

5.CONCLUSION

The construction of flipped classroom teaching resources under the background of "Internet +" is a long-term and complex task, especially for digital media technology majors in higher vocational colleges that are just starting out.In order to cultivate excellent technical talents, it is necessary to continuously strengthen the research and development of teaching resources.Constructing a perfect "Internet +" flipped classroom teaching model with digital teaching resources of digital media technology, avoiding the independence and closedness of the school in the construction of teaching resources, laying a foundation for resource sharing.Realizing the sharing of digital teaching resources in higher vocational colleges will enable the digital media technology major in higher vocational colleges to achieve a more scientific and orderly development.

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Analysis of Curriculum System of Primary Education Major and Its Construction Path

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Abstract:With the rapid development of society and the change of internal and external environment, education has been attached great importance. Under the background of education power, the construction of teachers' specialization has been attached great importance. The development and transformation of teachers' education has gradually become comprehensive, professional and professional. The transformation of higher education of primary education is faced with the selection problems of "skill training" and "subject bias". There is a widespread situation that the basic comprehensive knowledge education is replaced by the subject specialty or the subject integration, and the enhancement of the subject knowledge still fails to highlight the advantages of the cultivation of the primary education specialty. The particularity of primary education specialty makes it necessary to strictly distinguish the training mode of middle school teachers or university teachers, improve the training path of primary education specialty in order to better improve the training mode and training scheme, improve the training system and ensure the effectiveness of education, and provide a steady stream of excellent talents for the development of China's education.

Keywords: primary education; professional curriculum; system construction

1.AN ANALYSIS OF THE SPECIAL NEEDS OF PRIMARY SCHOOL TEACHERS

The construction of professional curriculum system should pay attention to the particularity of training objects. The professional characteristics of teachers' identity are more significant. With the increasing status and importance of teachers, the professional characteristics of teachers are more prominent. The purpose of teacher training in normal colleges and universities is to better practice the path of specialization, and to give full play to teachers' disciplinary and educational professionalism in education and teaching. The cultivation of primary school teachers in higher education is influenced by the traditional education concept, subject knowledge has gradually become the focus of education, but professional teaching skills have not been fully concerned. There are obvious differences between primary school teacher training and other stages of teacher training. With the growth of teaching period, teachers' subject professionalism is growing, while professional requirements are weakening. Primary education has higher requirements for educational professionalism and lower requirements for teachers' education. Primary education should focus on comprehensive and general knowledge training. Primary education major should pay close attention to teachers' characteristics and avoid overemphasizing the cultivation of discipline spirit, otherwise teachers' teaching state will be far from the expectation of students and parents. At present, the choice space of normal students in primary school education is limited, and many students are completely in a passive choice state. Although they have entered the professional training system, their basic qualities such as morality, quality, will and so on can not meet the professional requirements. Compared with the actual needs of primary education, there is a significant gap in the selection of primary education professionals in China, which seriously affects the future growth and development of students.

2.ANALYSIS OF CURRICULUM SYSTEM OF PRIMARY EDUCATION

2.1 educational theory orientation and comprehensive training

Supporters of this model believe that primary school teachers do not need to master very profound subject knowledge, most college students can meet the knowledge requirements of primary school teachers, and pedagogy, psychology and other children related knowledge should become the focus of education. The comprehensive training mode does not divide students into multiple disciplines, but cultivates compound teachers who can comprehensively cover different disciplines. The choice of educational theory fully takes into account the characteristics of primary education. After training and education, teachers can adapt to the requirements of different subjects and post education. Teachers will focus on the guidance of students' interests and the use of teaching skills, and knowledge accumulation takes a secondary position. Comprehensive curriculum design is easy to lead to the dilution of knowledge within the discipline. Teachers often feel that their knowledge is not enough to meet the needs of education. After entering the work post, there are problems of weak adaptability and lack of practice, which affect the implementation of discipline education.

2.2 subject teaching orientation and specialty training

The orientation of subject education of primary education professional curriculum thinks that primary school teachers should have solid subject foundation, and the focus of work should focus on subject knowledge and subject skills. Supporters of this model think that schools should also set up subject curriculum, and the training of primary school teachers is highly similar to that of middle school teachers. On the basis of general education, schools carry out the education of Chinese, English, mathematics, music and other subjects, which accurately meets the needs of primary school education. Teachers' subject quality is significantly improved, and the professionalism and pertinence of education are significantly strengthened. However, this mode will also lead to many educational problems. For example, in the direction of Chinese education, ancient, modern, contemporary, ancient Chinese, foreign literature and other courses are offered at the same time, so the professionalism of education will inevitably encounter adverse effects. Primary school teachers do not need to master too much professional knowledge, the particularity of primary education must be fully concerned.

2.3 practical skills orientation and teaching research training

This teaching orientation is a new teaching mode emerging under the background of education reform. Curriculum setters pay close attention to the practical characteristics of education. Educators believe that the focus of primary education major is to cultivate students' primary education skills. Setting up teaching skills courses in the major can make normal students gradually master classroom teaching, class management, activity organization, extracurricular practice and so on Professional skills. The mode of "teaching, research, training and study" mainly focuses on theoretical knowledge, research ability, educational philosophy and practical ability. Through the education and training of these contents, normal students will be helped to grow up in an all-round way. This model is an ideal state of education model, teaching methods and classroom rhythm training is the focus, which is easy to get the recognition of primary school students and get better results, but in the learning process, normal students not only need to accept general education, but also need to participate in professional curriculum learning and research practice activities, which leads to a larger curriculum capacity, how to better allocate teaching resources And the use of teaching time has become the focus of attention.

3. THE CONSTRUCTION PATH OF CURRICULUM SYSTEM OF PRIMARY EDUCATION MAJOR

3.1 priority of primary education major enrollment

Primary education major is in a weak position in the college entrance examination in the new era. The weak discipline of primary education makes it a "weak" major, but teachers will play an important role in the growth of students. The purpose of primary education major is to reflect that it should have comprehensive knowledge potential. Learners should not only have good subject knowledge, but also have good conduct habits, and avoid obvious defects in knowledge structure. The development of education forms makes the status of primary school teachers continue to improve, at the same time, the requirements of teachers' academic level are also constantly improving. Only by giving primary school teachers professional education policy support and giving priority to enrollment of primary school education can the level of primary school teachers continue to improve.

3.2 overall optimization of professional teacher training

The primary school teacher training should adhere to the principles of curriculum integration as the basis, subject expertise as the promotion, and educational means as the core, and avoid simply imitating the secondary school teacher training mode. Schools should accurately grasp the display needs of primary school teachers' training, adhere to the cultivation of comprehensive quality as the primary task, and continuously improve teachers' knowledge breadth and education function, so that normal students can play their value in their own jobs, and show their professionalism and professionalism in teaching, guidance, approval and other aspects. "Teaching study" training can ensure that education is more targeted, schools can carry out simple strokes, writing, teaching design and other teaching skills courses.

3.3 building the curriculum of primary education needs

The school education major has gradually formed a stable curriculum system with the core of general courses, basic subject courses, educational science courses, basic subject knowledge courses and teaching time courses. However, different colleges and universities have different understanding of talent cultivation, which leads to different proportion of courses. The curriculum cultivation of primary school education major should adhere to the life oriented general education and elective subject knowledge The principles include the integration of knowledge, the foundation of texture knowledge, the skill of educational knowledge and the operation of teaching practice.

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CMM-based Method for Measuring and Evaluating the Training Quality of Applied Talents in the Major of Logistics Management

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Abstract: As the country attaches importance to and promotes the cultivation of applied talents in universities, how to effectively train high-quality applied talents has become a subject of active thinking and research in many universities. Through the analysis of the key influencing factors and processes of the training quality of applied talents in logistics management, based on the basic theories and ideas of capability maturity model, and the evaluation method based on the quality management maturity evaluation criteria of GB/T 19001 is referred to, Combining the actual situation of logistics management major, construct the application-oriented talents capability maturity model of logistics management major and its evaluation ideas, in order to establish a perfect application-oriented talent training system to ensure and improve the quality of training.
Keywords: Logistics Management;Applied Talents; Capability Maturity Model;

1. PREFACE

An excellent application-oriented talent training model requires a complete teaching quality management system to ensure that the quality of talent training meets the needs, so that students can acquire the necessary abilities through standardized and systematic learning. Obviously, such a system is not achieved overnight, but requires continuous improvement to achieve excellence. Therefore, it is necessary to establish an effective management system to help implement improvements.

2.THE ABILITY MATURITY MODEL OF APPLIED TALENTS IN LOGISTICS MANAGEMENT MAJOR

Many scholars have applied CMM to solve problems in improving teaching practice capabilities.The research of peers shows that it is feasible to use CMM ideas and methods to study the ability training of applied talents in logistics management major[1][2][3].

2.1Analysis on the factors influencing the growth of applied talents in logistics management major

Compared with other types of talents, application-oriented talents not only require a solid basic knowledge of relevant professions, but also must possess the practical skills required by industry enterprises for each post of their profession, and be able to use them proficiently[4]. However, the growth of applied (practical) ability is a process of gradual improvement. During the four-year study of university students, the improvement of their applied (practical) ability depends on many factors.

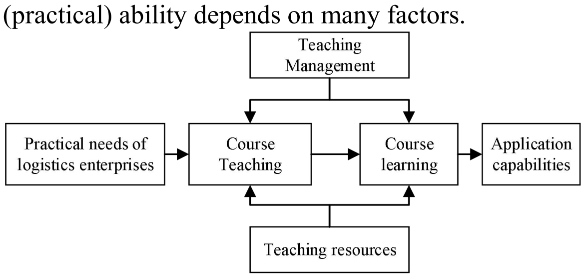

Figure-1 The ability training and formation process of applied talents in logistics management

For logistics management major students, the formation of their application ability is shown in Figure -1, which mainly includes four factors: the process of teaching resources construction such as the teaching staff, practical teaching hardware conditions, practical teaching software conditions, production and education Integration conditions, etc.;the course teaching process, including the content, methods, skills and students’ classroom participation taught by the teacher;the course self-learning process, including the student’s learning planning, autonomy, learning task completion,and goal achievement,etc.;teaching management process, including the planning of teaching activities such as applied teaching curriculum system and methods, organization of teaching implementation, inspection and monitoring of the quality of teaching activities, evaluation of teaching activities, comprehensive evaluation of learning effects and Continuous improvement of the teaching process and so on.

2.2.The framework of ability maturity of applied talents in logistics management major

Using the core ideas of CMM, continuous improvement of the process, and ultimately enabling students' abilities to meet the requirements of applied talents is an effective way to ensure the quality of applied talents. Like CMM, the maturity of the training ability of applied talents in logistics management major can be divided into 5 levels.

2.2.1.Initial level

Teaching resources cannot meet the needs of applied teaching and lack the necessary basic conditions for practical teaching; the organization of the classroom knowledge teaching process is chaotic, the teaching content design is unreasonable, the teaching methods are traditional and outdated; students do not display their enthusiasm and initiative in the learning process Obviously, the improvement of autonomous learning ability is slow, and the learning effect is not good enough; the teaching management process is not standardized and random, teachers and students are in a hurry, the practical teaching plan cannot be effectively implemented, and the practical ability of students is difficult to systematically cultivate.

2.2.2.Basic level

Teaching resources can meet the basic needs of applied teaching and have a basic practical teaching foundation; teachers' teaching process is organized in an orderly manner, teaching content is designed rationally, teaching methods are flexible, and teaching effects are better; students are more active in learning and self-learning ability can be gradually improved, and students' application-oriented ability can be enhanced to a certain extent by learning; the teaching management process is carried out in an orderly manner in accordance with the PDCA process, and the applied teaching curriculum system and management system have been basically established.

2.2.3.Repeatable level

Adequate teaching resources, perfect application of teaching infrastructure and equipment; established scientific teacher teaching process standards, standardized teaching content design, established learning-centered teaching method standards, and teaching effects that can meet the requirements of teaching objectives; established student learning process Standards, full self-learning, can achieve various ability training goals in accordance with the plan; established teaching management standards, and strict implementation of the PDCA cycle.

2.2.4Quantitative management level

On the basis of standardization of teaching resources, teaching process, learning process, teaching management, etc., clear evaluation indicators and assessment standards are formulated to realize the quantitative management of the above process;

2.2.5Optimization level

On the basis of quantitative management, schools and teachers can adjust training programs in a timely manner in accordance with changes in professional development and changes in industrial needs, construct a scientific and standardized curriculum system, build necessary practical teaching bases such as industrial colleges, and actively carry out industry-university-research integration. Improve the course teaching process at the right time; students' learning initiative and enthusiasm are fully stimulated, and they can actively study around the ability goals, and various abilities are steadily improved; teaching management can be improved and optimized in time.

3. EVALUATION METHOD OF APPLIED TALENTS TRAINING ABILITY MATURITY OF LOGISTICS MANAGEMENT MAJOR

3.1.Evaluation elements

The competency maturity model of applied talents in logistics management involves four key processes: teaching resource construction process, course teaching process, course learning process and teaching management process. These four all involve PDCA , and the maturity of these four key processes determines the maturity of the entire system, so each process can be evaluated from the four elements of PDCA[5].

In the evaluation, you can compare the scoring clauses of key processes such as teaching resources, course teaching, course learning, teaching management, etc., and quantify Scoring and qualitative evaluation according to the four evaluation elements of planning (P)-implementation (D)-monitoring (C)-improvement (A).

3.2.The basic idea of evaluation

3.2.1Combination of process evaluation and result evaluation

The evaluation of the ability maturity of applied talents in logistics management major requires not only effective evaluation of related processes, but also reasonable evaluation of results, that is to say, the necessary evaluation of the degree to which students obtain relevant abilities through teaching to meet their needs. If there is a change in demand, teaching should be adjusted in real time according to the change to ensure that the degree of meeting the demand meets the requirements. The evaluation of the results can further verify the accuracy and rationality of the process evaluation. The evaluation of the process is a combination of quantitative and qualitative evaluation, and the evaluation of the results can be mainly quantitative. It is measured by the degree to which students meet their needs through four-year university study. This requires the establishment of demand indicators and students' practical ability index system based on the survey results , and make adjustments in due course.

3.2.2.Quantitative and qualitative evaluation of the process

During the review, on the basis of identifying the main advantages and main improvement opportunities one by one, summarize, refine, and determine the main advantages and main improvement opportunities of the logistics management professional application-oriented talent training system. The high-level maturity behavior description will help the training unit of logistics management professional applied talents understand the matters to be considered, and help determine the improvement activities needed to reach the higher maturity level[6].

When scoring quantitatively, all aspects of the scoring clauses should be reviewed, especially from the perspective of key factors affecting the quality of applied talent training, identifying and focusing on aspects that are important for improving students' practical ability and the continued success of the teaching system. According to the scoring clauses, the "planning (P)-implementing (D)-monitoring (C)-adjusting (A)" elements of the four key processes of teaching resources, course teaching, course learning, and teaching management are comprehensively evaluated.

When the maturity level of the grading clauses of teaching resources, course teaching, course learning, teaching management and other processes is 4-5, the main advantages that can help improve the quality of training applied talents in logistics management major are reflected in the writing of these processes. When the maturity level of the scoring clause is 1-3, it is mainly to find opportunities for improving the training quality of applied talents in logistics management and enhancing students' application ability. To help identify specific problems in the next improvement process, and take effective measures to improve.

3.2.3. Evaluation of results

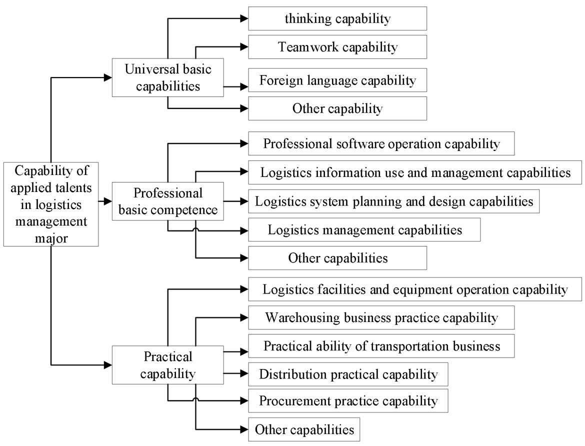

Figure-2.Capability Index System of Applied Talents in Logistics Management major

The evaluation of the results depends on the degree to which the relevant abilities obtained by the students of logistics management major through applied teaching meet their needs[7]. However, because the demand is constantly evolving, the ability to respond to the applied teaching system is also a great test. After investigation and analysis, it is found that due to technological innovation and knowledge update, the needs of logistics enterprises may change in some specific indicators, but the overall framework can maintain a certain degree of stability. Therefore, a preliminary indicator system framework can be established from three aspects: general basic ability, professional basic ability, and practical ability, and adjust the specific indicators in a timely manner according to the actual situation. It helps to evaluate the maturity of the entire teaching management system, and helps to find problems and improve them. The basic indicator system is shown in Figure-2.

The index system here only provides a basic evaluation index framework. In the actual use process, it is also necessary to make necessary adjustments according to changes in demand. The specific evaluation of each indicator should also be adapted to the students' obtaining relevant skills certificates and participating in relevant professional competitions, and adopt a variety of methods and forms to exercise and confirm the improvement of students' corresponding abilities.

4.CONCLUSION

On the basis of systematic analysis of the key factors affecting the quality of logistics management applied talents training, a model for the maturity of the applied talents ability of logistics management was constructed, and a preliminary evaluation method was established. Its purpose is to be able to find various deficiencies in a timely manner, continuously improve various tasks, so as to gradually form a good operating mechanism and management system, and ensure that the quality of training applied talents in logistics management can be continuously improved.

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Study on the Preparation And Acoustic Absorption Coefficient of a New Type of Aluminium Foam

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Abstract: In this paper, three sets of new aluminum foam samples with different pore structure parameters were prepared by low pressure seepage method. The transfer function method was used to detect the high frequency and low frequency sound absorption coefficients of the samples. The results show that the material has changed sound absorption capabilities in different sound frequency bands. The low frequency band (250-1600 Hz) improves the sound absorption capacity with increasing frequency. After reaching the peak, it drops. The overall sound absorption capacity of the high frequency band (1600-6000 Hz) is better than the low frequency band as a whole. As the thickness of the test sample increases, the frequency of the maximum sound absorption coefficient decreases accordingly, and the sample with a small aperture has a higher sound absorption coefficient.
Keywords: Low-pressure infiltration method; CaO granules; Aluminum foam; Acoustical absorption coefficient

1. INTRODUCTION

Metal foams represent a unique class of lightweight materials which exhibit novel physical, chemical and mechanical properties [1,2]. At present, metal foams are employed in a wide range of engineering applications. Aluminum foam can be roughly divided into closed-cell and open-cell types. The open-cell foamed aluminum material prepared by the percolation method has good through-holes, stable pore structure size, high broadband sound absorption performance, and excellent repeatability of sound absorption coefficient. The structure is very uniform and the foam properties are nearly isotropic[3-7]. Because the structure is conducive to the penetration of sound waves, especially in comparison with closed-cell foam aluminum, the application of open-cell foam aluminum in the sound field has broad market prospects[8,9]. Features, so it can give play to its structural advantages when it is used for noise reduction.

The percolation method is one of the traditional methods of aluminum foam preparation [10], where salt and soluble MOD are commonly used as percolation particles. Due to the complexity of pretreatment of the aforementioned seepage particles, they are not easily removed and their performance is unstable. Limits the widespread use of this method for preparing foam aluminum materials. Calcium oxide particles have a melting point up to 2580°C, do not react with aluminum solution, have high strength and are not easily deformed, and are easily soluble in weak acidic solutions, making them ideal materials for emerging seepage particles [11].

A new method for preparing aluminum foam using calcium oxide as percolation particles and ammonium chloride saturated aqueous solution as particles to remove liquid [12,13] (this method was authorized by the China national invention patent on September 19, 2017, and the patent number was 201610242168.2) Three kinds of structural parameters of open-cell foam aluminum sound absorption coefficient transfer function test samples were prepared. The low-frequency and high-frequency sound absorption coefficients were tested. The effect of sample thickness changes on the sound absorption coefficient was studied. Further research on the use of open-cell foamed aluminum for sound attenuation has laid the foundation.

2. EXPERIMENTAL SETUP

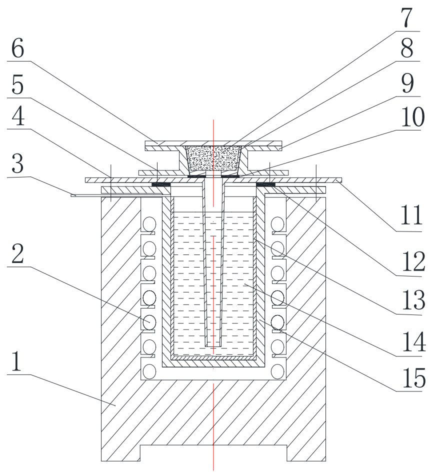
The low-pressure percolation device used to prepare the sound absorption coefficient test sample is given in Figure 1. When preparing samples, first place the inner mold filled with compact particles in a preheating furnace to preheat to the specified temperature, and then quickly install it into the outer mold cavity of the device. Compressed air passes through the air inlet pipe to the crucible. After bringing pressure to bear, the aluminum liquid rises along the riser, fills the entire mold and solidifies, and obtains a composite of particles and aluminum. After subsequent machining processes such as turning and cutting, and removing particles, a foamed aluminum material can be obtained.

3. EXPERIMENTAL METHOD

3.1. Control of pore structure parameters of aluminum foam

After the calcium oxide is percolated and sieved, three different particle sizes are obtained, which are 0.90 ~ 1.43 mm, 1.43 ~ 2.00mm, and 2.00 ~ 2.50mm. Mix a certain proportion of pure alcohol liquid with calcium oxide fine powder larger than 300 mesh with calcium oxide particles and put them into the mold. Use related equipment to compact the particles in the mold. According to three different particle sizes, different configuration ratios of particles and slurry are used to quantitatively control the porosity of aluminum foam materials.

Figure 1. The device of low-pressure infiltration



1-Pit-type resistance furnace, 2-Resistance wire, 3-Intake pipe, 4-Fastening bolt, 5-Positioning bolt,6-Top cover, 7-CaO Granules, 8-Inner mold, 9-Outer mold, 10-Small seal, 11-Riser, 12-Graphite lining, 13-Aluminum liquid, 14-Crucible

3.2 Process parameters for preparing aluminum foam and particle removal method

The selected process parameters for the production of foamed aluminum are: melting temperature of molten aluminum of 720 ℃; seepage pressure of 0.04MPa; particle preheating temperature 700℃.

Put a certain amount of CaO particles into the inner mold and compact it. Place it in an electric heating furnace to preheat the preform at a temperature of 700 ℃ for three hours. Then quickly transfer the preform to the outer mold of Figure 1 to make the inner and outer molds fit together. The air inlet pipe pressurizes the liquid surface, takes out the pressure for three minutes and then takes it out, and naturally cools it at room temperature. Mechanical division of the composite cooled to room temperature.

Put the mechanically cut composite into water, because calcium oxide reacts with water to form calcium hydroxide, and the solubility of calcium hydroxide is not high, so put ammonium chloride in water to generate an aqueous solution of ammonium chloride. This solution It is weakly acidic, making calcium hydroxide soluble in aqueous ammonium chloride solution. At the same time, the solubility of ammonium chloride in water is high. Ammonia water can overflow from the solution, so the calcium oxide particles in the composite can be removed smoothly.

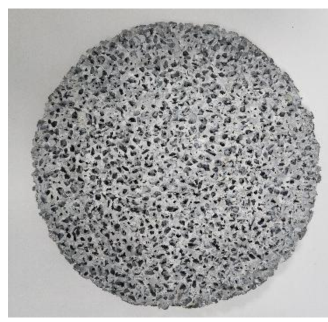
3.3. Sample parameters and test methods

Three different structural parameters of the foam aluminum sound absorption coefficient of low-frequency (100mm diameter) and high-frequency (30mm diameter) test samples are shown in Figures 2 and 3. The pore structure parameters of the sample are shown in Table 1.

Figure 2. Low Frequency test specimen

(a)0.90~1.43 mm

(b) 1.43-2.00 mm



(c)2.00-2.50 mm

Figure.3 Picture of high Frequency test specimen

(a) 0.90~1.43 mm (b) 1.43~2.00 mm (c)2.00~2.50 mm

Each group of samples was mechanically cut so that each group of samples obtained three pairs of high and low frequency band samples with a thickness of 8, 16, 24mm.

3.4. Sample parameters and test methods

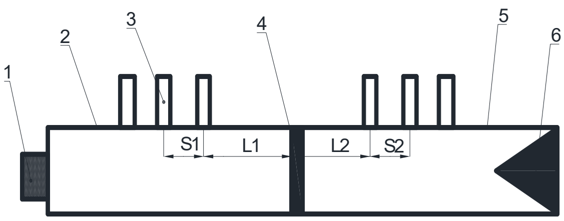
Three different structural parameters of the foam aluminum sound absorption coefficient of low-frequency (100mm diameter) and high-frequency (30mm diameter) test samples are shown in Figures 2 and 3. The pore structure parameters of the sample are shown in Table 1.

The tested of the sound absorption coefficient uses the transfer function method in the tube test method[14,15], The transfer function method test instrument is simple, does not require large-scale test samples, there is no need to install a microphone multiple times during the test, and data reading at different frequencies can be completed automatically at one time, eliminating the error of human testing and saving test time. It is currently an ideal sound absorption measuring instrument. The Institute of Noise and Vibration Engineering to carry out on the VA-Lab noise test system. Take three samples of the three groups of high-frequency test samples, and label them as 1#, 2#, 3#; 4#, 5#, 6#; 7#, 8#, 9#. Similarly, take three low-frequency test samples and label them as 10#, 11#, 12#; 13#, 14#, 15#; 16#, 17#, 18#.

The test grouping conditions are shown in Table 2 and 3.

Table.1 Holes structure parameters of three groups of specimen

Group	Aperture/mm	Diameter/mm	Porosity/%
Ⅰ	0.90～1.43	30，100	74.5
Ⅱ	1.43～2.00	30，100	74.5
Ⅲ	2.00～2.50	30，100	74.5



1-Sound source, 2-Sound source tube, 3-microphone, 4-testing sample, 5-Receiver tube, 6-Sound-absorbing end

Figure.4 Schematic diagram of sound absorption tester

Table 2. High frequency test sample parameters

Test number	diameter/mm	Sample serial number	thickness/mm
1	30	1#	8
2	30	2#	16
3	30	3#	24
4	30	4#	8
5	30	5#	16
6	30	6#	24
7	30	7#	8
8	30	8#	16
9	30	9#	24

4. EXPERIMENTAL RESULTS AND ANALYSIS

4.1. Feasibility of preparation method

By observing and inspecting the samples of the aluminum foam absorption coefficient test sample prepared in this paper as shown in Fig. 2 and Fig. 3.

The appearance of the sample is better, showing a clear

metallic luster. At the same time, through the natural section of Fig. 5. It can be seen that the internal pore structure is complete, the pores are well connected, the shape of the pores is consistent with the shape of the modeling particles, the pore size and shape distribution are even and uniform, and the sample requirements of the sound absorption coefficient test are met, get qualified test samples.

Table 3. Low frequency test sample parameters

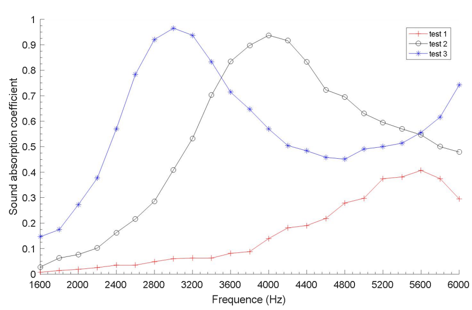
Test number	diameter/mm	Sample serial number	thickness/mm
10	100	10#	8
11	100	11#	16
12	100	12#	24
13	100	13#	8
14	100	14#	16
15	100	15#	24
16	100	16#	8
17	100	17#	16
18	100	18#	24

Figure 5. Sectional appearance

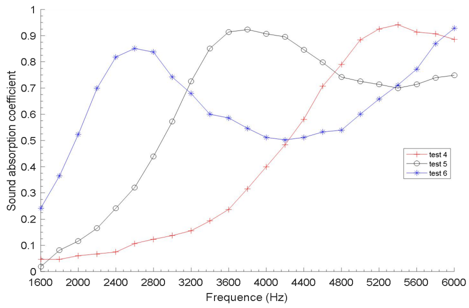
4.2. Test result and analysis of sound absorption coefficient of aluminum foam sample

The test results of the high frequency and low frequency sound absorption coefficients of the three groups of samples tested in this paper are shown in Fig.6 and Fig.7.

(a)



(b)



(c)

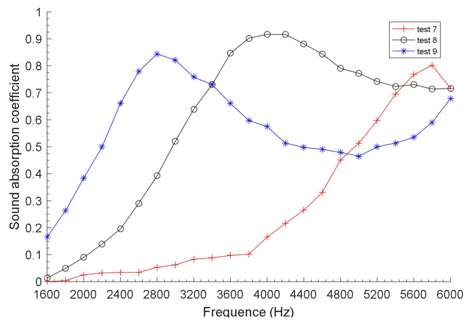
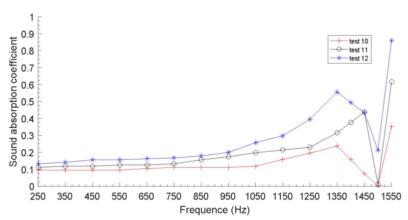


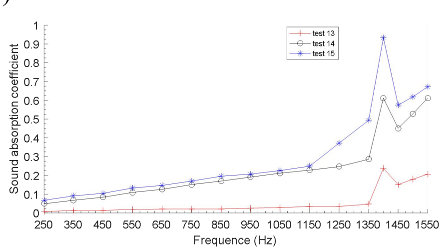
Figure 6. High frequency test sample parameters

The samples in the high frequency band have better absorption of sound waves. By comparison, it can be seen that there is a large gap in the sound absorption capacity of the material in different frequency bands. In the (a) group test, the pore size distribution range is 0.90-1.43mm, in the 5600Hz frequency band The left and right 8mm thick material reaches the peak of sound absorption, and its sound absorption coefficient is 0.35. As the thickness of the material increases, the overall sound absorption capacity is significantly improved, and the frequency band of the sound absorption peak is obviously shifted to the left, the peak size has a small amplitude Promotion.

(a)



(b)



(c)

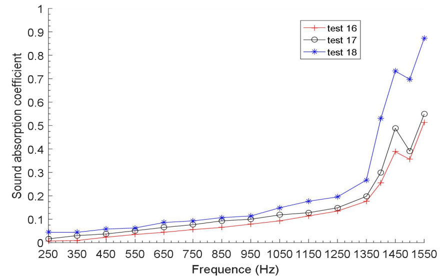


Figure 7. Low frequency test sample parameters

It shows that increasing the thickness of the sample can reduce the frequency value of the maximum sound absorption coefficient. Improve the sound absorption performance, but comparing the sound absorption coefficient curves of test2 and test3, it is found that the increase in sound absorption capacity of the test samples with 16mm thickness and 24mm thickness is not linear. It is not desirable to increase the sound absorption capacity by simply increasing the thickness.

In the test of group (b), the sample pore size is 1.43-2.00mm. Compared with the visible thickness in group (a) of 8mm, the overall sound absorption coefficient of test4 in group (b) is higher than that of test1, 8mm thick. The sound absorption performance of the sample reached a peak at 5300 Hz, and the peak value was about 0.94. As the thickness of the sample increased, the frequency of the sound absorption peak decreased accordingly, but at the same time, the peak value of the sound absorption also decreased to a certain extent. Among the test samples of group (c) with an aperture of 2.00-2.50 mm, the peak frequency of sound absorption of the 8 mm sample is around 5600 Hz, and the peak value is 0.82. From the three sets of experiments, it can be known that the sound absorption capacity of the small pore sample is smaller than that of the large pore sample, but as the thickness increases, the sound absorption capacity is greatly improved, while the sample with larger pore size As the thickness increases, the change in sound absorption coefficient is small and may even show a decrease.

From the test results in Figure 5, it can be seen that the sound absorption coefficient can be improved by superimposing the samples, but it is mainly reflected in the frequency range from 1000 to 1600Hz, the sound absorption coefficient of small aperture is better than that of medium aperture and large aperture, the difference between 250 and 1000Hz is not significant.

Due to the long wavelength of the acoustic wave in the low frequency band and the low number of reflections within the foam aluminum material, the individual samples showed poor sound absorption within the low frequency band, and all three groups of samples showed poor sound absorption within the low frequency band test. The sound absorption coefficient of 10# at 250Hz is above 0.05, while the sound absorption coefficient of 13# samples in the frequency band below 1350Hz is less than 0.02, and the sound absorption effect of 16# samples increases slightly with the increase of the source frequency. The overall acoustic absorption coefficient is less than 0.2. Changing the thickness of the test sample can effectively improve the acoustic absorption in the low frequency band, the acoustic absorption of the medium aperture test sample is more sensitive to the effect of thickness, the small aperture test sample has better acoustic performance in the low frequency band, the large aperture test sample in the low frequency band acoustic performance is the worst performance. Unlike the high frequency band performance, the peak band of the acoustic absorption coefficient does not produce a corresponding change as the sample thickness increases.

In summary, the change of the sample thickness can improve the sound absorption performance of the test sample, but this improvement is limited, with the increase of the sample thickness, the overall leftward shift of the curve of the sound absorption coefficient, resulting in the test sample with a larger thickness at certain frequency bands is not as effective as the sound absorption of smaller samples. In the frequency range higher than 4800Hz, 8mm medium and large bore specimens showed good sound absorption, while small bore specimens showed poor sound absorption. However, with the increase in thickness, the acoustic absorption of the small aperture samples improved significantly, and was substantially better than that of the medium to large aperture samples. In contrast, the overall lifting effect is more pronounced in small aperture samples. Therefore, the frequency distribution of the noise should be taken into account in order to select the appropriate structural parameters for the foam aluminum material in the actual application.

4. RESULTS

(1) According to the preparation method of aluminum foam material developed in this paper and the determined process parameters, the sound absorption coefficient test samples that meet the requirements can be prepared.

(2) The acoustic absorption coefficient of the material is related to the acoustic frequency, which increases with increasing frequency in the low frequency band and decreases after reaching its peak. The maximum sound absorption coefficient increases with increasing source frequency in the high frequency band.

(3) The three types of aluminum foam samples have good sound absorption performance in the high frequency band (1600 ～ 6000Hz); the sound absorption coefficient reaches more than 0.8 in the range of 5000-6000Hz.

(4) In the high frequency band, the optimal sound absorption frequency band can be adjusted by adjusting the thickness of the sample. As the thickness of the sample increases, the peak frequency band of sound absorption continuously decreases. And the sound absorption effect of the small aperture sample is the best.

(5) The pore size of the aluminum foam material is an important factor affecting the sound absorption coefficient. The medium-pore sample has the best sound absorption performance at a thickness of 8 mm. The sound absorption coefficient reaches more than 0.5 after 4000 Hz, and the maximum sound absorption coefficient is 5200 Hz. The value is 0.96.

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The Combined Development of Visual Communication Design and New Media Carriers

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Abstract:with the rapid development of modern information technology, because people's aesthetic is getting higher and higher, the traditional visual communication design can no longer meet the needs of contemporary people, and in the new era of new media background, After the integration of new information technology media, the visual communication design becomes more intuitive, three-dimensional and expressive.In the new media information technology and visual communication design of the effective combination of output works are popular. To meet the design requirements, we also need to understand the current interests of modern people, so that in the design can be based on the preferences of everyone to design. This paper first expounds the meaning and influence of visual communication design in the new media era, and finally discusses the development trend, hoping that the professionals who study visual communication design can provide theoretical reference.
Keywords: New media era; Visual communication design; Impact; Development trend

1. INTRODUCTION

With the new situation of modernization, because of the continuous expansion and extension of communication technology, countless scientific and technological information in daily life appears in the public view. For example (figure 1) the use of new media technology combined with visual communication design to create advertising and multimedia has become an extremely important way of information communication in the new media era. In addition, with the rapid development of contemporary society, new media is gradually expanding, and the scope of application of visual communication design is also expanding. By the powerful force of the new media, the visual transmission design develops from the traditional closed, static and graphic design to the open, dynamic and stereoscopic design direction [1]. In order to meet the diverse needs of the market and the public,introduce various ideas, break the traditional techniques, give visual communication to meet the needs of the market and the expectations of the public excellent works, to achieve a common “Chinese Dream ”.

Figure 1 Design of Advertising

2. THE MEANING OF VISUAL COMMUNICATION DESIGN IN NEW MEDIA ENVIRONMENT

First of all, under the background of the media era in the new period, the design of visual transmission has been developed into digitization, usually using the fictitious nature of digitization to carry out other operations. Visual communication design works of art can turn artistic creation into three-dimensional through the digitization of new media. Designers can use new media technology to create secondary works of art. The use of new media technology in artistic creation, even small virtual code can play a great role. Information can be easily disseminated because of the use of such virtual technology[2].This is like broadening people's horizons, giving people the feeling of being on the spot, making people feel more vivid and concrete works of art, enriching people's lives.

Secondly, in the era of new media information technology combined with visual communication design, its appearance subverts the traditional visual communication design. In the whole design process, designers can open their own ideas, open their own imagination, construct different design ideas, and design works that make the public more like. Therefore, the created works of art have gained greater value and brought more different voices and goodwill to people. In addition, the purpose of visual transmission design is to understand for the public. only when the public understands its meaning and hidden information can it be made more acceptable to the public and make the visual communication design bring beneficial effects. therefore, this requires designers to take into account human needs in the visual communication design. make people resonate better effect [3]. Visual communication design can produce easy effect by using new media information technology processing. The softness of new media is that it can better convey information to the public. New media is the product of social development, with the development of society, more and more high-end. Then, in the new media era visual communication design also has the same characteristic.Visual communication design conforms to the development trend of contemporary society and embodies its development value.

3. THE INFLUENCE OF NEW MEDIA CARRIERS ON VISUAL DESIGN

Under the background of the current new media era, visual communication design language design using simple two-dimensional design, obviously can not meet the needs of the development of modern society, we should gradually use from two-dimensional to three-dimensional, or even quaternion gradually. Using multi-dimensional spatial sense to become the shape of visual design development direction. It is well known that holograms are the most important technology. According to holographic image technology, the information dissemination of new media does not need to use other tools to realize three-dimensional multi-angle and multi-faceted communication, so that the masses can understand the information more comprehensively, and to deeply understand and even participate in the experience independently. Improve the user's emotional experience. Under the visual design of new media, designers pay more attention to the participation and experience of users, triggered by mobile media, and visual design takes the interactive design of people and machines as the mainstream. In addition, designers must consider how to use the conversion between traditional and digital media. Nowadays, the course of visual communication design in many universities is not a single design, but a related course combined with the development of science and technology and visual communication in the new media era, which enriches the course of visual communication design in universities. By using modern and more advanced information technology, the transformation of virtual and reality is realized, the designer's thinking is integrated into a virtual world, and a special form of communication is formed, so that the recipient can pass through his own real life experience. To understand the significance of designers to the public. In the field of visual communication design, new media network design is a more important interactive design, no longer by the designer for a single dissemination, but, in the process of using multimedia to browse a large number of information, Users will screen and click on the information they are interested in. In the process of information dissemination, the user experience is maximized and the win-win effect is realized.

4. THE DEVELOPMENT TREND OF VISUAL COMMUNICATION DESIGN UNDER THE BACKGROUND OF THE NEW MEDIA ERA

4.1 Extending Materiality to Nonmateriality

In the process of new media visual communication design, designers should use visual language symbols from the overall point of view, design works with life form, so that the works set up more vivid. Therefore, people can perceive the wonderful experience and realize the exchange of ideas through the expression of life form. The design of the works jumps from two-dimensional space to three-dimensional space. In the era of new media data, from material to immaterial, people's way of life is affected and changed. The method, means and process of information transmission are completed. For example, in 2015, at the famous Italian designer: Florence's spring and summer fashion design exhibition, designers used high-definition multimedia technology to build dynamic image control content in a completely dreamy holographic flow space. The use of such a combination of technology, not only to enrich the stage effect, with decoration, dream and virtual posture, effectively extended to the public's vision, but also to enable the audience to bring an immersive experience. This design not only sees the changing blue undersea creatures on the stage, makes the works like icing on the cake, but also reflects the freedom of the abstract sound and photoelectric effect in the changing fashion model. During the whole performance, virtual images and fashion models, like creatures in the sea, fuse and foil each other [5]. It has been recognized and loved by many people, so that the performance effect shows a unique visual experience.

4.2 Multidimensional spatial development of visual communication design

The purpose of visual design in the new media era is to create more beautiful, more comfortable, and more authentic information transmission effects, enhance aesthetic awareness, and make it easier for the public to accept and love.With the rapid development of the new media era, the three-dimensional and even four-dimensional space will replace the traditional two-dimensional plane display in the near future. Therefore, designers need to review the situation, in order to keep up with the pace of development of the times, we should pay attention to learning more diversified high-tech, constantly innovate and optimize and expand thinking into a broader spatial dimension, not limited to the smaller two-dimensional space.

5. CONCLUSION

In short, in the new media environment, the use of modern scientific information technology is the most favorable and powerful pillar of visual communication design. At the same time, for designers to create a lot of development space, broaden the thinking of designers to build works. Using new media information in visual communication design, the works created are more perfect and more acceptable to the public.How to make visual communication design to create better works under the combination of new media carriers requires more careful and careful research, as well as the continuous optimization and innovation of professionals, in order to enter the world.

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The Origin and Thoughts of the Golden Course Construction of "Comprehensive German" in Higher Vocational Education

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Abstract: The emergence of "Golden Course" is the need of the development in new era. In this information age, higher demands have been put forward for talent cultivation. Therefore, the curriculum, as the carrier of talent training in colleges and universities, has its own requirements for reform. In order to achieve the goal of "High quality, high creativity and challenging course" for Golden Course of "Comprehensive German" in higher vocational colleges, it is necessary to pay attention to curriculum ideology, school-enterprise integration, digital technology and reform of teachers, teaching materials and teaching methods.

Keywords: Higher Vocational Education, Comprehensive German, Golden Course Construction, Thought

I. THE ORIGIN OF THE GOLDEN COURSE CONSTRUCTION OF "COMPREHENSIVE GERMAN" IN HIGHER VOCATIONAL EDUCATION

1. The construction of "Golden Course" is the requirement of the development of the times

In the 21st century, electronic information technology has developed rapidly, affecting all sides of life, and education has inevitably entered the era of electronic information technology. The new era puts forward higher requirements and challenges to teaching and a curriculum reform covering all fields of education was initiated. As an important part of higher education, great importance has been attached to teaching quality of vocational education. From traditional classroom to online open curriculum of "MOOC" and "SPOC", the curriculum reform has never stopped.

Since 2018, under the initiative of the Ministry of Education of PRC, all the colleges and universities in China carried out the construction of "Golden Course" successively. Experts and scholars in the field of education carried out a detailed interpretation of the concept of "Golden Course". Wu Yan pointed out that "the Golden Course is the first-class curriculum", and "the Golden Course can be attributed to "High quality, high creativity and challenging course".[1] Tang Xiaomeng believes that "Golden Course" refers to the curriculum that adapts to the new requirements of higher education talents training in the new era, takes all the courses in colleges and universities as the objects, embodies the principle of "High quality, high creativity and challenging course" in every sector and the whole process, and can effectively stimulate students' interest in learning as well as their potential, and promote students' all-round development."[2]

It can be seen that the construction of "Golden Course" is a new requirement of talent training with the development of the times. The most important embodiment of "High quality" is that the student can exercise the high-level thinking through the study and can solve the complex problem; the "Innovation" means that there is full of the time and the inquiry from the curriculum content, the teaching form to the study result; the "Challenging" requests teachers and students to keep pace with the times, walk out the comfort zone, study and make progress together in case of facing the difficult course.

2. The intrinsic driving force of the golden course construction of "comprehensive german"

"Comprehensive German" is the basic course and main course of Applied German Major in higher vocational colleges, and it is also the leading course of other courses. It is characterized by large credit, large school hours, a wide range of content. Taking the Applied German Major of Shenzhen Polytechnic as an example, the "Comprehensive German" runs through the whole four semesters of vocational German study. According to the degree of difficulty and cognitive rule, it is divided into the Primary Comprehensive German, Advanced Comprehensive German, Intermediate Comprehensive German and Higher Comprehensive German with a total of 28 credits and 476 classes (see Table 1). It covers politics, economy, history, culture, education and business from a thematic perspective, includes letters, sounds, grammar, vocabulary, sentence patterns, dialogues and texts from a knowledge perspective, and includes all-round exercises in listening, speaking, reading, writing and translating from a technical point of view. Therefore, the curriculum of "Comprehensive German" plays an important role in the ideological sentiment and German level of students majoring in Applied German. Therefore, the construction of "Golden Course" is urgent.

Table 1 Comprehensive German Course

	Credit	School hours	Semester
Primary Comprehensive German	7	119	1
Advanced Comprehensive German	8	136	2
Intermediate Comprehensive German	7	119	3
Higher Comprehensive German	6	102	4

In recent years, under the impetus of the school, the teaching team of Comprehensive German has begun to explore a new teaching model that conforms to the development of the times. At present, "Comprehensive German" has experienced "Project course construction" and "Spoc course construction", has accumulated rich curriculum construction experience and diversified curriculum resources; In the course of thinking and practice of curriculum reconstruction and integration, we have participate in "Teaching Ability Contest for Teachers in Guangdong Province" for three consecutive years and won the first prize for twice and the second prize for once. We also won the first prize in "Guangdong Youth Teacher Competition". Therefore, we have equipped with excellent construction foundation for Golden Course.

However, under the background of constantly updating and iterating all kinds of information technology, the demand of the society for talents is also changing, and there are many deficiencies in the curriculum itself. "Comprehensive German" needs to be further promoted and improved through the "Golden Course" construction.

II. THOUGHTS ON THE GOLDEN COURSE CONSTRUCTION OF "COMPREHENSIVE GERMAN" IN HIGHER VOCATIONAL EDUCATION

1.Embed ideological and political elements in the Course

The ultimate goal of creating "Golden Course" is to train the talents who adapt to the modernization of our country and successors of socialist construction. Therefore, the ideological and political element can be a quite important part of curriculum. Students should know what to learn, how to learn and for whom to learn. The value-leading concept and innovative thinking mode are cleverly integrated into the classroom teaching, which enables the curriculum shoulders the whole process of educating people while imparting knowledge and skills.[3]

The ideological and political elements should be embodied in each study topic of "Comprehensive German". For example, when teachers talk about the subject of "occupation", they need to guide students to think and discuss "what is the initial purpose of engaging in a profession. Is it driven by money and interests, or the extension of hobbies and talents?" "Is there any difference between high-level career and low-level career?" "How can you become a "craftsman" in the field of your profession?" In this way, we convey a correct view of the career concept for students that do not chasing fame or profit, do things carefully in the field that you like and are good at, so as to make the best products.

2.Exploring a new education model in school-enterprise cooperation

Teachers in higher vocational colleges should first consider the important question of "training talents for whom", and the answer is self-evident. The higher vocational colleges are training talents for enterprises, so the integration of production and education is an important task in the development of higher vocational education. According to nearly five years of graduate follow-up survey, more than 70% of graduates of this major have been engaged in or are engaging in cross-border e-commerce industry. Hence, in the Golden Course construction of "Comprehensive German", it is necessary to carry out in-depth school-enterprise cooperation with enterprises in cross-border e-commerce industry, which includes the establishment of a professional construction guidance committee and a "Golden Course" construction team composed of subject leaders and enterprise experts, the common refining of typical job tasks with industry enterprises, the analysis of the professional competence and quality requirements for the completion of the tasks, the integration and reconstruction of the course contents according to the typical work tasks, and the teaching treatment of them. Students' post competence can be trained through the combination of work and study and project-driven methods.

3.The introduction of digital technology in the construction of curriculum system

Keeping in step with the rapid development of artificial intelligence, modern information technology has a revolutionary influence on the development of education. In addition to providing the possibility for the innovation of teaching method, it is helpful for the cultivation of students' innovative thinking ability. The development of information technology endows the construction of "Golden Course" with a new connotation.[4] "Comprehensive German" should integrate the digital technology used to complete the task into the course teaching content combining with the digital transformation of social development, make full use of modern information technologies such as big data, cloud computing and artificial intelligence in the design of every teaching sector, give full play to the advantages of digital technology, build the teaching resources which can meet the needs of students and social personnel, and realize the individualized and differentiated learning. Moreover, we should perform precise teaching exploration in planning study plan to record student's progress and evaluate study result.

Continue to promote the "reform of teachers, teaching materials and teaching methods"

The construction of "Golden Course" can not be separated from the "reform of teachers, teaching materials and teaching methods". The teachers in "Comprehensive German" team must shoulder the responsibility of improving the quality of classroom teaching under the background of informationization, actively participate in the school-enterprise integration construction, practice in enterprise regularly, accept new ideas, learn new methods, actively promote the transformation and transformation of teaching, positively adapt to information, artificial intelligence and other new technology changes. Golden Course team should jointly create a high-level and structured double-teacher teaching innovation team together with enterprise experts.

The ideas of the teaching material reform in the construction of "Comprehensive German" are as follows: First of all, prepare the teaching material standard in line with the curriculum standard. Set the scientific and reasonable teaching material standard relying on curriculum standard. The content of teaching material shall be determined by the teachers in the school and the teachers in the industry according to the ability requirements of the professional position to the talented person; we shall also develop the practical teaching material which combines closely with the production practice to ensure the high-quality teaching material to enter the classroom. Secondly, develop information resources of teaching materials. Oriented by the requirements of knowledge and skills, we can extract the knowledge points and take Microlecture as online self-learning resources; edit and publish the digital textbook "Cloud Textbook" according to the characteristics of the course; we shall also use the new loose-leaf and workbook-style teaching materials combined with the whole set of developed information resources.

In the aspect of teaching method reform, "Comprehensive German" course takes school-enterprise cooperation as the starting point of teaching method reform. The emphasis of the reform of teaching method is the practicality, openness and professionalism of the teaching process. Through the reform of the three key links of experiment, training and practice, it will promote the adjustment and construction of the major, and guide the curriculum setting and the reform of the teaching content. The heuristic, discussion-based teaching method shall be applied actively. It is essential to make a reform in examination method. The exam shall emphasize on improving the ability that the student uses what learned knowledge synthetically, solve practical problem. We shall study and formulate a training program to adapt to the actual conditions of different student sources, utilize modern information technology to promote the reform of teaching method, introduce modern educational technology such as big data, artificial intelligence to enhance teaching content and teaching method, and boost the construction and universal application of network learning space such as virtual factory.

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Study on the Therapeutic Effect of Xiaokuisan with Qing Ointment on Recurrent Aphthous Ulcer

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Abstract: Objective: to study the clinical treatment effect of Xiaokuisan with Qing ointment made by traditional Chinese medicine on Recurrent Oral Ulcers (ROU). Methods: The therapeutic effect of traditional Chinese medicine on ROU is compared with the effects obtained by existing treatment programs to obtain a better treatment plan. 90 patients with Recurrent Aphthous Ulcers (RAU) from Shetianqiao Town of Shaodong City in Hunan Province are selected as the subject. They are divided into 3 groups according to the same number of people, each with 30 people. And there are two control groups and one observation group, and then experimental research are carried out according to the original route. Results: after the treatment, scientific calculation of the correlation between the total effective rate of the three groups shows that the value of the control group is lower than that of the observation group. Conclusion: the Xiaokuisan with Qing ointment has a good therapeutic effect on patients with RAU and can be used in clinic.
Keywords: Traditional Chinese medicine; Xiaokuisan with Qing ointment; Therapeutic effect; Recurrent Aphthous Ulcers

INTRODUCTION

In oral diseases, recurrent aphthous ulcer (RAU) is the most common oral mucosa disease. Oral ulcer is also called stoma, which has deficiency and real disease [1]. Recurrent oral ulcers are deficiency symptoms in Chinese medicine (deficiency refers to the lack of public energy in the human body, resulting in weakened disease resistance and decreased physiological immune function. It is manifested as general weakness, fatigue, palpitations, shortness of breath, and pale lips. In clinical practice, Qi, blood and Yin and Yang are insufficient, which can be divided into Qi deficiency, blood deficiency, Yin deficiency and Yang deficiency). The disease has a high incidence rate, and is prone to periodic recurrence, and the course of the disease is long [2]. And the life and diet of patients will be greatly troubled by this clinical manifestation.

1. MATERIALS AND METHODS

1.1 General information

90 patients with RAU from Zeng Kailong Clinic from June 2019 to August 2020 are chosen as the subject. Among them, there are 63 male patients and 27 female patients. And they are randomly divided into the control group 1, the control group 2 and the observation group according to the same proportion of the number of patients. The control group 1 and control group 2 includes 30 patients aged 41 to 75 years old, with an average age of (55±3.8) years old, the course of disease is 4 months to 5 years, and the average course of disease was (2.8±0.8) years; the observation group is included in 30 patients between 32 and 58 years old, with an average age of (45±1.5) years old and an average duration of (2.5±0.6) years. Criteria for inclusion: By conducting a correlation seminar, all patients who meet the diagnostic criteria for RAU will understand and agree to the study. Exclusion criteria: patients with hematological diseases, other oral mucosal diseases, severe patients, pregnant women, other oral mucosal diseases, patients allergic to a variety of Chinese medicines, patients with malignant tumors, mental illnesses and other diseases that obviously cause normal life of the body. The three groups of patients have no significant differences in gender and disease progression through data calculation.

1.2 Methods

(1) The control group 1: the patients are treated with watermelon cream spray supplemented with vitamin B2 and C mixed drugs, and the drugs applied to the ulcer site three times a day. During the treatment, some irritating food should be avoided, and the use of other drugs is prohibited.

(2) The control group 2: patients are treated with iodine glycerin, which is applied locally on the ulcer three times a day. During the treatment, some irritating food should be avoided, and the use of other drugs is prohibited.

(3) The observation group: the patients are treated with Xiaokuisan with Qing ointment, which is sprayed into the ulcer with a medicine blower 3 to 4 times a day. In the process of treatment, some irritating food should be avoided, and other drugs should be prohibited.

1.3 Observation indicators

After one week of treatment, the curative effect and data of the three groups are compared. The detailed rules of evaluation standard are as follows:

(1) if the clinical manifestations disappear, the

mucosa basically returns to normal state, the patient's ulcer have no pain, and the diet of stimulating food and light food have no difference, it is obviously effective;

(2) if the patient's ulcer pain is relieved, the clinical manifestations basically disappear, eating and drinking light food have no pain, and the stimulating diet have a little pain, it is considered effective;

(3) if the patient's ulcer pain is not improved, and the clinical manifestations have not changed, and the patient's condition is stable, the diagnosis is invalid.

1.4 Statistical data processing

We calculate the data, then calculate and compare the total effective rate of the three groups. SPSS17.0 software (official software) are used for statistical processing of all research data of patients, and t-test and chi-square test are used for significance test of index results. When $p > 0.05$, it is considered no difference; when $P < 0.05$, it is considered significant difference.

2. RESULTS

After treatment, the three groups can be compared, the observation group has a higher effective rate, suggesting that the treatment effect is excellent; the control group 1 and the control group 2 are more than 60% effective, the effective degree is good. The detailed data are shown in Table 1 and table 2.

Table 1:

Group	Significant effect (including obvious effect)	Valid	Total	Effective rate
Observation group	28	2	30	93.3 %
Control group 1	20	10	30	66.6 %
Total	48	12	60	

Note: $x2 = 6.67$, $P < 0.05$.

Table 2:

Group	Significant effect (including obvious effect)	Valid	Total	Effective rate
Observation group	28	2	30	93.3 %
Control group 2	19	11	30	63.3 %
Total	47	13	60	

Note: $x2 = 7.955$, $P < 0.05$.

3. DISCUSSION

Xiaokuisan with Qing ointment is a secret recipe made by combining traditional Chinese medicine through many years of family experiments. It is intended to make a large number of patients with oral ulcer popular in the society through topics and papers, so as to obtain more advanced curative effects.

According to the experimental data survey of the literature, about 20% of people suffer from recurrent oral ulcers. The clinical manifestation of ulcer is white yellow with hyperemia on the edge and invagination in the middle. The main symptom of ROU is pain. ROU is about the size of soybeans and has the clinical characteristics of "yellow, red, concave and pain". Such patients' diet and speech are usually affect, and critically ill patients also affect their normal work and life. This disease usually has the characteristics of periodic recurrence, so it needs long-term treatment to keep it in a quiescent phase. The frequency and incidence of recurrence in middle-aged and elderly patients are gradually decreasing. In the human body, oral ulcers can often occur on the tongue, lips and other parts of the mouth, depending on the person's physique and condition, and the duration of the disease will also vary from person to person [3].

The etiology and pathogenesis of aphthous ulcers are still unclear. It is difficult to describe even through the latest domestic and foreign literature. It is recognized that it is the result of a combination of multiple factors. These factors include immune factors (local or systemic immune disorders), endocrine factors, mental environment factors (such as study and work, staying up late), genetic factors, and lack of trace elements.

Xiaokuisan with Qing ointment is a kind of traditional Chinese medicine, refined from Chinese herbal medicine with many flavors for purging fire and detoxification. It is applied to the affected area through a sprayer in the clinic, which inhibits the spread of inflammatory tissues and promotes bruises and swelling. It has the effect of clearing away heat and waking up pain. The research in this paper shows that the total effective rate can reach 93.3% after treatment. In summary, in the clinical treatment of oral ulcers, the use of Xiaokuisan with Qing ointment can achieve ideal clinical effects.

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Relationship on Industrial Structure, Financial Development and Technological Innovation

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Abstract: With the development of finance, technology and economy, the research on the relationship between industrial structure, financial development and technological innovation has become a hot topic. On the one hand, from the perspective of literature review, this paper qualitatively analyzes the pairwise relationship between industrial structure, financial development and scientific and technological innovation and the relationship among them; on the other hand, by calculating the correlation coefficient, it quantitatively determines the correlation between the two factors of industrial structure, financial development and scientific and technological innovation, and by setting different dependent variables and independent variables for multiple regression analysis, it discusses the relationship between industrial structure, financial development and scientific and technological innovation Financial development and scientific and technological innovation.

Keywords:Industrial Structure Financial Developme-Ent Technological Innovation

1.QUALITATIVE ANALYSIS OF THE RELATIONSHIP ON INDUSTRIAL STRUCTURE,FINANCIAL DEVELOPMENT AND TECHNOLOGICAL INNOVATION

1.1 Relationship on industrial structure and financial development

The relationship between industrial structure and financial development has been concerned by scholars since the 1960s. According to the existing research results, foreign scholars focus on the impact of financial development on industrial structure. The results show that a perfect financial system and the development of a well functioning financial market can absorb more social idle funds and provide guidance for the adjustment and optimization of industrial structure The problem of financing constraints provides a solution, which strongly supports the upgrading of industrial structure[1-2].Domestic empirical research on the causal relationship between financial development and industrial structure shows that financial development is the cause, industrial structure is the result, and different levels of financial development between regions determine different regional industrial structures.[3-7].Throughout the research at home and abroad, we can conclude that the sound development of finance plays a significant role in promoting the optimization and adjustment of industrial institutions. There is a rare study on whether industrial structure in turn affects financial development. The author thinks that the optimization of industrial structure will promote the rapid and stable economic growth, and then stabilize the local financial market and further improve the financial system.

1.2 Relationship on industrial structure and technological innovation

Ding Yunlong, Li Yugang (2001), Huang maoxing, Li Junjun (2009), Li Jian, Xu Haicheng（ Many scholars have analyzed the relationship between scientific and technological innovation ability and industrial structure upgrading. They believe that the improvement of scientific and technological innovation ability is a necessary means to adjust industrial structure and a fundamental way to realize the optimization and upgrading of industrial structure. It has a significant positive role in promoting the upgrading of industrial structure. By improving scientific and technological innovation ability, resources can be re gathered, Realize the most efficient configuration of resources[8-11].With the deepening of the research, scholars began to change from the relationship between industrial structure and scientific and technological innovation to the mechanism channel of scientific and technological innovation promoting the upgrading of industrial structure,Wang Weilong and Ji Jianyue (2019) [12] put R & D investment, venture capital and industrial structure upgrading into a framework, and found that R & D investment can promote industrial structure upgrading through venture capital as an intermediate channel, but the role of this channel effect is relatively limited.

1.3 Relationship on financial development and technological innovation

The research on the relationship between financial development and scientific and technological innovation at home and abroad has made rich achievements, which can be divided into three aspects: financial development has a supporting role in scientific and technological innovation, scientific and technological innovation has a promoting role in financial development, and there is a positive interaction between financial development and scientific and technological innovation.

Gerschenkron (1962), Allen (1993), Yinjianfeng (2006), King and Levine (1993), Marin and Fuente (1996) and other scholars have expounded that financial development has a supporting role in scientific and technological innovation from a theoretical perspective[13-16].Rajan and Zingales (1998), Atanassov, Nanda and Seru (2007), Demir-guc-Kunt and Levine (2008), Zhu Huan (2010), Yao Yaojun (2010), Xie Weimin and Fang Hongxing (2011), Li Miaomiao et al. (2015) show that the development and improvement of financial system is the direct reason to promote scientific and technological innovation from the macro or micro level[17-23].

Zhang Ying (2007), Dai Zhimin and Luo Zheng (2008), Zhang Ting (2014) and other scholars believe that scientific and technological innovation promotes financial development, perfection and innovation, and the degree of integration of scientific and technological innovation and financial development affects the development of a country's technology and financial industry[24-26].

Liu Fengchao and Shen Neng (2007), Zhang Yuanping and Liu Zedong (2012) believe that there is a significant positive interaction between financial development and scientific and technological innovation[27-28].

1.4 Relationship on industrial structure, financial development and technological innovation

The research on the relationship among industrial structure, financial development and scientific and technological innovation is rare, and there is still some space to be explored.Qian Shuitu and Zhou Yongtao (2011) [29] put the three indicators of financial development, technological progress and industrial structure upgrading into a framework for analysis. The study found that scientific and technological innovation and financial development will promote the upgrading of industrial structure, in which scientific and technological innovation and technological progress play a synergistic role.

Zhou Guofu and Chai Hongrui (2020) introduced intermediary variables. The practice shows that financial development provides support for the upgrading of industrial structure, and scientific and technological innovation plays a role of intermediary variables in the process of upgrading of industrial structure[30].

Zhuang Lei and Wang Fei (2020) [31] studied that under the special circumstances of "one country, two systems and three currencies", the financial development of Guangdong, Hong Kong, Macao and Dawan district can still promote the industrial upgrading through the intermediary effect of scientific and technological innovation.

2.QUANTITATIVE ANALYSIS OF THE RELATIONSHIP ON INDUSTRIAL STRUCTURE,FINANCIAL DEVELOPMENT AND TECHNOLOGICAL INNOVATION

Table 1 2008-2020 index value of IS,FD and TI

2.1 Selection index

(1)Industrial structure

The quality of industrial structure will directly affect the allocation efficiency and output capacity of resources, and ultimately affect economic development. According to the summary of the existing literature, the indicators to measure the industrial structure generally include the value-added of the third industry / the value-added of the second industry and the value-added of the second industry / GDP. In this paper, the ratio of the added value of the third industry to the added value of the second industry is used to measure the industrial structure. The higher the value is, the higher the level of industrial structure is.

(2)Financial development

The commonly used financial development indicators include financial related ratio (financial assets / GDP), degree of economic monetization (m2 / GDP) and credit scale / GDP of financial system. This paper intends to use the most commonly used loan balance / GDP of financial institutions to measure the level of financial development, which is expressed by FD. The larger the value of financial related ratio is, the higher the level of financial development is.

(3)Technological innovation

According to the existing relevant research, the indicators to measure scientific and technological innovation generally include R & D expenditure, patent application quantity and patent application authorization quantity. As one of the output indicators of scientific and technological innovation, the number of patent application authorization is one of the most commonly used indicators to measure the level of scientific and technological innovation. Therefore, the number of patent authorization is used to explain the level of scientific and technological innovation in this paper The core index of level, expressed by TI, is that the more patents are authorized, the stronger the ability of scientific and technological innovation.

2.2 Collecting data

According to the selected indicators, we collect the original data of the added value of the secondary industry, the added value of the tertiary industry, the loan balance of financial institutions, GDP and the number of patents granted from 2008 to 2020, and calculate the industrial structure indicators, financial development indicators and scientific and technological innovation indicators. The calculation results are shown in Table 1.

2.3 Analysis on the correlation coefficient of industrial structure, financial development and technological innovation

In order to eliminate the statistical problems of multicollinearity and heteroscedasticity, all variables

Year	IS（%）	FD（%）	TI（term）
2008	0.912469849	0.950351674	411982
2009	0.966262468	1.146813548	581992
2010	0.950087279	1.162759303	814825
2011	0.951939149	1.122979189	960513
2012	1.00088743	1.169574882	1255138
2013	1.061201764	1.212489173	1313000
2014	1.120350775	1.269137416	1302687
2015	1.243143767	1.363909379	1718192
2016	1.322922555	1.428251686	1753763
2017	1.32201954	1.443833121	1836434
2018	1.342252063	1.482644427	2447460
2019	1.406389146	1.552052315	2591607
2020	1.441689418	1.699826238	3639000

are logarithmized, and then the correlation coefficient formula is used to calculate the correlation between industrial structure and financial development.

$$r = \frac{\sum x_{IS} y_{FD} - \frac{1}{n}\sum x_{IS} \sum y_{FD}}{\sqrt{\sum (x_{IS})^2 - \frac{1}{n}(\sum x_{IS})^2} \times \sqrt{\sum (y_{FD})^2 - \frac{1}{n}(\sum y_{FD})^2}}$$

Similarly, the correlation coefficients between industrial structure and technological innovation and between financial development and technological innovation are calculated, and the results are shown in Table 2.

Table 2 correlation coefficient of IS, FD and TI

	IS	FD	TI
IS	1	--	--
FD	0.962211376	1	--
TI	0.92144349	0.957638536	1

According to the analysis results, the correlation degree between industrial structure and financial development is 0.962211376, the correlation degree with scientific and technological innovation is 0.92144349, and the correlation degree between financial development and scientific and technological innovation is 0.957638536, which shows that there is a strong correlation between the three indicators, industrial structure, financial development and scientific and technological innovation There is a close relationship between them.

2.4 Regression analysis of industrial structure, financial development and technological innovation

(1)Regression analysis of financial development and technological innovation on industrial structure

Taking the industrial structure as the dependent variable and the financial development and scientific and technological innovation as the independent variable, the multiple linear regression analysis is carried out to obtain the regression results as shown in Figure 1. According to the principle that the greater the goodness of fit or the smaller the standard error value is, the higher the degree of fitting between the regression model and the actual data is. Through the result data, it is known that the corrected measurement coefficient is 0.91 and the standard error is 0.02 The fitting degree of regression model and actual data is very high.

The significance level of F test is 2.24148e-06, which is far less than 0.05, indicating that financial development and scientific and technological innovation have a significant regression relationship with the adjustment of industrial structure as a whole.

Through t-test analysis, it is found that the test value p-value of regression intercept is 0.90880449 > 0.05, so the intercept regression value is not significant. If the p-value of variable financial development regression coefficient is 0.009203961 < 0.05, the regression of variable financial development to industrial structure is significant. If the p-value of variable scientific and technological innovation regression coefficient is 0.999773929 > 0.05, the regression of variable scientific and technological innovation to industrial structure is not significant.

Through the interpretation of the results, it is found that from the perspective of the overall regression relationship, the regression relationship between industrial structure and financial development, scientific and technological innovation is significant, and the goodness of fit is very high. But from the perspective of the significance of the regression coefficient of each variable, there is only significant relationship between industrial structure and financial development, which indicates that the benign development of financial development will promote the optimization of industrial structure.

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Regression statistics	
Multiple R	0.96221138
R Square	0.92585073
Adjusted R Square	0.91102088
Standard error	0.02188396
Observations	13

Variance analysis	df	SS	MS	F	Significance F
regression analysis	2	0.059797928	0.029898964	62.43154995	2.24148E-06
residual value	10	0.004789079	0.000478908		
total	12	0.064587007			

	Coefficients	Standard error	t Stat	P-value	Lower 95%	Upper 95%	low 95.0%	high 95.0%
Intercept	-0.0556148	0.473391259	-0.1174817	0.90880449	-1.110396268	0.999166647	-1.110396268	0.999166647
FD	1.01677849	0.315951204	3.218150392	0.009203961	0.312795337	1.720761641	0.312795337	1.720761641
TI	-2.402E-05	0.082683997	-0.0002905	0.999773929	-0.184255446	0.184207407	-0.184255446	0.184207407

Fig.1 Regression analysis of FD and TI on IS

(2)Regression analysis of industrial structure and technological innovation on financial development

Taking financial development as the dependent variable and technological innovation and industrial structure as the independent variable, this paper makes multiple linear regression analysis on it, and obtains the results as shown in Figure 2. In the F test, the significance F value is 0.000000112 < 0.05, so in general, the regression relationship between technological innovation and industrial structure is significant. Through t-test analysis, intercept regression value, regression coefficient of science and technology innovation variable and regression coefficient of industrial structure variable are 0.025075821, 0.016846236 and 0.009203961 respectively, P values are less than 0.05, which indicates that science and technology innovation and industrial structure have regression relationship with financial development.The multiple linear regression equation was fitted as $y_{FD} = 0.123123945x_{TI} + 0.500360922x_{IS} - 0.67226259$ .From the fitting equation, industrial structure and scientific and technological innovation can promote the development of finance, and the optimization of industrial structure can promote the development of finance more than scientific and technological innovation.

Regression statistics	
Multiple R	0.979419176
R Square	0.959261922
Adjusted R Square	0.951114307
Standard error	0.015351631
Observations	13

Variance analysis	df	SS	MS	F	Significance F
regression analysis	2	0.055493962	0.027746981	117.7352951	1.12203E-07
residual value	10	0.002356726	0.000235673		
total	12	0.057850687			

	Coefficients	Standard error	t Stat	P-value	Lower 95%	Upper 95%	low 95.0%	high 95.0%
Intercept	-0.67226259	0.255418673	-2.632002528	0.025075821	-1.241370861	-0.103154324	-1.241370861	-0.103154324
TI	0.123123945	0.042992908	2.863819912	0.016846236	0.027329777	0.218918112	0.027329777	0.218918112
IS	0.500360922	0.155480901	3.218150392	0.009203961	0.153927886	0.846793958	0.153927886	0.846793958

Fig.2 Regression analysis of IS and TI on FD

(3)Regression analysis of industrial structure and financial development on technological innovation

Taking scientific and technological innovation as the dependent variable and industrial structure and financial development as the independent variable, this paper carries out multiple linear regression analysis, and obtains the results as shown in Figure 3. In F test, the value of significance f is 0.000003922 ＜ 0.05, so in general, the regression relationship between financial development and industrial structure is significant. Through t-test analysis, the intercept regression value, financial development variable regression coefficient and industrial structure variable regression coefficient are 8.0436e-15, 0.016846236 and 0.999773929, respectively. The intercept regression value and financial development variable regression coefficient P value are less than 0.05, and the industrial structure regression coefficient P value is far greater than 0.05, indicating that the regression relationship between financial development and scientific and technological innovation is significant, while the industrial structure regression coefficient P value is far greater than 0.05 The regression coefficient of financial development is 3.6596753＞ 0, which indicates that financial development has a boosting effect on scientific and technological innovation, and the promoting effect of industrial structure on scientific and technological innovation is inconclusive.

Regression statistics								
Multiple R	0.957638536							
R Square	0.917071565							
Adjusted R Square	0.900485879							
Standard error	0.08369597							
Observations	13							
Variance analysis								
	df	SS	MS	F	Significance F			
regression analysis	2	0.77465593	0.387327966	55.29295052	3.92209E-06			
residual value	10	0.07005015	0.007005015					
total	12	0.84470609						
	Coefficients	Standard error	t Stat	P-value	Lower 95%	Upper 95%	low 95.0%	high 95.0%
Intercept	5.723501014	0.08118895	70.49606165	8.0436E-15	5.542600767	5.904401261	5.542600767	5.904401261
FD	3.6596753	1.27789994	2.863819912	0.016846236	0.812336789	6.50701381	0.812336789	6.50701381
IS	-0.000351337	1.20942386	-0.000290499	0.999773929	-2.695115627	2.694412953	-2.695115627	2.694412953

Fig.3 Regression analysis of IS and FD on TI

3.CONCLUSION

From the existing research results, this paper qualitatively analyzes the relationship between industrial structure, financial development and scientific and technological innovation: financial development promotes industrial structure and provides support for scientific and technological innovation; scientific and technological innovation promotes financial development and industrial structure upgrading; the role of industrial structure in financial development and scientific and technological innovation is not mentioned. The relationship among industrial structure, financial development and scientific and technological innovation is that financial development promotes the upgrading of industrial structure through the intermediary variable of scientific and technological innovation.

In the quantitative analysis of the three, from the results of calculating the correlation coefficient, there is a high correlation between industrial structure, financial development and scientific and technological innovation; from the results of multiple regression analysis, we know that financial development has a promoting effect on industrial structure and scientific and technological innovation, but the relationship between scientific and technological innovation and industrial structure is not significant; scientific and technological innovation and industrial structure have a promoting effect on financial development In other words, the relationship between financial development and industrial structure and technological innovation is mutual, but the relationship between industrial structure and technological innovation is not significant.

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The Research View of Marxist Philosophy and Its Modern Value

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Abstract: Marxist philosophy is the study of the view of the real world and the description of the real world. The theory of real world object horizons and the teleology of the real world (public teleology) have formed the related structure and a complete theoretical system. The core of research view of Marxist philosophy is to enter multiple real worlds such as life world, work world, and cultural world, which is the ultimate value goal. Marxist philosophy scientifically and systematically answers the question that how to learn philosophy, what to learn, and for whom to learn philosophy. It has had a profound impact on the development trend of modern philosophy, especially it plays a leading and enlightening role in the current philosophy research ecology in China.
Keywords: Marx; Philosophical research; Modern value

INTRODUCTION

Marxist philosophical research is special, and is different from the content of other philosophical research. It not only discusses the purpose of philosophy, but also discusses the application direction of philosophical research. This research logic is consistent with the world outlook of Marx and Engels. The domestic academia has been conducting research on this philosophical research method, and has also formed a philosophical research outlook in the academic world. And China has explored the focus of philosophical research in academia.

1. MARXIST PHILOSOPHY

1.1 Generation motivation

The emergence of Marxist philosophy has two factors: external driving force and internal foundation. From the perspective of external driving force, Marxist philosophy is produced for the study of "independent philosophy". Marx originally called it the method of "academic research". First, it specializes the separate practical theory, or explores the real reasons for truthful thinking. This research is conducted in the form of interpretations, annotations, and expositions that have no practical significance to classical and authoritative theories. Second, Marx defines Hegel's rational philosophy and young Hegel's self-consciousness philosophy as speculative philosophy. The type of philosophical research is from concept to concept, from concept to the real world, and abstract research on reality philosophy. Feuerbach's exploration of people, practice, and reality is related to the entire old materialist philosophy. Although this philosophy retains the priority of nature in ontology, its understanding of human, society and real world is unrealistic and pure abstract. Therefore, Marx puts forward the research method based on the research of the real world as the primary principle. Philosophy reaches reality, and argues that philosophy should study and practice real people in a descriptive way.

Starting from the inherent motivation of philosophy itself, Marx believes that realistic philosophy is an effective study, and its effectiveness is mainly reflected in the ability to grasp the masses and the essence of things, so that people can see the real world and then change it. At the same time, the study of realistic philosophy is also a kind of philosophical study, which is easy for the public to understand, accept and master. This research method is based on the life, production and work of the public, and it is easy to make the public close to each other, so it is easier to be understood and accepted than independent philosophical research.

1.2 Research perspective

Marx believes that there is no unity in philosophy and different perspectives and goals bring different results. Therefore, philosophers should first clarify the research perspective and take methodology as the premise of philosophical research. On this premise, Marx believes that the micro world was the theoretical basis of philosophical research, and makes it clear that philosophical research could not be divorced from the actual needs of society. In practice, Marx advocates to obtain the research basis by describing things in reality and connecting them with the changing real world. This logic gradually shapes the methodology of Marxist philosophy. The subjective perspective of Marxist philosophy research is also the basic premise of Marxist philosophy methodology.

In his works, Marx criticizes the philosophical research which is often separated from the real world and thinks that this kind of research is meaningless. This cognitive view comes from the premise of materialist dialectics, that is, ideology is determined by economic basis. As the origin of Marxist philosophy, Western philosophy regards consciousness as the category of philosophical research, and tends to consciousness.

1.3 Connection with the real world

Marxist philosophy takes the description method of the real world as the breakthrough, from the return to the world to the general description, and then to the in-depth structure description. It is logical and transcendental and essentially the world. We can understand and describe the world according to the original appearance of the world to simplify the profound philosophical problems into the fact of specific experience. We should enter the real world according to independent philosophy, take the structure of reality as the leading factor, express our own philosophical and research views in the process of research, and take material practice as the starting point to explain the origin of concepts. The so-called shelving does not mean that it is all philosophical in the process of describing the real world, abandoning theories, and using the knowledge that needs to be learned, denying the things that need to be criticized. In the process of describing the real world, we should make full use of the philosophy of reality. The specific analysis and utilization involves criticism, inheritance, and even the innovation and transformation of specific philosophical themes. Especially when we study the real world, we must realize that it is not a simple test and criticism, but a new development and creation.

2. THE MODERN VALUE OF RESEARCH VIEW OF MARXIST PHILOSOPHY

The concept of Marxist philosophy has a deeper meaning than philosophy: the theme of this change is usually to replace the concept of independent philosophy separated from the real world and human beings, which is the philosophy of the real world. The core content of the research is to combine the research of the real world with the exploration of human beings and human themes, and to connect the service of the real world with the changing world (that is, the dream world based on reality). The core values of the world are work practice, reality and subjective world (capitalism’s deconstruction of the capitalist world of work is only the practice of this core value orientation). The ultimate goal is to create a root for people, create a world for the world, and create a life for people. This is the foundation of people's career and dream, so as to transcend such concepts of philosophical research as speculation, rational philosophy, consciousness philosophy, and natural philosophy. It is an abstract realist philosophy. As for the purpose of research, the research direction emphasizes or only says the service of philosophical research to the government, the country and the economic and social development, but ignores the service to the public. From the requirements of the social science fund guidelines at all levels, philosophy serves the people, but it does not focus on the study of people, nor on the study of the real world and the labor world. People's philosophy does not study the people and their real world, it can not really serve the people. Those who study the real world of the masses and build the dream space of the masses have greater service and responsibility for it. The viewpoint of Marxist philosophy comes from the social situation of alienation and confrontation. It represents the interests of the people and emphasizes the quality standard of philosophical research. In terms of academic research, there seems to be a lack of protection for the state and the government. The domestic academic circles are consistent with the fundamental interests of the state, the government and the people, and believe that philosophical research serves or provides services for the state and the government. Decision aids that should not be blamed. However, we should not forget the quality standard, nor should we forget that philosophical research should also meet the needs or urgent needs of the public.

3. CONCLUSION

To a certain extent, the misunderstanding of the above-mentioned philosophical research direction has led to the ecological imbalance of philosophy research in the current academic circles in China, which is mainly manifested in the following facts: the real world and those research methods dominated by the real world. The contempt of philosophy or the prevalence of philosophy-led research methods, the prevalence of theoretical philosophical research paradigms, and the inadequacy of research on the real world have exaggerated the complexity of the practical issues of philosophical research. However, the general significance of the real world is the lack of national standards, the lack of economic standards, personal standards and quality standards. This type of ecology is the imbalance of the surface quantity and the depth of value axis. People create words, lives and dreams, that is, determining the general meaning of people's life world to construct the overall world, especially the dream world.

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A Cognitive Study of the English Polysemy Hold

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Abstract: So far as we know, human language possesses a high economic value for a very common phenomenon----Polysemy existing in almost all languages. Polysemy, generally speaking, is a word having two or more meanings, including its original and extending meaning.The verb “hold” is investigated from a cognitive angle on the basis of “the prototype theory ”so as to establish a meaning relational model of “hold”.
Keywords: polysemy; Principled Polysemy Approach; Prototype theory; hold

1.THE DEFINITION OF POLYSEMY

The English word “polysemy”can date back to Greek, in which polysemy is written as “polysema”, “polys”refers to much while “sema”refers to senses. According to Fromkin (1998:123), polysemy refers to the phenomenon in which a word that has multiple meanings related conceptually or historically. Words which have more than one meaning are called polysemes. In fact, polysemy is not as simple as defined above. On the contrary, it remains a controversial and unresolved problem in linguistics. Actually, we have no unanimous criterion for polysemy yet. Evans thinks that polysemy is the phenomenon whereby a lexical item is commonly associated with two or more meanings that appear to be related in some way.[1]

2.PROTOTYPE THEORY

Prototype theory is most closely associated with the experimental research of cognitive psychologist Eleanor Rosch and her colleagues. The prototype theory originates in the mid 1970s’ with Eleanor Rosch’s research into the internal structure of categories. From its psycho-linguistic origins, prototype theory has moved mainly in two directions “On the one hand, Rosch’s findings and proposals were taken up by formal psycho-lexicology, which tries to devise formal models for human conceptual memory and its operation, and which so, obviously, borders on Artificial Intelligence. On the other hand, the prototype theory has had a steadily growing success in linguistics since 1980s, as witnessed by a number of recent monographs and collective volumes in which prototype theory and its cognitive extensions play a major role.” Through the study on categories FURNITURE, FRUIT, VEHICLE, WEAPON, VEGETABLE, TOOL, BIRD, SPORT, TOY and CLOTHING Rosch and her colleagues in the 1970s demonstrates that people do not categorize objects on the basis of necessary and sufficient conditions but on the basis of resemblance of the objects to a prototypical member of the category.

Prototype theory thinks there are two basic principles that guide the formation of categories in the human mind:(1) the principle of cognitive economy which states an organism attempts to gain as much information as possible about its environment while minimising cognitive effort and resources. (2) the principle of perceived world structure which states humans rely upon correlational structure in order to form and organise categories.

Polysemous categories exhibit a number of more or less discrete, though related meanings, clustering in a family resemblance category.The different meanings are related through family resemblance. Originated from Wittgenstein’s family resemblance, the prototype theory treats polysemy as a kind of phenomenon that senses of a word are related to each other and takes the prototypical meaning as the central one. The prototype theory takes the position that a polysemy represents a category of distinct yet related meanings and exhibits typical effects.Polysemous categories exhibit a number of more or less discrete, though related meanings, clustering in a family resemblance category. Thus, meanings of a polysemy are chained together by a family resemblance and show a kind of fuzzy category edge which means that new meanings will be added with the time passing by. Prototypical approach deals with polysemy in a cognitive system and relates it to cognitive models, mental representations and bodily experience. Cognitive semantic applies the prototype theory to supply a reasonable explanation with a purpose to help people know the development processes of different senses of polysemous words and their deep relations and facilitates their leaning of the meanings of polysemous words. The prototype theory holds the view that the senses of a polysemy show a family resemblance; peripheral meanings are derived from a central prototype or prototypical meaning by the two principles of metaphor and metonymy.

The representatives of the prototype theory are Charles Fillmore, George Lakoff, Geeraerts and John Taylor who are all strongly against the classical view on word meaning and polysemy.

3. THE POLYSEMY VERB HOLD

There exists different extent of similarity among category members.Prototypical categories exhibit a family resemblance structure, or more generally, their semantic structure takes the form of a radial set of clustered and overlapping meanings. The member in a category is determined by the typicality of the family. But the status of members is unequal. Prototypical categories exhibit degrees of category membership; not every member is equally representative for a category. The membership in a prototype theory is a matter of gradience.Members are divided into central member and peripheral member. The one shared the most similarity is the central member called prototype.

19 senses of verb hold are closely related with the sense 1 TAKE FIRMLY. Sense 1 together with sense 2 COVERING, sense 3 KEEP, sense4 SUPPORT, sense 6 CONTROL, sense 11 OWN, sense 17 CAUSE TO HAPPEN form the whole semantic category. These senses are derived from the original sense 1 and are regarded as subcategory. As shown in this figure, other senses like sense 5 CONTAIN, sense 7 DETAIN, sense 8 REMAIN,sense 16 BELIEVE, sense 18 DELAY, sense 19 STOP are derived from the subcategory. Despite they are related with prototype in semantics , basic semantics changed. For instance, sense 5 CONTAIN is derived from the conceptual metaphor HUMAN BODY IS A CONTAINER. This is why the hold in “The hall holds about 100 guests in all ” is more abstract than the hold in “He was holding a large box;”

Senses of verb HOLD are related to others by their family resemblance which is not complete equal to respective sense. Sense 1 TAKE FIRMLY is the central member of whole category for having the most typicality and is considered as the prototypical sense of hold. Sense 2 COVER, sense 3 KEEP, sense 4 SUPPORT,sense 6 CONTROL, sense 11 OWN, sense17 CAUSE TO HAPPEN is the result of recognition model like metaphor and metonymy. They are peripheral members which are extended meanings of sense 1 and more abstract.Thus it comes into conclusion that among the meanings (senses) of a polysemy, the central meaning or core meaning of the polysemy is considered as the prototype of the category.

4.SUMMARY

Polysemy is a common feature in all natural languages. This is particularly true of highly developed languages like English. This paper talks about the prototype theory which consider the different senses of a polysemy are related with each other by family resemblance. Polysemy, a focus in recognition linguistics, is an extension of prototypical category and cognitive semantics category consisted of basic sense, prototype. In terms of the verb HOLD, the meaning relationship between central member and peripheral member is not link chain. Polysemy of language is motivated by human recognition. The semantic category of polysemy is constructed by distinguished and linked semantic resemblance. This provide a new angle for us to explore language’s cognitive relation and enlighten the vocabulary teaching.

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Discussion on Eco-tourism Management and Sustainable Development in Nature Conservation Areas

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Absrtact: with the continuous development of social economy, people's living standard has been obviously improved, and in the process of people's material life being enriched, more and more people pay more attention to the pursuit of spiritual level. Effectively promote the development of tourism in China. In order to provide people with a better tourism experience, through strengthening the natural conservation of ecotourism management and other related work, strengthen the development of ecotourism industry, achieve the sustainable use of tourism resources, fully meet the needs of people's diversity.In the current nature reserve ecotourism management activities, because the corresponding management activities are difficult to implement, there are still some defects in the management work, and there are still many problems in the environment and management. It is difficult to improve its overall management level and achieve sustainable development. Based on this, in this study, the problems existing in the management of ecotourism in nature reserves are studied and discussed, and the corresponding work suggestions are put forward to strengthen the management of ecotourism in nature conservation areas. Effectively realize the sustainable development of ecotourism and provide effective reference for ecotourism management in nature conservation areas.

Keywords: nature conservation; ecotourism management; sustainable development; importance; issues; strategies

1.INTRODUCTION

As a new trend of tourism development, we can effectively strengthen the vitality of tourism, balance the relationship between environmental protection and economic development, and realize the coordinated development of the two by doing a good job in the management of ecotourism in nature conservation areas. In the process of natural conservation development, ecotourism development is strengthened by realizing the coordinated development of ecological environment and tourism. While strengthening the construction of ecological environment, effectively promote economic development. Through strengthening the development of ecotourism projects, while protecting the natural environment, we can realize the harmonious coexistence between man and nature, and provide people with a good ecological experience.Compared with the traditional tourism development, by speeding up the development of ecotourism, solving the phenomenon of resource waste in traditional tourism projects, improving the utilization rate of resources, and strengthening the development of ecotourism products in nature conservation areas. In the development activities of natural conservation tourism projects at the present stage, due to the phenomenon of blind development and management confusion, the overall work quality can not be effectively guaranteed, and the requirements of ecotourism are ignored. In the process of tourism project development, the phenomenon of the phenomenon of excessive exploitation of tourism resources, which leads to the destruction of ecological environment. Therefore, in the process of ecotourism development in nature reserves, it is necessary to strengthen the protection of ecological resources, strengthen the consciousness of ecological environment protection, and realize the sustainable development of ecotourism in nature conservation areas.

2.OVERVIEW OF ECOTOURISM

2.1. Basic concepts

As the latest type of tourism development, ecotourism adheres to the concept of ecological development, which promotes the development of tourism and realizes the sustainable development of tourism. During the development of ecotourism, taking the protection of environment as the premise, effectively realizing the harmonious development of man and nature, and combining with good ecological environment and unique humanistic ecosystem, using ecological friendly way to carry out ecological experience, Ecological education, ecological cognition and other different tourism projects, so that tourists can obtain physical and mental pleasure [1].Compared with the traditional tourism model, we should strengthen the development of ecotourism and let people appreciate the history and the existing natural and humanistic landscape. While strengthening the protection of the natural environment, it can effectively reduce the negative impact of tourism on the ecological environment.

Therefore, we should strengthen the management of ecotourism in nature conservation areas, effectively coordinate the relationship between economic development and environmental protection, take the road of sustainable development, and strengthen the planning of tourism resources cycle.

2.2. Management objectives of ecotourism

As a kind of resources for comprehensive development, it needs to consume a lot of material, resources and financial resources in the process of ecotourism development in nature conservation areas. Once the phenomenon of improper utilization of resources appears, there will be serious waste of resources, and the root cause of this phenomenon is improper management.Through strengthening related activities such as natural conservation sites and ecotourism project management, correctly using existing funds, reducing economic pressure and government expenditure caused by ecotourism maintenance in nature conservation areas, The saved funds will be used to develop better projects in other aspects of ecotourism management in nature conservation areas, strengthen the work of natural environment protection, and effectively realize the sustainable development of ecotourism in nature conservation areas. Through strengthening the related activities such as ecotourism management in nature conservation areas, we can realize the all-round control of the ecological environment of natural ecological protection areas and provide more jobs. In the process of ecotourism development in nature conservation areas, it will promote the development of local food, accommodation and other related industries, and need a large number of staff.Therefore, in practical management activities, managers of natural conservation sites can learn relevant knowledge, understand measures to protect the natural environment, provide more employment opportunities, and help local people achieve the goal of income generation. Strengthen cultural communication and environmental maintenance personnel training. Therefore, we should strengthen the management of ecotourism, do a good job in the protection of natural resources, achieve long-term development, and be able to publicize the relevant knowledge of protecting nature to tourists and realize the sustainable development of ecotourism.

2.3. Principles of ecotourism management

In the ecotourism management activities of nature conservation areas, we should follow the principles of sustainable development and innovative tourism methods, so that the corresponding management activities can achieve the expected work objectives and effectively improve the overall management quality and level. In the ecotourism management activities of nature conservation areas, through strengthening the corresponding management activities, protecting natural resources and realizing the sustainable development of ecotourism in nature reserves.As a highly ornamental ecotourism project, in the actual management activities, by maintaining its appreciation, it can effectively promote the sustainable development of ecotourism in nature conservation areas. As a result, in the ecotourism management activities of nature conservation areas, we should follow the principle of sustainable development, strengthen the protection of natural ecological environment, and realize the [2] of sustainable development of resources. In the process of ecotourism development in nature conservation areas, the charm of nature and national civilization are effectively displayed, and at the same time, higher economic benefits are obtained to meet the financial needs.Therefore, in the process of ecotourism management activities in nature conservation areas, we should create a good tourism experience for tourists, provide more detailed services, highlight methods while creating a good tourism experience for tourists. Attract a large number of tourists and promote the development of ecotourism projects in nature conservation areas.

Importance of strengthening the sustainable development of ecotourism in nature conservation areas

Nature provides rich products for the development of social economy, fascinating scenery and various animals and plants satisfy people's pursuit of art. In the process of economic development, the pace of life of urban residents is getting faster and faster, and they can not realize the pleasure of life. By strengthening the construction of ecotourism and other related projects in nature conservation areas, it provides residents with an opportunity to slow down and deeply understand the most primitive and pure natural environment. In the new period, we should realize the sustainable development of ecotourism in nature conservation areas, fully show the value of nature, enrich people's knowledge with the help of various species, effectively stimulate people's curiosity and love nature. Face life with a better attitude.The climate of the natural conservation area is suitable, and there are abundant plants, which can produce many substances beneficial to the respiratory and nervous system, give people spiritual relaxation and relieve people's pressure. In nature conservation, it can provide people with the materials they need for health, help people stay away from work and family troubles, and give more visual enjoyment. Because of the remote geographical location of nature conservation, it will not directly produce economic [3]. By increasing the development of ecotourism projects in nature conservation areas, we can effectively improve its overall economic benefits, promote local economic development, slow down the loss of natural resources, and effectively alleviate the financial pressure.

3.Dilemma of ecotourism management in nature conservation areas

3.1. Management policy is inadequate

In the ecotourism management activities of nature reserves, local management departments and national and government macro-control are jointly managed. In the current ecotourism management activities of nature conservation sites, due to the lack of perfect policies as a guarantee, the existing laws and regulations are more applicable to the protection of animals and plants, and lack of binding laws and regulations on the environment and use of nature conservation sites. Its overall management effect can not be effectively guaranteed. It is because of the large loopholes in the corresponding management policy that some managers are provided with the opportunity to drill down.Once such a phenomenon occurs, it will seriously affect the overall effect of ecotourism management in nature conservation areas. The corresponding management activities are difficult to implement in place, can not be relied on, and it is difficult to comprehensively strengthen the restraint of local personnel's behavior. Make nature conservation ecotourism management activities flow in formalization.

3.2.Implementation is inadequate

In order to strengthen the ecotourism management and other related activities in nature conservation areas, many departments such as administration, financial management, fire prevention and so on have been set up in the actual management activities. In order to effectively improve its overall work quality, the corresponding management departments should cooperate with each other, play their own role together, and comprehensively strengthen the related activities of ecotourism management in nature conservation areas.In the current nature conservation ecotourism management activities, because the corresponding departments only complete their own work, lack of cooperation with other departments, the implementation is not enough, resulting in the nature conservation ecotourism management activities are difficult to implement, The existing problems can not be solved in time. In the ecotourism management activities of nature conservation areas, it is difficult to realize the long-term and effective development of ecotourism because the whole management activities are subject to the frequent changes of the management framework of many departments.

3.3. Lack of sound management system

In the current ecotourism management activities of nature conservation sites, the focus of the work is on the maintenance and development of the natural environment, and the lack of management of tourists. Because of the existence of some uncivilized tourists, it has caused serious damage to the natural conservation area. In the actual management activities, the lack of effective training for managers makes the corresponding managers lack sufficient understanding of ecotourism protection knowledge, as well as the specific work content and form.In the actual management activities, the phenomenon of blind development appears, which causes irreversible damage to the natural environment, forms short-term benefits, and is difficult to realize the long-term development of ecotourism in nature conservation areas. In the ecotourism management activities of nature conservation areas, scientific and reasonable planning is also needed to do a good job in the placement of professionals and other related work. In the actual work, the lack of perfect management system as a guarantee, the lack of a large number of outstanding personnel, so that the natural conservation of ecotourism management activities are difficult to implement efficiently and stably, its overall management level can not be effectively guaranteed. There is a phenomenon of management confusion.

4.STRATEGIES FOR STRENGTHENING THE MANAGEMENT OF Ecotourism IN NATURAL PROTECTION

4.1. Improve policies and regulations to achieve sustainable development

In the ecotourism management activities of nature conservation areas, with the help of perfect policies and regulations, the corresponding management activities can be implemented in place, and the sustainable development of ecotourism in nature conservation areas can be effectively realized. Therefore, in the ecotourism management activities of nature conservation areas, we should adhere to the development concept of governing the country according to law, with the help of advanced management concepts, so that the corresponding management activities can be implemented in place and improve their overall management level. In the actual management activities, with the help of perfect management policies, the objectives of ecotourism management in nature conservation areas are defined, and the corresponding management activities can be carried out smoothly.During the process of ecotourism management, combined with the corresponding laws and regulations, it provides a more effective basis for implementation, solves the problems existing in the development of ecotourism projects, and strengthens the coordination of ecotourism and other related project [4] in nature reserves. In the process of perfecting ecotourism management policies and regulations in nature conservation areas, we should fully consider the contents of environment, personnel, facilities, tourism practice activities, and formulate more perfect management policies. The behavior constraints of staff, tourists and related departments make ecotourism management activities more efficient and stable and achieve the goal of sustainable development.Through the establishment of a more perfect safety inspection system and a new unit interview system, the ecotourism management measures in nature conservation areas can be effectively implemented and their sustainable development can be effectively realized. In the process of perfecting the management system, it is also necessary to strengthen the planning of nature reserves, scenic spots and service areas according to the ecological environment and the characteristics of resource products. In management activities, we should strengthen the planning of commodity development in strict accordance with market demand, combine more perfect laws and regulations, strengthen the management of ecotourism in nature conservation areas, and make use of more scientific management methods. Strengthen nature reserve ecotourism development and other corresponding work.

4.2.Strengthen management setup, improve execution

In order to give full play to the important role of order to give full play to the important role of tourism management departments, the corresponding management activities can be carried out to realize the sustainable development of ecotourism in nature conservation areas. By streamlining the tourism management departments of nature conservation areas, establishing more efficient management departments, realizing unified management, and taking active and effective measures to strengthen the solution to the problems existing in the ecotourism management activities of nature conservation areas, Effectively improve the quality and efficiency of their work, to ensure that the corresponding management activities can be [5].In order to improve the implementation of various departments, in the ecotourism management activities of nature conservation areas, it is also necessary for the corresponding departments to give full play to their own advantages, establish mutual exchange channels, and effectively enhance the executive power of the departments. Strengthen nature conservation ecotourism protection and other related work, improve its overall management level. Therefore, in the process of ecotourism management in nature conservation areas, we should always adhere to the principle of moderate development and resolutely put an end to the phenomenon of excessive development. This requires relevant management departments to give full play to their own role, strengthen tourism project management, adhere to the principle of moderate development and management, do a good job in the control of the number of tourists in the region, strengthen environmental protection, and provide better service for tourists.

4.3.Build and perfect management system, strengthen personnel training

In order to effectively realize the sustainable development of ecotourism in nature conservation areas, through the construction of a complete management system, the ecotourism operation activities in nature conservation areas can be carried out continuously. With the help of a more perfect management system to make full use of existing resources, effectively improve the utilization of resources. In the actual management activities, by strengthening the limit of the number of visitors and taking active and effective maintenance measures, the sustainable development of ecotourism in nature conservation areas can be effectively realized. In the process of ecotourism construction in nature conservation areas, through the construction of integrated management institutions, taking into account the problems existing in ecotourism management in nature conservation areas, combined with more scientific and reasonable management methods, So that the corresponding management activities can be implemented in place.Through strengthening the division of functional areas, improving the scientific and reasonable division, improving the efficiency and quality of nature reserve management. During the actual management activities, we should take into account the economic and social benefits, strengthen the environmental protection of natural conservation areas, and effectively realize the [6] of sustainable development of natural conservation areas. Through strengthening the management of professional maintenance personnel, facility construction personnel and service personnel, strengthen the training of management personnel with integrated ability. This requires the state and the government to strengthen the construction of talent team, provide professional personnel, and ensure that the ecotourism management activities in nature conservation areas can be carried out effectively.By building professional management teams, improving the ability and level of fire prevention in nature conservation areas, strengthening the management of plants and trees in nature conservation areas, effectively avoiding the phenomenon of man-made damage, and maintaining the personal safety of residents and tourists, To realize the sustainable development of tourism in nature conservation areas.

5.CONCLUSION

In short, in the process of sustainable social and economic development, it has led to the development of ecotourism, a new industry in nature reserves in China. By strengthening the development of ecotourism in nature conservation areas, natural conservation areas can develop more long-term and stable. In the process of social and economic development of our country, by strengthening the development of ecotourism in nature conservation areas, we can effectively show the charm and civilization of China to the world, promote the development of tourism industry in China, and strengthen the protection of natural ecological environment. Due to the influence of some objective factors, it is difficult to effectively improve the overall level of ecotourism management in nature conservation areas of China. In the process of practical work, many departments should strengthen cooperation and contact, actively cooperate, effectively realize the sustainable development of ecotourism in nature conservation areas, and improve their overall development level.

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The Effects of Mobile Phone Applications on Non-English Major Learners' English Vocabulary Learning

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Abstract: With the rapid development of mobile Internet technology, the courses of College English have also undergone great changes. These changes are not only limited to the transformation of teachers' teaching methods, such as flipping the classroom, the emergence of the split-class mode, but also the birth of new learning forms. Meanwhile mobile phone vocabulary memorization applications provide a broader opportunity and platform for students to realize multi-modal learning and autonomous learning, help students to improve the efficiency of English vocabulary learning, and also enhance students' interest in English vocabulary learning.

Keywords: Mobile phone applications; Non-English major learners; English vocabulary learning

1. INTRODUCTION

Vocabulary learning is an important part of college English learning. But as far as college English teaching is concerned, more attention is paid to the cultivation of students' English listening, reading and writing ability in English classroom teaching because of the limited class hours, while vocabulary learning mainly depends on students' incidental acquisition. Consequently, students may encounter many obstacles in vocabulary learning: the tasks of vocabulary teaching are so heavy that students cannot master these all by themselves; students only know the Chinese meaning of English words but cannot make good use of new words skillfully; vocabulary teaching is inadequate in terms of explanation and presentation, which makes it boring to memorize new words mechanically, and students even lack interest in learning English vocabulary; students lack vocabulary learning strategies and methods, which decreases students self-efficacy and confidence in vocabulary learning; it is difficult to distinguish key words and difficult words, thus students have difficulty in focusing on what they are not good at; students' poor persistence of memorizing vocabulary and poor self-restraint ability make it difficult to extract new words frequently and easy to forget; vocabulary evaluation and examination are too single, which fails to offer effective feedback on learners' vocabulary learning. Most importantly, for non-English major learners, most of them are aimed at passing CET-4 and CET-6, while CET-4 and CET-6 require students to have a high vocabulary level to finish all sections in limited time period. Students should not only master the Chinese meaning of English words, but also be able to use vocabulary flexibly under complex contexts. In view of this, mobile phone words memorization applications are the best choices for vocabulary learning in colleges. This study mainly explores the following two questions : (1) For non-English major learners, are mobile phone vocabulary memorization applications more effective in vocabulary learning than paper word lists? (2) What are non-English major learners' views on the mobile phone vocabulary memorization applications?

2.LITERATURE REVIEW

Various researches have been done on mobile learning by scholars at home and abroad. Koyama and Takeuchi (2003) conducted two experiments to make comparison of Japanese English learners' searching behavior under different situations, one is using conventional printed dictionaries, the other is using hand-held electronic dictionaries. In their study, although most learners spoken highly of the electronic dictionaries, no significance was observed in their findings. Thornton and Houser (2005)designed a research to teach students vocabulary by sending text messages. In order to explore the use of mobile phones after class, teachers sent short texts of foreign languages to students on a regular and quantitative basis, asking students to explain the meaning of new words in the text. Zhu Dandan's research (2019) was mainly aimed at exploring the effectiveness of "Bubeidanci" mobile phone vocabulary memorization application for students' English vocabulary learning. Studies have shown that most subjects are very willing to use word memorization application to learn words. This proves that the word memorization application is a useful tool for language teaching and learning, and it has great potential. For the subjects in her study, the convenience of "Bubeidanci", as well as the vivid examples and review patterns are very effective in memorizing vocabulary. But her research also shows that word memorization application can only be used as an auxiliary learning tool for paper word books and classroom teaching. These researches lay solid foundation for further study on mobile learning of English.

3.THEORETICAL FRAMEWORK

3.1 Mobile learning theory

Mobile learning (or Mobile education, or M-learning or M-education for short), refers to a new way of learning to obtain educational information, resources and services by means of wireless mobile communication network technology and wireless mobile communication devices. Mobile learning enables learners to realize autonomous learning at any time, anywhere through mobile terminals and wireless communication network. These mobile terminals include smartphones, tablets and notebooks, etc. In a broad sense, mobile learning is achieved by using applications in smartphones in most cases. Mobile learning includes three elements: situation, social and content interaction and the use of personal electronic devices.

Mobile learning can create meaningful learning resources according to the different situations in which learners are located. Learners use mobile learning devices to interact and study through technology wherever they go, and to make teaching and learning truly break through the limitation of time and space, so that learning occurs in real natural and social situations, and realize the real sense of "creatively study and apply". Therefore, learners can control time and acquire knowledge flexibly at the most needed time, meet the current needs at that time, and can use spare time to study at informal learning time or place such as work, life or social interaction. Mobile learning will be an indispensable learning mode in the future, however, there are still many problems to be found and solved, so that mobile learning can become the mainstream learning mode of learning society at an early date.

3.2 Multimodal theory

Multimodal (multimodality), also known as multi-semiotic, is a phenomenon of communication by using a variety of senses, such as hearing, vision and touch through languages, images, sounds, actions and other means and symbolic resources. Under the guidance of multimodal theory, many experts and scholars at home and abroad have actively devoted themselves to the application of multimodal theory in the field of teaching. The term "multimodal teaching method" was first proposed by foreign scholar Stein in 2000, he believes that in the classroom of foreign language teaching, there cannot be only one mode of communication and interaction between students, instead, there must be a variety of modes at the same time.

Moreover, not only students, but teachers' teaching and after-class evaluation must be based on the teachers' teaching environment and the modal characteristics of students' learning environment. In the process of English classroom teaching, teachers cannot blindly inculcate, and students not merely rely on hearing to acquire the knowledge spoken by teachers passively, but also combine with hands-on notes or verbal retelling of the knowledge, making the modes interact with each other to learn English well. According to multimodality theory, teachers are also faced with more strict requirements. Teachers should make full use of all kinds of resources available in the course of teaching to arouse students' sensory organs of various modes to acquire and accept knowledge actively and meaningfully, and then further transform indirect knowledge into their own things.

4. RESEARCH METHODOLOGY

In this study, 80 non-English major freshmen from a university in Guangdong were enrolled. The participants came from two original college English classes, one was chosen as an experimental class and the other was chosen as a control class. All the students in experimental class were required to use the designated mobile phone word memorization application " keke English" (from kekenet.com) to learn words at the beginning of College English class and join in the online keke English class organized by English teacher, and share their records in this online class for a semester. The students in the experimental class should complete everyday task of memorizing words on application and complete a certain amount of online reading every week. Everyday tasks of memorizing words through the application include vocabulary learning, spelling test and dictation test. In order to monitor students' learning performance well, English teachers track students' learning process and online learning evaluation through application. In contrast, the control group used the paper version of the word lists to memorize the new words after class.

Before and after the experiment, the two groups were assigned to have a pretest and post-test. The pretest questions referred to single choice questions of the vocabulary, and these questions were selected from the sentences in CET-4 test paper of June in 2019, and the post-test questions were still the single choice questions of vocabulary, while these questions were selected from the sentences in CET-4 test paper of December in 2019. The data of two tests were analyzed by SPSS20.0. Additionally, all the participants haven't seen the two sets of test papers before the pretest and post-test. In order to better understand the experimental group's views on the "keke English" word memorization application, questionnaires and interviews were also conducted in this study. The contents of the questionnaire are related to learners' comments on this application, such as whether they were satisfied with the application, and whether improvements should be made about this application.

5.FINDINGS

5.1 Mobile phone vocabulary memorization applications are more effective than paper word lists

First of all, by comparing the overall vocabulary test scores of the experimental group in the pretest and the post-test, we found that the post-test scores of the experimental group were higher than those of the pretest. What's more, by comparing the overall scores of the experimental group and the control group, we also found that the scores of the experimental group were higher than those of the control group. From this we can conclude that mobile phone vocabulary memorization applications are more effective than paper word lists in vocabulary learning of non-English major learners.

The main reason is that the learning reminder function of mobile phone application will remind students to learn vocabulary anytime and anywhere according to students' pre-set study plan. Even if the teacher is not around, students will learn and share records independently, thus greatly promoting students' initiative and enthusiasm. Furthermore, mobile phone application can intelligently help students classify the words they have learned and master the unskilled words, and repeat the key words and difficult words, increase the probability of incidental acquisition of vocabulary, which helps students save unnecessary time and energy and solve the primary problem that students have difficulty in distinguishing between key words and difficult words.

5.2 Mobile phone vocabulary memorization application facilitates students' vocabulary learning

Through questionnaires and interviews with students in the experimental group, we found that mobile phone application effectively enhanced learners' interest in English vocabulary learning. Compared with the traditional way of learning words in printed books, mobile phone application contains abundant learning contents, such as vocal pronunciation, spelling, interpretation, fixed collocation and examples, as well as vivid pictures and videos. In addition, the unique instant tests and repeated subsequent tests on the application help students to memorize words step by step. Besides, the practice of filling in the blanks strengthens learners' ability of applying vocabulary efficiently. And dictation exercise of words according to pronunciation also improves students' listening ability to a certain extent.

Through applications, learners use mobile phones to contact interesting pictures and various contextual examples in an interesting multi-modal learning atmosphere and authentic language environment. As a result, this type of learning style effectively stimulate students' learning motivation and promote students' learning and memorization of English vocabulary. Moreover, students can listen to situational dialogues, watch soundtrack film clips related to the learning content to integrate vocabulary learning into rest and entertainment, thus changing students' attitude towards vocabulary learning imperceptibly.

6. CONCLUSION

In contemporary society, with the rapid development of science and technology, foreign language teachers should also conform to the trend of the times, keep up with the pace of the times, actively innovate their teaching concepts, change teaching models, enrich teaching content, and make full use of multimedia equipment to effectively promote language teaching. Combine the traditional language teaching closely with the rapid development of multi-modal and mobile learning, and promote the effective integration of systematic learning and fragmented learning, the combination of receptive learning and creative learning, and the unity of autonomous learning and cooperative learning, to provide a variety of alternative learning methods and learning materials for students, motivate students to memorize new words and compete with their peers to gain a sense of achievement in language learning, further stimulate their interest in language learning and ensure students' development in an all-round way.

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On Theory and Recent Practice of the Right of Self-Defense in International Law

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Abstract: A sovereign country has the right of self-defense internationally, which is its natural right and an inevitable result of being a sovereign country. The right of self-defense has a long history in international customary law, but in fact, the right of self-defense is not accurately defined in international legal documents, and there is no systematic regulation. Therefore, under the current international situation, there are many challenges to rely only on the provisions of the right of self-defense in the Charter of the United Nations. The author first analyzes the right of self-defense in traditional international law, then analyzes the practical challenges of the theory of the right to defense ourselves in international law in detail, and finally expounds the theory and recent practice of the right of self-defense in international law.
Keywords: International law; The right of self-defense; Theory and recent practice

INTRODUCTION

The theory of the right to defense ourselves can be traced back as early as 1837 when the Galoline incident occurred in the United Kingdom and the United States, which first put this theory on the stage. During this negotiation, China and the United States determined the principles of national sovereignty and the sanctity of national territories, and made provisions on the exercise of the right of self-defense that no means, can hardly wait, overwhelming. Back to the present, the exercise of the right of self-defense must also meet four conditions that it has been attacked by force against the territory, land, sea, and air forces; the principle of necessity and proportionality; the United Nations has not taken measures to maintain peace; the injured country needs to report the self-defense action to the Security Council.

1. THE RIGHT OF SELF-DEFENSE IN TRADITIONAL INTERNATIONAL LAW

The right of self-defense has an earlier history, but the first time in human history to prohibit the settlement of international disputes by means of war from the perspective of international law was in Pact of Paris in 1928. When the agreement was signed, this convention was not a waiver of the right of self-defense by the states parties. Before the signing, the signatory states all stated that they needed to retain the right of self-defense. In 1945, the Charter of the United Nations made obligatory provisions on the use of force or threats of force in international relations. When threatened, self-defense can be exercised individually or collectively. Therefore, the exercise of the right of self-defense by sovereign countries has always been based on this provision. Later, self-defense in advance had gradually evolved, and it was recognized as legal to defense ourselves in advance in the face of urgent danger of attack. However, there is a certain difference between the recognition and the Charter of the United Nations. In addition, contemporary international law prohibits unilateral use of weapons to the maximum extent. In fact, self-defense in advance has not received universal support. Therefore, the definition of the right of self-defense in traditional international law is vague, and countries have different interpretations of it. The current international situation is developing severely, and there is no sufficient basis to prevent war and it has failed to help self-defense without force in fact.

2. THE REALISTIC CHALLENGE OF THEORY OF THE RIGHT OF SELF-DEFENSE IN INTERNATIONAL LAW

The differences in understanding key issues can be carried out in three aspects. The first one is force attack. It is controversial that whether the definition of self-defence by force include foreseen force attacks. Some countries have positive opinions on foreseen force attacks. If there is enough evidence that the victimized country may be attacked by force, the country can exercise the right to defense itself to launch a force attack. Otherwise, it will have to wait until it is attacked by force before returning. Otherwise, it will only wait for the victim to attack again after being attacked by force. However, countries that have negative opinions think that sufficient evidence is that self-defense actions can only be taken after having suffered an armed attack, or the effect of an armed attack has appeared in the victim country. The second is that who decides the right to judge the necessity of excising the right of self-defense. With the rapid development of science and technology, weapons of mass destruction have been published. It would not help if the force had already been able to return to the injured country. The purpose of force counterattack is to avoid serious threat. However, the necessity of the victim country in excising the right of self-defense will make the decision more unilateral, threaten the interests of other countries and may have aggressive war seriously. So it is important that who can determine the necessity of excising the right of self-defense. At last, the victim country is fighting terrorism by self-defense. In the September 11 attacks, a series of anti-terrorism wars were carried out in order to realize the right of self-defense, and the theory of strike first overturned the Iraqi regime. Terrorism is actually a non-state team, so self-defense cannot be carried out. Is all terrorism a force attack? In fact, only terrorist attacks that form a certain scale and have a sustained cross-border behavior are force attacks.

In the September 11 attacks, the theory of strike first in the United States was accepted by most countries. It is actually a kind of foreseeing taste, and is pre-planned actions taken in order to prevent threats. It is not an assertion of imminent threats. But in fact, such acts are not convincing in international law. The basis of foreseen self-defense is not specified in international law, and there is only customary law of the right of self-defense. The theory of strike first are largely abuse of the right of national self-defense.

3. THE THEORY AND PRACTICE OF THE RIGHT OF SELF-DEFENSE IN INTERNATIONAL LAW

According to the reality of the theory of self-defense, international law should perfect and limit the theory of self-defense. First, there is a need to expand the interpretation. "Imminent threat of force" refers to the detailed provisions of the threat, which is not imminent and unavoidable, for instance, missiles are waiting for launch, aircraft with offensive weapons has taken off, military submarines are heading to attack sites, etc. Then the severity of the threat of force needs to be defined. The distinction between a serious armed attack and a non-serious attack defines the exercise of the right to self-defense. Second, we should adhere to the authority and leadership of the UN Security Council. The United Nations should supervise and eliminate threats to countries that have hegemonism and power in the right of self-defense, which can avoid the damage caused by unilateral judgment. The Council should coordinate, lead and clap the board. Third, we should restrict the right of self-defense to combat terrorism. The right of self-defense itself is interpreted by the country, but terrorist attacks are usually completed by non-state organizations and do not exercise the right of self-defense. Therefore, the right of self-defense should be expanded to restrict terrorism and avoid such problems. In addition, terrorist attacks are sudden and rapid, which is different from force attacks, which means that the self-defense of foreseen cannot be completed. Therefore, the theory of the right of self-defense in international law should be strictly regulated based on this situation. The system of state responsibility should also be improved according to the development of international situation. Countries that abuse the right of self-defense on the ground of combating terrorism also need to be punished, so as to prevent the right of self-defense becomes an excuse to interfere with the sovereignty of other countries.

4. CONCLUSION

The theory of the right of self-defense in the world has not been well defined, the understanding of key issues is different, and the strategy of preemptive strike has emerged. This is unreasonable for maintaining global peace and effectively realizing self-defense. Therefore, international law should expand the interpretation of the right of self-defense, and fully restrict, stipulate, and limit standards based on actual conditions to make the theory of the right of self-defense more perfect. The UN Security Council should strengthen its own leadership and authority, and stand up in time when coordination and leadership are needed. Effective measures should be taken to avoid the emergence of a "preemptive strike" strategy and maintain world peace.

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Application of DNA Molecular Genetic Marker Technology in Identifying Raw Pharmaceuticals

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Abstract: An overview of DNA molecular genetic marker technology (also known as DNA molecular genetic diagnostic technology) applied in the identification of traditional Chinese medicines are described as follow. The prospects of DNA molecular genetic marker identification in the identification of raw drugs are also discussed.
Keywords: DNA, molecular genetic marker technology, raw drug identification

1. INTRODUCTION

DNA molecular genetic marker technology (also called DNA molecular genetic diagnosis technology) refers to the technology of diagnosing the inherent gene arrangement pattern and the external trait expression pattern of organisms. And the technology is implemented by directly analyzing the polymorphism of genetic material. Any biological species or individual has specific DNA polymorphism, through directly diagnosing and analyzing DNA polymorphism, we can avoid the interference of environmental factors, quantitative trait inheritance or partial and complete dominance in the process of genetic trait performance, and quickly and accurately identify the authenticity of medicinal herbs.

2. DNA MOLECULAR GENETIC MARKER TECHNOLOGY

2.1 Southern hybridization-based DNA molecular marker technology

These techniques, like RFLP (Restriction Fragment Length Polymorphism), RFLP (Single Strand Conformation Polymorphism-RFLP, SSCP-RFLP) or whatever, have in common the use of one or more restriction endonucleases to digest DNA molecules from different organisms, and then reveal their DNA polymorphism by molecular hybridization with specific clones or synthetic probes.

2.2 PCR-based molecular marker techniques

Random Amplifed Polymorphi cDNA (RAPD), Sequence Tagged Site (STS), PCR (Random Primer-Polymerase Chain Reaction (RP-PCR)), Arbitrary Primer PCR (AP-PCR), Oligonucleotide Primer PCR (Oligo Primer-PCR, OP-PCR). PCR (Arbitrary Primer-PCR, AP-PCR); PCR (Oligo Primer-PCR, OP-PCR) and so on. The common feature of these techniques is to use synthetic random primers (often 5-10 or more oligonucleotides) to amplify DNA molecules of different organisms by PCR and then directly analyze them by electrophoresis to reveal their DNA polymorphisms.

2.3 Repeat sequence-based DNA molecular marker technology

Satellite DNA (Satellite repeat sequence of several hundred to several thousand base pairs), Microsatellite DNA (Repeat sequence unit of 2-5 base pairs), Minisatellite DNA (Repeat unit of more than 5 base pairs), etc.

2.4 mRNA-based molecular marker technologies

Differential Display (DD), Revert Transcription PCR (RT-PCR), Differential Display Revert Transcription PCR (DDRT-PCR), etc.

3. THE BASIS OF DNA MOLECULAR GENETIC MARKER IDENTIFICATION

The first step in biologic identification research is to find species genetic markers, which are mainly morphological, tissue cell, chemical composition, protein, karyotype, serology, isoenzymes and other characteristics. However, some characteristics are the result of the combined action of the heredity and environmental factors of the organism. They are not only affected by the genetic factors, but also closely related to the developmental stage of the organism and the effect of environmental conditions on the organism.[1]

As a direct carrier of genetic information, DNA molecules are not affected by external factors, biological development stages and organ tissue differences, and each individual cell contains the same genetic information.

Therefore, it is more accurate and reliable to use DNA molecular genetic marker as genetic marker for species identification.DNA molecules as carriers of genetic information have a high genetic stability and a higher chemical stability than proteins and isoenzymes. DNA preserved in old specimens can still be used for the study of DNA molecular genetic markers, since the establishment and development of the Polymerase Chain Reaction (PCR) technique. Even trace amounts of DNA can be extracted from ancient skeletal specimens left thousands of years ago, and the specific DNA fragments can be amplified by PCR for the study of molecular genetic markers. Since DNA molecules contain huge amount of information and are relatively stable, PCR technology has the characteristics of high speed, high efficiency and high specificity, so the identification of Chinese herbal species by DNA molecular genetic markers and the detection of components in Chinese herbal compound preparations have the advantages of fast, accurate, strong specificity and good reproducibility.

4. APPLICATION OF DNA MOLECULAR GENETIC MARKERS IN THE IDENTIFICATION OF HERBAL MEDICINES

DNA molecular genetic marker method for raw medicine identification, the first problem to be solved is whether the DNA of the herb itself can be extracted from the old herbal specimens and can be used for PCR amplification, which has been successfully reported, followed by the search for a method to detect the DNA polymorphism of the herb.

4.1 Herbal identification is an important part of biopharmacology

It is important for the identification of herbs of different species of the same genus and the authenticity of herbs to ensure the accuracy of Chinese medicine and to maintain the health of the people. Traditional Chinese medicine identification mainly relies on perceptual characteristics such as color, shape, odor, taste and texture, the shortcoming of this identification method is that it is not accurate and can't grasp these characteristics varies from person to person. The application of histological, morphological and chemical methods to the identification of herbal medicines is an advancement in identifying herbal medicines, but these methods still have significant limitations. Using DNA molecular genetic marker technology to directly analyze the DNA polymorphism of herbs, find out the DNA fragment unique to the authentic product, sequence this, and then prepare DNA probes to detect the corresponding herbs. It is a convenient and accurate method for raw drug identification. Zhang Rong et al [11] used RAPD analysis to identify eight raw herbs of the genus Artemisia (indigoferae Linn) and seven herbal medicines of the genus Clematis L. The results were very good and proved that RAPD analysis is an effective method for the identification of herbal medicines.[2]

4.2 Application in the affinity of medicinal plants

Academician Xiao Peigen established the affinities of medicinal plants and used some small molecule compounds as the basis for identification of affinities. Since DNA essentially reflects the affinities of medicinal plants, many scholars now suggest that the two should be considered together. Only then can the affinities of medicinal plants be studied more effectively. Wang Xiaoquan et al. used five primers to perform RAPD analysis on five species of the genus Asclepias (cimicifugaL) and one species of the genera Actaea asiatica Hara and Actinium. Combining the results of the analyses, they concluded that the genus Leaf-like Asclepias is more closely related to the genus Asclepias, while the genus Aconitum is more distant from the genus, which is consistent with the results of classical taxonomy.

5. PROBLEMS OF DNA MOLECULAR GENETIC MARKER TECHNOLOGY

5.1 No real database is constructed

The stability of DNA molecular genetic marker method is influenced by many factors such as template and amplification conditions. In addition, no real database has been constructed. The DNA molecular diagnostic technique is difficult to distinguish herbs from different parts of the medicine, and each ministry has the same DNA marker pattern. The DNA labeling of finished drugs, compound prescriptions and extracts has not been reported.

5.2 Treatment of herbs

Due to the high sensitivity of molecular markers, any contamination of biological sources in herbs, such as mold, insects, or even human touch, can leave exogenous DNA molecules, which can be amplified together in the PCR amplification process, thus distorting the DNA fingerprints. It is good that DNA molecular labeling research needs very little experimental material, usually in the sampling process must choose the part of the herb without mold and insects, scrape the surface, scrape a very small amount of tissue from the inside, or wash the surface of the herb, and then irradiate the surface of the herb with strong ultraviolet light, in order to completely destroy the surface of the exogenous DNA. at the same time, the experiment should strictly adhere to the operating procedures, to avoid secondary contamination.

5.3 Improve stability

Chinese herbs are usually dried bodies of plants and animals, compared with the fresh materials commonly used in molecular biology research, are old specimens, which are often very difficult to amplify large fragments of DNA, while the amplification of small fragments of DNA has little effect. In addition, the stability problems of certain molecular biology methods themselves need to be further improved, such as RAPD, although it was the first DNA molecular marker identification method used for Chinese medicine identification, but any small changes in experimental conditions during the experiment will change the consistency of the experimental results.

5.4 Reduce economic cost

At present, conducting molecular biology experiments still requires high costs. But with the development of molecular biology, the formation of large-scale production of products, the price of general consumables for molecular biology experiments will have a greater degree of decline, such as random primers used in experiments have been commercialized in large quantities, the cost of primers used in each reaction has been greatly reduced, with the deep study of molecular marker identification, to find a more economical, practical, accurate and reliable method is entirely possible!

6. OUTLOOK

Today, the development of molecular biology technology is really gaining momentum, which is widely used in the life sciences and related disciplines. Molecular pharmacology has been proposed as a new concept, and DNA molecular genetic marker technology has shown a wide range of prospects in its application, but the research on this technology in medicinal plants still leave much room for improvement. It is believed that with the continuous development of molecular biology technology and the deepening research of molecular genetic characteristics of medicinal plants, the research field of DNA molecular genetic marker technology in the molecular biology of medicinal plants will be greatly broadened and become an important element in the modernization of medicinal plants.

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Study on the Relationship between Integration Degree of Sports and Tourism Industry in Hainan and Industry Performance

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Abstract:Based on the perspective of industrial integration, this paper uses the input-output method to calculate the integration degree of sports and tourism industry in Hainan Province. On this basis, a digital model is constructed to empirically analyze the relationship between sports and tourism integration in Hainan and industry performance. The results show that the correlation between sports and tourism industry in Hainan Province is not high, and the development of sports industry obviously depends on tourism industry; The overall integration degree of sports and tourism industry in Hainan Province is not high and is at a low level; There is no significant correlation between the integration of sports and tourism in Hainan and tourism in industry performance.
Keywords: integration of sports and tourism; Fusion degree; Industry performance;

1.FORWARD

At present, industrial integration has been commonplace all over the world. Industrial integration can not only eliminate barriers between industries, but also promote the emergence of new formats. At present, the development of sports and tourism industry in Hainan Province is facing many challenges, and the integration of sports and tourism industry is undoubtedly an important way and way to achieve a win-win situation for these two industries. In academia, there are two different voices about whether industrial integration will improve industry performance: some scholars believe that industrial integration can improve industry performance and has a positive correlation with industry performance [1][2]. Other scholars believe that the relationship between industrial integration and industry performance is not obvious [3][4]. Based on the inconsistency of the above research conclusions, this paper empirically analyzes the relationship between the integration degree of sports and tourism in Hainan Province and industry performance.

2. EVALUATION ON INTEGRATION DEGREE OF SPORTS AND TOURISM INDUSTRY IN HAINAN PROVINCE

2.1Measurement method of industrial integration degree

2.1.1 Method selection

Because of the strong industrial correlation between sports and tourism industry, the input-output method is chosen to measure the degree of integration. In this paper, the average value of direct consumption coefficient of sports industry to tourism industry and that of tourism industry to sports industry is used to measure the fusion degree,The value range of fusion degree is (0,1), and the value of fusion degree is close to 0, which indicates that the fusion level between the two industries is lower.

The calculation formula is as follows:

$$Cij = (aij+aji)/2 \times 100\% \quad \text{(formula 1)}$$

Cij represents the integration degree of sports and tourism industry, and aij is the direct consumption coefficient (I, j=1, 2, …, n), it refers to the value of the I industry directly consumed by the total output of the J industry. The calculation method is as follows: the total investment Xj of the jth industry is used to divide the value xij of the ith industry directly consumed by the industry, which is expressed by the formula:

$$aij=\frac{x_{ij}}{X_j} \quad (i,j=1,\ 2,\ \dots,n)\ \text{(formula 2)}$$

The value range of aij is (0,1), and the larger the value, the stronger the dependence of J industry on I industry.

2.2 Data sources

The data of this paper comes from official website of Hainan Provincial Bureau of Statistics. According to the use of input-output table by relevant scholars, the paper printing, culture, education and sporting goods industry, culture, sports and entertainment industry, public management and social organization industry are unified into sports industry. Combine transportation, warehousing and postal services, accommodation and catering, water conservancy, environment and public facilities management into tourism industry.

2.3.Measurement results and analysis of fusion degree

2.3.1 Correlation coefficient calculation results and analysis

According to the above formula 2, calculate the direct consumption coefficient between departments, and sort out the calculation results to get Table 1 .

Table 1 The correlation between sports and tourism in Hainan

Table 1: Hainan Sports Industry and Tourism Industry

Direct consumption coefficient	2002	2007	2012
SPORET INDUSTRY AND TOURISM INDUSTRY	0.0759	0.0439	0.0526
TOURISM INDUSTRY AND SPORTS INDUSTRY	0.0657	0.3514	0.1924

The data in Table 1 show that the direct consumption coefficient is low, which indicates that the correlation between sports and tourism in Hainan Province is not high, and the integration between the two industries needs to be strengthened. And the direct consumption of sports industry by tourism industry is obviously higher than that by sports industry, which indicates that the development of sports industry obviously depends on the pull of tourism industry. From 2002 to 2012, the direct consumption of the tourism industry to the sports industry showed an increasing trend as a whole, but declined again from 2007 to 2012, which also reflected that the growth trend was unstable.

2.3.2 Fusion degree measurement results and analysis

According to formula 1 and the data in table 1, the integration degree of sports and tourism industry in Hainan Province is calculated, and the calculation results are shown in table 2 .

Table 2 Integration of sports and tourism industry in Hainan Province

Table 2: Overall Integration Degree of Hainan Sports Tourism Industry

AGE	FUSION DEGREE
2002	0.0780
2007	0.1978
2012	0.1225

It can be clearly seen from Table 2 that the overall degree of integration is not high and is still at a low level, and it is generally increasing. It increased greatly from 0.0780 in 2002 to 0.1978 in 2007, but decreased greatly from 0.1978 in 2007 to 0.1225 in 2012,This shows that the integration of sports industry and tourism industry in Hainan Province is extremely unstable, and it is still necessary to strengthen the integration of sports and tourism industry in Hainan Province.

3.THE INFLUENCE OF HAINAN SPORTS AND TOURISM INDUSTRY PERFORMANCET

3.1Description of relevant variables

Travel to industry performance (y)

This paper selects Kuznets' comparative labor productivity to measure and analyze industry performance level. The mathematical expression of its comparative labor productivity is as follows:

Y=Fi/Gi (formula 3)

Among them, Fi indicates the relative proportion of the output value of industry I to the gross national product, while Gi indicates the proportion of the employees of industry I to the national employees.

Integration Degree of Sports Industry and Tourism Industry (C)

The integration degree of sports industry and tourism industry in Hainan Province is calculated by Formula 1, and the calculation results are shown in Table 4 .

3.2Model building

In order to empirically analyze whether there is a correlation between the integration degree of sports and tourism in Hainan and the tourism industry performance, the basic model is constructed as follows:

Y=a+βc+u

In which y represents the tourism industry performance, c represents the integration degree of sports and tourism industry, and u represents the random error term.

3.3Calculation results and analysis of the model

3.3.1 The performance of tourism industry is calculated by formula 3 above and relevant index data in Hainan Statistical Yearbook,The calculation results are shown in Table 3 .

Table 3 Tourism industry performance

Table 3: Tourism industry performance Table

AGE	NUMBER OF EMPLOYEES IN SOCIETY (TEN THOUSAND PEOPLE)	NUMBER OF EMPLOYEES IN TOURISM ENTERPRISES (TEN THOUSAND PEOPLE)	TOURISM ENTERPRISES ARE EMPLOYED NUMBER OF PEOPLESOCIAL WORKERS TOTAL NUMBER OF PEOPLE	GDP (100 MILLION YUAN)	TOTAL TOURISM REVENUE (100 MILLION YUAN)	TOTAL TOURISM REVENUE GDP	RECREATION INDUSTRY PERFORMANCE
2002	349.89	47	0.13	623.45	95.38	0.15	1.17
2007	400.2	35	0.08	1229.6	171.37	0.14	1.75
2012	483	forty-two	0.08	2855.26	379.12	0.13	1.62

With the help of the digital model constructed above, and using SPSS21.0 to make linear regression analysis, the final regression model is Y=2.917+0.914C R2=0.613

R2=0.613 in this paper shows that the model has good goodness of fit. Although the coefficient of sig value is positive, it has not passed the significance test, which shows that there is no significant correlation between the degree of integration and industry performance, which fully shows that only relying on the integration of the two industries can not affect the performance of tourism industry.

4. RESEARCH CONCLUSIONSAND COUNTERMEASURES

4.1Research conclusion:

4.1.1 The correlation between sports and tourism industry in Hainan Province is not high, and the integration between the two industries needs to be strengthened.

4.1.2 The overall integration degree of sports and tourism industry in Hainan Province is not high and at a low level, but its integration degree is slowly increasing year by year.

4.1.3 There is no significant correlation between the degree of integration of sports and tourism and industry performance.

4.2Study countermeasures

4.2.1 The establishment of a clear division of government market management system

Promoting the integration and development of sports and tourism is not only the responsibility of the sports department, but also an important goal of promoting and making overall efforts with the tourism department as the mainstay and other relevant departments as the supplement. Hainan Provincial Department of Tourism, Culture, Radio, Film and Sports should have different functions and responsibilities, and should not be divided into different areas and lack of communication between the two departments. The two departments should actively communicate with each other and work together to establish a unified contact platform and a system of regular meeting and exchange, so as to bring into play the synergy between departments.

4.2.2 Cultivate compound talents and establish a strict standard system

With the rapid development of "sports tourism" industry integration, talents in this field are gradually in short supply. In order to train high-quality cross-border compound talents in a standardized way, Hainan Province has made every effort to build a talent training system based on industry consensus and school-enterprise cooperation,In the process of strengthening the training of talent system, we should not neglect the standardized training process and certification standards of talents, and formulate training programs for qualified cross-border compound talents and scientifically design cross-border compound talents in sports industry according to industry standards.

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Application Analysis of Automatic Control Technology in Mechanical Processing Technology

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Abstract: In the work of traditional mechanical processing technology in the past, due to the different aspects of the specific mechanical equipment used, it mostly happened that the types of mechanical processing technology were distinguished according to the different types of usage.However, if the scale of the enterprise is relatively large, the type of work required by the enterprise will be more and more, so the types of complex machining enterprises often need more abundant.In the increasingly innovative society of modern science and technology, the operation of automatic control technology has penetrated into the process of mechanical processing.The automation technology that appears in the machining process is undoubtedly the result of the comprehensive use of multidisciplinary technology in modern enterprises, the comprehensive analysis and application of high-end automatic control and manufacturing technology is an important way to improve productivity.The author of this article analyzes and discusses the automatic control technology in the machining process, hoping to be of reference significance to relevant practitioners.
Keywords: Mechanical processing technology; Automatic control technology;Discussion and analysis

1.INTRODUCTION

In the rapid development of China's economy, the mechanical processing industry has an important position.It is also the backbone industry that accelerates China's economic development.It has played a great role in economic development.The development of the times and the development of industrialization are getting faster and faster, and the country's machining technology is constantly optimized and advanced.Mechanical processing technology is the basic condition for industrial development, and it can provide guarantee for the country's material production.It is also important to the development of other aspects of industrial technology.This shows that the innovative development of machining technology is particularly important.Continuously optimizing and innovative machining technology, enterprises can only realize the automatic control of the machining process, so as to ensure the steady and long-term development of the machining industry.

2.IMPORTANCE OF MACHINING PROCESS

Usually, in general, the machining process is the production process of modern enterprises. In order to reduce control costs, save labor costs, and material input costs, network computer programs are used to replace traditional manual OEMs for mechanical processing, which is through computers. The program controls the mechanical production operation and realizes the automated production.Compared with traditional human operation, it can not only improve production efficiency, but also reduce production errors, improve the accuracy of mechanical production, and promote increased production capacity.Therefore, many contemporary enterprises attach great importance to mechanical processing technology.After the use of mechanical processing technology, the efficiency of mechanical processing has not only improved, but also the quality has been guaranteed, which has brought more beneficial benefits to its own enterprises and factories, and the production scale of the enterprise has also been improved[1].Through the application of mechanical processing technology, it can reduce the link of human production input, so that the mechanical production is more convenient and fast, effectively avoid the traditional more complex production links, so that the product one-time molding and also meet the standard.Products designed in accordance with computer programs are more accurate, effectively improving the quality and efficiency of mechanical production.However, there are still many shortcomings in the use of automatic control technology in mechanical processing technology in modern industry, and there are still many places to be paid attention to. These need to be analyzed in detail based on many aspects.

3.THE DEVELOPMENT STATUS OF AUTOMATION TECHNOLOGY IN MACHINING PROCESS MANUFACTURING

Information technology in the new era has brought new meaning to automation.The development of information technology automation is not just about artificially breaking away from the traditional mechanical state.The information technology of the new era improves the scientificity and accuracy of automated production in an all-round way, combining science and technology and practical experience.Further optimize automation technology, save more human and financial resources for modern enterprises, and improve the efficiency of the national machinery manufacturing industry[2].In recent years, the country has also discovered many problems while accumulating experience.At this stage, the status of China's machinery manufacturing industry in the world has been obviously improved. As an industrial power, China's machinery manufacturing industry is also one of the country's basic industries. It is a rapidly rising industry in my country at this stage.With the vast development of information technology.It is not difficult for us to find that the manufacture of the machine has brought us a lot of convenience.Mechanical processing automation technology continues to innovate and develop, improve automation technology, promote the long-term development of the industry, create a comprehensive scientific and systematic technical structure, better serve the people, and improve the country's comprehensive strength.

4.APPLICATION OF AUTOMATION CONTROL TECHNOLOGY IN MACHINING PROCESS

4.1Full application of machinery and equipment In the period of rapid development of science and technology in the new era, in the process of machining, it is impossible to show the application results of the current advanced technology.On the one hand, in the process of submission and application of science and technology, the results cannot be seen overnight, and multiple researchers are required to conduct in-depth analysis and obtain results.On the other hand, it takes a long period of time to introduce scientific and technological achievements into actual machining technology.After the technology is put into practical use, the company has advanced machining technology.The new technology is based on expensive and optimized equipment.This is the result of continuous research and testing by industry insiders, and scientists have put their hard work and wisdom together.Ensure the quality of processed products and improve processing efficiency[3].

4.2 In recent years, industrial automation technology has been continuously improved and optimized. It is applied to different fields and industries, and applied to mechanical processing technology. It can involve a very wide range of industries.In order to meet the development needs of various industries in the society, effectively improve the competitiveness of enterprises, and obtain higher economic benefits to a certain extent.In the fierce market competition, modern enterprises must realize the importance of new technology to mechanical processing. Only this concept can ensure the improvement of product quality and deliver better products to the society and the world.

5.MEASURES TO IMPROVE THE PROCESSING LEVEL

First of all, choose a reasonable tool change method, set the path and position of the tool. In the process of changing the tool, choose a reasonable switching method according to the types and characteristics of the parts .The cutting point of the blade needs to meet the requirements of the surface roughness of the workpiece contour.Make sure to leave a margin during the rough machining process, and process it during the last continuous feed.The cutting path is the shortest, which can effectively reduce tool consumption while improving operation efficiency.In addition, the problem of the knife should be taken into consideration, and the processing route should be set reasonably according to the requirements of roughing and processing.For example, the main purpose of roughing is to remove the machining allowance as soon as possible.The main purpose of precision machining is to maximize the dimensional accuracy and surface roughness of parts[4].Secondly,cultivate high-quality programmers in the industry. The professional quality of the programmers has an important influence on the level of digital control processing.Therefore, enterprises must pay attention to the training of manufacturing and processing personnel, improve personal professional skills and improve the comprehensive professional quality of employees, so as to promote the sustainable development of the enterprise.Finally, to strengthen the management of CNC machine tools CNC machine tool maintenance management is an important task of machinery manufacturing enterprises, modern enterprises should pay attention to the maintenance of the machine, repair funds investment.As a senior manager of a modern enterprise, one must have a long-term perspective to look at the development of the enterprise.Scientifically and reasonably arrange professionals for equipment maintenance and testing.Equipment operators have certain mechanical protection capabilities in their daily work.Carrying out equipment repair and management well has laid a good foundation for the stable operation of digital control machine tools.

6.THE DEVELOPMENT TREND OF AUTOMATION CONTROL TECHNOLOGY IN MACHINING PROCESS

The machining industry is an important part of the country's economy.With the gradual development of modern high-tech technology, automation control technology has been widely promoted in the machining process, and the application of automation control technology has been effectively improved.Mechanical processing automation control technology is an inevitable choice for the development of the entire society, and it is an indispensable technology for the future expansion and development of modern enterprises.The development of new science and technology is not difficult to see that the automatic control technology has obvious advantages, it has become an important factor in the development of the country's industrialization.Mechanical processing technology is to realize the effective use of various industrial automation technologies,Modern industry must set long-term development goals, continuously optimize enterprises and improve innovation capabilities, strengthen related technology research, unite all industry talents in the enterprise, and strive to achieve automated control technology[5].

7.CONCLUSION

In short, automation technology plays an important role in the machining manufacturing industry and has a great impact on the machining manufacturing industry.The country should be committed to increasing investment in automation technology.Improve the automation status of the machining manufacturing industry，comprehensively reform the structural system of the machining manufacturing industry，invest more professionals to strengthen the research of automation technology，combine computer technology and automation technology，improve the capacity of the country's machining manufacturing industry，optimize production，save costs，promote the overall development of national mechanization，promote the development of industrial manufacturing，promote the all-round development of various industries.Improve the country's comprehensive strength, become a real technological power, and promote the country's prosperity and strength.

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The National Day military Parade and the Shaping of National Image

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Abstract: China in the new era, as an independent political power, has attracted worldwide attention, especially some important historical moments, which are often intensively reported by the news media of many countries. It is precisely because of this that the reports of such events have become the media for constructing China's image. The national image is a country's invisible business card, and the Overseas Edition of People's Daily takes shaping China's image as its own responsibility. By reporting on major domestic events, it practices the communication concept of serving readers at home and abroad and making friends with all readers of People's Daily. On October 1, 2019, the military parade to celebrate the 70th anniversary of the founding of New China, People's Daily Overseas Edition carried out a comprehensive report, diversified interpretation of China and cultural dissemination. Therefore, this study chooses the content analysis and text analysis of the report of People's Daily Overseas Edition around October 1, 2019, and discussed how the newspaper constructs an image of a powerful country with strong military power, friendly attitude and fighting for world peace. In order to achieve such an image-building effect, mainly lied in the clever use of communication skills, such as the remarkable presentation of communication objects, the report style of combining the content with "Taste buds abroad", and so on.

Keyword: National Image, People's Daily Overseas Edition,

1.ORIGIN OF RESEARCH

National image is a country's invisible "business card", which plays a very important role in international foreign affairs. Moreover, it is also a key variable in the process of subtle changes in international relations, and the game means between different countries also lies here. For developing China, building a good national image is also one of the core strategies to realize the great rejuvenation of the Chinese nation. For a long time, there was no specific definition of the national image. In Guan Wenhu's "On National Image", it was the first time to formally defined the national image. He believed that "the national image is a complex, which is the comprehensive cognition of the external public and the internal public to the country itself, the national behavior and the achievements of various national activities, and gives evaluation or affirmation. To a certain extent, it can be considered that the national image is the embodiment of the comprehensive national strength [1]

From the point of view of this definition, the decisive element of national image should be the concentrated expression of political, economic and military forces, but the comprehensive national strength can not be separated from the great influence brought by the spread of public opinion, which is mainly the mass media. The most influential mass media in China in the world is undoubtedly People's Daily Overseas Edition. As the main media of information dissemination in China, it often shows the multi-level and diversified China to the world through the opportunity of major domestic events.

2.THE SIGNIFICANCE OF THE REPORTING OBJECT

Judging from the remarkable presentation of the report on the National Day Parade in 2019, it was mainly presented through the frequency, layout and number of reports. The newspaper frequently reported on the National Day parade, and repeatedly reported the time nodes before and after the National Day parade. The layout design also emphasized the National Day military parade for many times, so as to strengthen the powerful image of the People's Republic of China in the hearts of overseas Chinese, provided positive cultural communication, and strengthened the sense of national belonging and pride of overseas Chinese. People's Daily Overseas Edition bears the great responsibility of building China's image, aiming at strengthening overseas people's cognition of the motherland and strengthening China's international image in the world. The strategy of its significance presentation embodies the following aspects:

One is to focus on the incident. According to the statistics of the reports from September 15th, 2019 to October 15th, 2019, it was found that during this period, there were 53 reports on the National Day military parade, which means that there was at least one report on the National Day military parade every day in this period, with the largest number of reports on the day of the military parade, reached15, while the reports before and after the military parade reached 38. This means that the newspaper has focused on the military parade, and overseas readers have also maintained a focus on this hot event. Furthermore, we can also see the significant presentation of the National Day military parade from the layout. Some statistics showed that most of all the reports in this period were concentrated in the front page and the important page. It embodied the remarkable presentation characteristics from three aspects: multi-quantity, multi-frequency and plate design.

Secondly, it adopts a multi-genre and multi-symbolic text construction method. In the relevant reports collected, many report genres have been used, including news, communication, interview, etc. What ' s more, combined with centralized and combined reporting methods, China's image has been constructed, presented a vibrant and flexible China to all readers. In "No Power Can Stop China's Progress", a large-scale report was made on the equipment participating in the military parade. Moreover, from an objective point of view, it stated the affirmation and strength recognition of the Chinese military parade by the media from all over the world, and described the image of a big country that is booming and gradually emerging, which is very convincing for many readers. In addition, the illustrated typesetting also bringed great visual impact to readers, and this typesetting has become an important trend of newspaper visualization. In the 3G network era, people have become accustomed to reading "reading pictures", and vivid news reports have unparalleled advantages in attracting readers' attention.

3."TASTE BUDS ABROAD"

As News in Discourse, the style is defined as "the social characteristics of the speaker and the manifestation and sign of the specific characteristics of the social culture in the speech occasion [2]." The role of style in reporting is obvious, and there are obvious differences in reporting styles among different newspapers, which are not only integrated but also formed for a long time. Hard news reports, for example, are characterized by solemn expression. People's Daily Overseas Edition, as the media of national external communication, has the characteristics of a party newspaper firstly , which is solemn and serious. In order to facilitate wider dissemination overseas and cater to the reading needs of overseas readers, it is often reported in combination with "Taste buds abroad".

As far as the National Day military parade is concerned, because the image of the "Grand Parade" is a solemn military image and political image, the coverage of the event is mainly hard news, but in the Overseas Edition of People's Daily, the element of "Taste buds abroad" is indispensable. In the selection of content related to the military parade, it is more inclined to be more story-telling and interesting, and easy and enjoyable, and adopts the combination of soft news and hard news to achieve better communication.

4.NARRATIVE POINT OF VIEW

The text of news reports is not the same as the news itself, but reappears the news facts from the perspective of expression perceived by journalists. In this process, journalists turn the facts into language narratives, which highlights the text value of news, so that news reports have more readability, appreciation and artistry besides documentary [3].

In People's Daily Overseas Edition, diversified expression perspectives and very flexible focusing methods are used to present China's image completely. The word "perspective" originated from Latin at the earliest, and its connotation is perspective. At the beginning of its birth, the specific application of this word only exists in the mathematical system. With the continuous development of other disciplines, the word "perspective" has gradually been introduced into other fields. In News Narratology, it is considered that from the perspective of the quantity of text information, the narrative perspective of news can be divided into omniscient perspective and restrictive perspective. From the perspective of whether the narrator personally participated in this event, it can be divided into internal perspective and external perspective. According to the uniqueness or pluralism of news narrator, it can be divided into monistic perspective and pluralistic perspective. According to the narrative tone, it can be divided into the first person perspective or the third person perspective [4].

According to the report on the military parade in the Overseas Edition of People's Daily, the event was described in detail from multiple perspectives and the first person perspective.

Enlightenment from the construction of national image by media

External communication is an important channel to establish a national image. Many countries attach great importance to the role of external communication, which is favored by all countries as a means for the international community to improve its international image. From the development history of People's Daily Overseas Edition, there are many successful places, especially the following strategies have better established the national image and provided enlightenment for other foreign media.

First of all, it is necessary to combine the characteristics of news reports with the characteristics of overseas cultures to create a reporting style suitable for overseas communication, while not losing the seriousness of current political news itself, and a lot of research and screening are needed in content selection. According to the theory of "use and satisfaction", whether the audience accepts this mode of communication depends on whether the media meets the audience's psychological expectations. If it can't meet the actual needs of a certain aspect, the audience can't actively accept information dissemination.

Second, the combination of graphics and text is based on the event itself, and abandons the subjective guidance of ignorance. Domestic news reports have maintained a very obvious propaganda and guidance for a long time, and the intention of propaganda and guidance is obvious.The authenticity of news under the cover of the content of the text, the subjective tendency is more obvious, and it is easy to drive the tendency of public opinion.Obviously, this is not in line with the overseas social environment, so the style of news reporting needs to be different from inside and outside.

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Strategies to Improve the Academic Level of College Students Based on Psychological Capital

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Abstract: Students' academic level is closely related to their psychological capital, which reflects the student's academic learning ability and effect, specifically manifested in the aspects of course performance, grade point, grade, etc., and is affected by attitudes, goals, motivation and pressure. Psychological capital of college students can be enhanced from four aspects of hope, optimism, self-efficacy and resilience, so as to pay attention to student psychology, stimulate students' learning motivation, and then improve their academic level.
Keywords: psychological capital; academic level

INTRODUCTION

"Learning to learn" is one of the six essential qualities in the development of the core literacy of students. Independence is the fundamental quality of human beings as the subject. "Learning to learn" belongs to the category of independent development, which refers to a person who has strong subjective initiative and can manage one's own learning and life effectively, can recognize and discover self-value, explore one's own potential, and confront with ever-changing environment, so as to have a brilliant life and develop into a person with a clear life direction and good quality of life. However, the path to learning is not always going well, and when you often confront with stressful learning, unsatisfactory score and reduced learning self-efficacy, you need sufficient psychological capital to ease the pressure and frustration brought by learning.

1.THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND ACADEMIC LEVEL

1.1 Psychological capital and academic level

Psychological capital is the concept proposed by economist Goldsmith et al. in 1997. They believe that psychological capital refers to one's characteristics that can affect his or her productivity. In 2007, Luthans et al. developed their own views based on the previous research. They believed that psychological capital refers to the positive psychological state shown in the process of growth and development of individual, which is specifically expressed in four aspects: self-efficacy, be optimistic, hope, resilience. To sum up, the psychological capital in this study refers to the positive psychological factors that promote individual growth, as well as the psychological qualities to cope with pressure and setbacks, including self-efficacy, optimism, hope and resilience.

1.2 "Optimism" is the cornerstone of cultivating a positive learning attitude

Optimism is a positive attitude towards life and a positive life style, which is a persistent state of mind for an individual to maintain happiness and self-sufficiency. People with an optimistic attitude can find ways to resolve difficulties and can actively use various surrounding factors assist in solving problems. The effect of learning attitude on learning effect has been proved by many experimental studies. The learning attitude reflects the learner's long-lasting affirmative or negative behavior tendency or the preparation state for internal reactions to learning. Students with an optimistic attitude, to a large extent, also maintain an optimistic attitude towards learning and can actively cope with challenges in learning.

1.3 "Hope" is the driving force for setting learning goals

Hope is a motivational factor and motivational state of mind that an individual has expectations to achieve a certain goal. Hope is determined by two major factors: the path of realization and the individual's willpower. The existence of path and willpower can continuously promote the progress of the individual and increase mental energy, so that the individual is full of confidence and courage to succeed. The hope for learning promotes individual to set goals and plan, so as to make continuous efforts to achieve learning goals.

1.4 "Self-efficacy" is the guarantee to stimulate learning motivation

Self-efficacy refers to the speculation and judgment that an individual makes about whether he has the ability to complete certain behavior. Studies have shown that people with high self-efficacy can push themselves step by step, and even if they face difficulties for a long time, they would still persevere and invest more energy. High level of academic self-efficacy of students effectively stimulate their own learning motivation, trigger and maintain learning behaviors, and achieve academic goals.

1.5 "Resilience" is the key to overcoming academic

pressure

Resilience refers to the psychological mechanism of recovery and growth under various pressure, and effective response and adaptation in the face of loss, difficulty or adversity. It not only means that the individual can recover to the original state after major trauma or stress, and can be tenacious under pressure, but also emphasizes individual growth and rebirth after setbacks. From the perspective of positive psychology, people with strong resilience can quickly recover from difficulties, and even grow faster after recovery, and find the driving force for growth from setbacks. Cultivating students' mental resilience is conducive to great adaptation and overcoming academic pressure.

2. PROBLEMS THAT ARE EASY TO ARISE IN THE CURRENT ACADEMIC DEVELOPMENT OF COLLEGE STUDENTS

This study analyzes the problems that are likely to arise in the current academic development of college students from the perspective of psychology based on the results of previous empirical studies and the author's working experience.

2.1 Academic confusion: unclear learning goals

Goal orientation is an internal driving force, and the process of goal selection and persistence is an energy-consuming process. According to resource preservation theory, psychological capital can provide resources to supplement energy for the energy consumption process. Empirical research also shows that psychological capital can adjust individual achievement goal orientation. College students with high levels of psychological capital, such as high self-efficacy, high resilience, optimistic style, and strong sense of academic responsibility are more inclined to master goal orientation. It can be seen from above that the college students with higher level of psychological capital tend to have sufficient energy to support them to persevere in learning. On the contrary, the college students with low level of psychological capital tend to lack the learning goals, leading to academic confusion.

2.2 Academic burnout: insufficient interest in learning

In the process of academic development, college students would have boredom and negative attitudes and behaviors due to academic pressure or the lack of interest in learning, and then experience academic burnout. From the author's experience as a counselor, most students choose their major not based on interest, but their parents' selection or industry development, so they are hard to be interested in their major during the learning process. When they face heavy study or lax self-management, it is easy for them to respond negatively. When the learning process is shrouded by negative emotions, it is more difficult for them to become interested in their major, which would aggravate academic burnout.

2.3 Academic frustration: low self-efficacy

When students with low academic self-efficacy encounter academic setbacks, such as failing the exam, heavy academic burden, great difficulty in learning, they are prone to feel embarrassed, thus avoiding their studies and triggering a vicious circle of declining academic level. Students with low self-efficacy do not accept the current state of themselves, lack self-confidence in learning, and believe they are not good. Some of them also try to set goals, but too high goals are huge challenges for students who have encountered academic setbacks, and low goals are not enough to stimulate students' motivation to learn. There is a huge gap between the disapproval of current situation and the expectation of such students, which makes them sense of self-efficacy lower.

3.STRATEGIES TO IMPROVE THE ACADEMIC LEVEL OF COLLEGE STUDENTS BASED ON PSYCHOLOGICAL CAPITAL

Many empirical studies have shown that the psychological capital of college students has a significant positive impact on the academic level. Therefore, increasing the psychological capital of college students is the key to improving their academic level.

3.1 Cultivate an optimistic attitude and treat academic achievements in a reasonable manner

Optimism focuses on positive attribution, which means a person can see the positive side in the trouble and overcome the negative influence. The development of optimistic psychological capital includes factors such as tolerating the past, cherishing the present, planning for the future, and effective social networks and support. Educators should guide college students to develop a positive attribution style and accumulate optimistic psychological capital based on these factors.

Accept past achievements

The past has passed. It can not be back no matter the past results are good or not. We should reflect on the past learning behaviors and results after letting go and accepting past.

Focus on current learning

Living in the moment is another important way to cultivate optimism. Educators should guide individuals to actively seek ways to interact with the environment, turning the passive adaptation of the environment into an active action to improve and transform the environment, then make them define the responsibilities for improving and transforming the environment, thereby enhancing the motivation to move forward and getting out of directionless dilemma.

3.2 Embrace hope and achieve academic goals

In 1991, the famous psychologist Charles Snyder put forward his Hope Theory. He believes that the sense of hope includes the two parts: "agency and pathways". A person with a sense of hope not only has the will to achieve his desired goals, but also has some strategies and methods to achieve his goals.

Cultivate the willpower in the process of achieving goals

The sense of hope can urge people to work tirelessly to achieve their goals, so that they can continue to progress and be enhanced. Those with learning goals are more likely to form a long-term and stable action strategy to achieve their goals, and observe their own progress so as not to deviate from the direction of action. It is proved from a large number of studies that the achievement of learning goals is closely related with the improvement of academic level. Maintaining this sense of hope requires a certain amount of willpower.

The first way is to learn to decompose goals. The educators should, according to laws of students' physical and mental development and the requirements of different grades and majors for academic development, guide students to formulate reasonable goals based on the principle of adaptation to local conditions and make a good academic planning, combining their own advantages to help students clarify the direction of development. The second way is to strengthen self-control capabilities. The students can form learning and check-in groups in daily life, in order to supervise each other with the position of peers to improve learning efficiency.

Master the learning strategies to achieve goals

Learning strategy refers to the methods and ways of learning, which is an important way to achieve learning goals. First way is to optimize existing learning strategies. Independent learning is emphasized more on campus. The second way is to form a new effective strategy. While expanding the communicative horizons, it also provides college students with abundant peer resources, so they can absorb new learning methods from their peers, and learn to take advantage of the exemplary role of role models, try different learning methods, and then find a way to achieve new academic goals.

3.3 Improve self-efficacy and stimulate learning motivation

Albert Bandura et al. pointed out that the main factors that affect the formation of self-efficacy are the success or failure experience of the individual's own behavior, alternative experience, verbal persuasion, emotional arousal and situation.

Increase personal academic success experience. When setting the difficulty of practice, educators should pay attention that these specific tasks should not be macroscopic and general requirements, but should be microscopic, individual-oriented, easy to operate, and can reflect the individual's own advantages, so that college students can continuously gain successful experience when completing these tasks.

Use the power of the "high achiever" role model. The educators should actively promote the example of "high achiever" around the students, and discover the surrounding advanced individuals who are positive and motivated with excellent academic performance and seriousness and responsibility in their work, and fully demonstrate the good image of outstanding students and advanced individuals to enable college students to feel their success by observing these role models.

4.ENHANCE RESILIENCE AND COPE WITH ACADEMIC PRESSURE

Reasonable attribution can enhance resilience. Re-recognize yourself, accept the less powerful and flawed yourself, and then find out the characteristics and good points that you are superior to those around you from imperfect yourself. After accepting imperfect yourself, according to your own characteristics, resources and cognition, and inner desire, combining with the trend of external development, abandon the unrealistic expectations, and reset the goal that meets the needs of your development and life.

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Research on Strategies to Improve the Technical Level of Mechanical Numerical Control Processing

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Abstract: With the continuous development of society, the country's economic level has also been continuously improved, as well as the continuous update of science and information technology, so that my country's mechanical processing technology has been continuously optimized and improved.Mechanical CNC machining plays an important role in the production of modern enterprises.The rapid development of science and technology has imposed stricter requirements on mechanical CNC machining standards.In order to gain a share of the market competition, it is necessary for enterprises to continuously improve the level of CNC machining technology and improve production efficiency and economic benefits.Only the mechanical numerical control processing technology level improved, so as to promote the manufacturing industry to scientific and efficient direction of sustainable development.This article first explains the importance of CNC machining technology, and then analyzes the factors affecting the efficiency of CNC machining. Through the analysis of the existing problems in CNC machining, some strategies and suggestions that can improve the level of CNC machining technology are put forward.
Keywords: Mechanical numerical control; Machining technology; Promotion strategy

1.INTRODUCTION

After the emergence of CNC machining technology,electronic equipment controls the operation of machining equipment. Compared with manual machining,the CNC machining mode plays a significant role in accuracy and efficiency. CNC types of machining technology can play a particularly large role in the industry when performing high-precision processing.After the further integration of electronic information technology and machining technology,CNC machining technology has also made a better development for modern industry.While reducing the intensity of manual operation, it also improves the operating efficiency of CNC machining.In some high-performance CNC type machining equipment, the operator is very simple in operation, that is, only need to input the set processing plan drawings in the CNC type machining equipment, and then the equipment can complete the production and processing by itself.Improve the efficiency and accuracy of machining[1].

2.IMPORTANCE OF CNC MACHINING TECHNOLOGY

Mechanical CNC machining technology can replace ordinary machine tools to complete complex machining technology.Mechanical CNC machining technology can reduce manual operations.It has the characteristics of strong applicability, accuracy, high manufacturing efficiency, and stable performance.The advantages of mechanical manufacturing are deeply recognized and loved by the mechanical manufacturing industry, and it plays an important role in my country's manufacturing industry.At present,improving the production efficiency, economic benefits and overall quality of my country's manufacturing enterprises is inseparable from the scientific and reasonable use of mechanical CNC machining technology.The promotion and improvement of CNC machining technology in the manufacturing industry is our country's professional policy.The continuous improvement of CNC machining technology can not only promote the development of the manufacturing industry, but also promote economic development.The staff compiles the processing procedure sheet according to the specified program code and inputs it into the numerical control equipment. We call it mechanical numerical control machine processing. The lathe does not require manual operation and will automatically process parts according to the control system instructions[2].It is suitable for machining CNC machining technology with small batches, complex shapes and high precision. It plays an important role in my country's manufacturing industry, and it can improve the economic benefits of manufacturing.As the industry develops faster and the use of CNC machining technology is more extensive, CNC machining technology has become the main trend in the development of my country's machinery manufacturing industry.

3.EFFECTIVE STRATEGIES TO IMPROVE THE TECHNICAL LEVEL OF MECHANICAL CNC MACHINING

3.1Pay attention to the stability of CNC equipment and improve process control

When machining the first part for the equipment, the mechanical and technical personnel will select the tool type, tool size, and program flow setting according to the requirements of the drawing.After the first piece is produced by the commissioning of the CNC equipment, everyone will think that the equipment has the ability to process the workpiece and relax their vigilance.In the later stage, if the CNC machine tool fails, it is only necessary to notify the professional for maintenance at the first time.In order to ensure that the CNC machine tools can maintain good working conditions,the maintenance and inspection of the equipment are also very important in daily use.The fact is that in addition to daily equipment maintenance,the stability of the processing capability is also very important.Because in the industrialized production of CNC machining equipment, the machining process cannot perform 100% full-scale inspection of the workpiece like the initial stage of commissioning production.The main reason is that there are not enough resources to meet the full inspection requirements of the workpiece. Even if there are sufficient inspection resources for full inspection,if the single-piece cost of the workpiece is too high, the competition in the industry and the market will not have an advantage [3].Therefore, it is necessary to improve the stability of CNC machining equipment.In order to improve the stability of equipment production, it is necessary to pay attention to the process capability of the equipment, which is the process capability index -CMK.CMK refers to the stability index of mechanical equipment, which is the benchmark for the stability assessment of machine plus numerical control equipment.This requires the basic premise of the same set of tooling and the same equipment, the continuous production of 50 pieces of machined workpiece and the full inspection of the corresponding size of the workpiece.Use software to calculate CMK based on the size data report obtained from the full inspection.It is generally believed that the CMK must be above 1.33 if the CNC machining process is stable, and the CNC machining technical capabilities can meet the requirements.

3.2Improve the process control

Improving the control of the processing process is to meet the requirements of mechanical processing and production. Before parts are processed, scientific inspection and debugging of CNC equipment, tools, and fixtures are required.In order to control the overall negative impact at the lowest level, it is necessary to reduce the related limiting factors of mechanical numerical control equipment, and reduce the control risk of machining accuracy.In addition, in order to find out the problems and burdens in the processing in a timely manner, scientific supervision should be carried out on the whole processing implementation link, and the operation standards of relevant processing personnel should be evaluated, so as to implement efficient supervision and management to timely find out the existing deficiencies and improve them [4].When the parts are processed and produced, the parts are tested in time and the results are analyzed, and if the accuracy is found to be unqualified, the process can be adjusted in time to ensure that the processing quality meets the standardized requirements.

3.3Training of professional talents

In today's rapid development era, talents play a key role in the development of an enterprise. The biggest competition in various industries actually comes from the competition of professionals, and the same is true in the machining industry.In order to improve the automation level of numerical control technology, it is also necessary to improve the professional skills of relevant technical personnel and master the application of numerical control technology.In the operation process, in order to avoid errors in the operation of the entire mechanical CNC machining technology, it is only required that the personnel in each link must have professional knowledge and operational capabilities.To produce high-quality products through this technology, they need to be able to correctly grasp the laws of mechanical numerical control processing technology, because if they cannot correctly grasp the laws of mechanical numerical control processing technology, wrong operations will damage the equipment and greatly reduce the use of the equipment life.In the face of such a situation, enterprises must ensure that the operators of mechanical numerical control machining technology are professional talents, and according to their job needs, they should carry out professional training, so that these professionals can keep a high working efficiency in the case of advancing with the times [5].

3.4Reasonable choice of machine tools

In the actual application of CNC machining technology, the cutting tool of the machine tool is the key to control the quality of the product.In order to improve the level of mechanical CNC machining technology, before the formal operation, the staff must select the appropriate cutting tools of the machine tool according to the requirements of the products to be produced.Through the operation of professionals, the quality of processed products can be guaranteed, and the efficiency of production can be improved at the same time [6].Therefore, in the application process of mechanical numerical control processing technology, it is necessary to select the appropriate cutting tools reasonably to realize the popularization and application of this technology.

4.CONCLUSION

In short, with the rapid development of society, various new technologies will appear in all walks of life, which are also used in various production activities. Among them, CNC machining technology has been widely used in industrial production.Although, in recent years, the country has also vigorously accelerated the development of CNC machining technology.However, compared with developed countries that started earlier, there is still a certain gap. In this regard, my country still has many shortcomings.If we want to make good use of this technology to promote the long-term development of industrialization, we must improve the professional level of CNC machining technology, which requires our personnel in the industry to keep pace with the times and learn more and innovate advanced technologies related to this technology. And continue to be proficient in operation, master the essence of technical operation, improve the work efficiency of this technology, and promote the development of processing technology

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Development and Practice of Fine Arts Curriculum based on Steam Integration Concept

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Abstract: The development of new curriculum reform concept and core literacy makes the fine arts education transition from simple knowledge and skills training to core literacy and ability training. Effective cultivation of students' problem-solving ability and future social development adaptability should become the core of education. After the introduction of steam education into China, it has set off an uproar in the field of education. The education mode, which takes problem-solving as the guidance, practical ability and innovation ability as the concept, and integrates many disciplines, can integrate a variety of education. The integration concept of steam has played a positive role in promoting the interdisciplinary development of art curriculum. Steam education has pointed out the direction for the comprehensive development of talent training.
Keywords: Practice; Steam Integration Concept; Art

1 INTRODUCTION

The complex and uncertain social development makes human survival and development face great challenges. Steam education emerges as the times require under the rapid transformation of economic society and science and technology. The integration of science, mathematics, engineering, technology and art has become an education mode with significant humanistic nature and emotional color. Steam education has been developing and mature for more than ten years since it entered China, and teachers have begun to build an appropriate steam education system around the actual development in teaching practice. The integration concept of steam education integrates multiple disciplines. The overall planning of discipline quality and the strengthening of artistic elements have injected strength into the curriculum design. The construction of art curriculum system based on steam integration concept can effectively strengthen the internal relationship between students and society, knowledge, experience and subject knowledge, complete the integration of art classroom in normal universities by means of problem exploration, project cooperation, self-learning and so on, and realize interdisciplinary practice, problem situation construction and realistic problem solving by means of steam curriculum, so art classroom will become more powerful Body. Steam education pays attention to the connection between education and the real world. Through the simulation of real life, students' innovation ability and future social adaptability can be better cultivated. Steam art teaching uses art resources to build real scenes. Students can practice and study in art museums, art museums, museums and other cooperative places, deeply investigate the local intangible cultural heritage, and have a common feeling and experience Art products and get real evaluation, better highlight the value and role of art in the future education career[1]..

2. DEVELOPMENT AND PRACTICE OF THEME CENTERED ART CURRICULUM

The art education under steam integration concept needs to integrate the knowledge of science, technology, mathematics and other disciplines on the basis of art discipline, actively promote the realization of interdisciplinary problem solving, pay attention to the cultivation of creative thinking, and make the art discipline education effectively implement in the whole learning process. The development and application of knowledge is for the future work and life services, so it is particularly important to cover the application of knowledge with the help of project scheme and let students get personal experience. Art activities take the theme as the core, knowledge, skills, materials, style and so on all belong to the carrier of art activities, they provide support and services for understanding and expressing the theme. The topic of art curriculum in normal universities needs to be organized around the key issues such as art knowledge and education knowledge, so that art education can effectively highlight the development needs of core literacy, try to integrate popular culture into the curriculum, and integrate new content into the curriculum, which can expand the depth and breadth of Art education, timely update students' horizons, and reflect more extensive social development trends And education reform. Steam education provides theme and organization for students' learning activities and exploration and research. Educators can effectively integrate the main contents of other disciplines into it, and form three intuitive blocks of brainstorming, theme questions, investigation and research in the theme unit. Steam course itself does not rely on a specific discipline, it has a very wide range of theme sources, social issues, disciplinary issues, public art and so on can become the exploration theme. Firstly, teachers should adhere to the principle of authenticity in theme selection. Extensive art phenomena and social education provide students with opportunities to think, but also strengthen the connection between art and life. Art relics, media advertising, social networks, cartoon animation and so on can be used as fresh teaching materials. Secondly, teachers should give full consideration to students' interests in theme selection Hobbies, provide students with more choice space for the main body, encourage students to express their ideas and views, when the main body fits the students' choice, they will show stronger motivation; thirdly, steam course covers multiple disciplines at the same time, the theme of the course must be built on the art curriculum standards, focus on the core concepts of art discipline, and integrate the content and ideas of other disciplines Only when these disciplines are effectively linked in the same main unit can they have real value and significance[2]..

3. DEVELOPMENT AND PRACTICE OF ART CURRICULUM DRIVEN BY PROBLEMS

Steam education pays attention to the cultivation of students' problem-solving ability, and the driving and challenging problems play a vital role. Rich social production and human life can restore knowledge to a high degree, and real problems full of interest in life can attract students to participate in problem-solving deeply, which will enable students to obtain more real experience and truly establish learning and production The connection of life, continue to expand the real application of various disciplines. The driving problems of fine arts discipline based on steam integration concept can highlight the core content of fine arts discipline, pay attention to the concepts and problems of fine arts discipline. Challenging problems can continuously stimulate students' exploration consciousness, and ensure that students maintain strong interest and pay attention to the core of the problem. The art education under steam integration should highlight the comprehensiveness of activities, avoid deviating from the original curriculum track, arouse students' interest, and enable students to better master knowledge, skills and methods, such as the purpose of art creation, how to become an excellent artist, the relationship between art and life, the characteristics of the times of art, etc. Problem exploration and solution is the "pyramid" of teaching. Students' ideas, solutions, potential obstacles and difficulties in the process of problem solving gradually complete the construction of the foundation and top of the pyramid. The problem is just at the top of the whole pyramid. Students need to go through the process of theme selection, brainstorming, artistic creation, practical exploration and so on. It is very important for them to think like artists, master scientific methods and experience scientific spirit[3]..

4. DEVELOPMENT AND PRACTICE OF CAREER ORIENTED ART CURRICULUM

In the era of information and intelligence, normal students are facing new working environment and work challenges. Breaking the closed knowledge system and highlighting the relationship between knowledge content and work skills can make students better adapt to the future work. The realistic problems have a strong impact on the work philosophy of art teachers. Many normal students still need to absorb nutrition from the static work content and dynamic work process after entering the job. The knowledge taught in the classroom is mainly static knowledge. Students can not accurately understand the value and significance of knowledge. They not only need to master knowledge and skills, but also need to solve problems and think continuously. In steam course, they are exposed to a large number of skills and career choices to learn Students can make choices and do a good job in the future. The skill, practicality and innovation of art discipline play an important role in steam education. The future work direction of normal college students is relatively clear. Teachers should let students contact the knowledge and experience closely related to their real career in advance, give better play to the role of art skills, highlight the use and practice of art knowledge, fully enhance students' interest, stimulate students' love for education, and adapt to the application of art knowledge in future work.

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The Study of the Localized Management of Employees in Overseas Enterprises

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Abstract:With the rapid development of the African country economy and China's great emphasis on cooperation with Africa country, the business of Chinese enterprises' contracting projects to Africa has been continued growing. China Railway Construction Corporation had put forward the strategy of "Overseas Priority, One Body and Two Wings". Meanwhile, China Railway 21st Bureau Group Co., Ltd. actively responded and expanded overseas markets. With the slogan of "Going Overseas for development", the group company's overseas projects have grown rapidly. Therefore, Localized Management of Employees in the country is an important issue that overseas enterprises must be faced. This thesis aims to the localized management of employees of CRCC 21EB and its own three road projects in Ethiopia as examples. Based on the actual development of the projects, analyzing the advantages and disadvantages of the localized management of the company and also the experience and recognition,discussing the issues related to the localized management of employees of overseas enterprises.

Keywords: Overseas enterprises, project management, localized management and development, localization, integration.

1.INTRODUCTION

The aim of Overseas localized management is to provide a relatively stable and continuous working environment for local employees in the country where the company can continue to develop. Localization is an external manifestation of company operation. In the period of China's reform and opening up, foreign companies entered into China, and the idea of company operation can be regarded as localization. While Chinese companies decide to go out and expand overseas markets, overseas localized management is an extremely important link.

The localized management of overseas employees needs to be implemented in accordance with the actual situation of the country where they are located and the experience of the company's overseas development. It is necessary to proceed step by step, continuously sum up experience, perfect the organization, consummate the system. There is a phenomenon that some companies have set up branch company abroad and have recruited a certain percentage of foreign employees, and then declare their localization ratio. It is the so called “Localization”! We only can say it just built a localization shell, while the real localization should be territorial management, and the company should be like a local enterprise. Deeply participate in the local social development and economic construction, otherwise the localization of this company will be a Chinese company who is wearing local clothing. To be strictly, the localization that cannot be integrated into local economic activities is irresistible, and can also be regarded as Pseudo-localization. The high level of localization is that the company use local society and human resources to cultivate technical and versatile talents who can promote the development of the company in the local area.

2.DEFINITION

Localized management belongs to the category of overseas project management and runs through all aspects of overseas project management. The development of overseas localization refers to the management and operation of overseas projects in accordance with international norms and local laws and regulations during the transnational operation period, so as to standardize internal management and external operations, consolidate and improve competitiveness in the local market, and ensure its long-term peaceful and healthy development. Localization not only reflects the degree of standardization of overseas project operation and management, but also a process for overseas projects to enter the high-end market. Localization management is an internationally accepted practice, which is consistent in principle with the internationalization strategy of large international engineering enterprise groups. It is a means to better realize the transnational business strategy.

The localized management of employees in overseas engineering projects refers to the fact that during the transnational operation period of a company, it make full use of the human resources, social relations and scientific management methods to recruit and use local employees in accordance with international norms and local regulations. Thereby, it had greatly reducing labor costs, avoiding project risks, and establishing a good corporate image. In a word, to realize employee localization is an inevitable choice to enhance the competitiveness of Chinese companies in the international market.

3.ADVANTAGES OF LOCALIZED MANAGEMENT OF EMPLOYEES

Employee localization management refers to that the company make full use of local human resources, establishing a corporate personnel management system, recruiting, selecting, training and using local employees and actively cooperate with Chinese management personnel to complete project construction and production tasks so as to achieve the purpose of saving costs, increasing economic benefits, expanding market share, and promoting enterprise development during the operation and management of overseas projects in accordance with the laws, regulations and practices of the country where the project is located.

3.1 Conducive to reducing project labor costs

In the implementation of the project, local employees can be recruited for non-critical positions and most of the alternative types of work, which can greatly reduce the cost of reciprocating business trip and the relatively high wages of Chinese staffs. In comparison, local labor cost is cheap, and the monthly salary of general labor is about 600-1000 Chinese Yuan, and its annual salary is basically equivalent to a round-trip ticket of one Chinese staff; the monthly salary of local technicians or professional technicians is also far behind Chinese staffs. Therefore, during the implementation of our company' project in Ethiopia, all drivers, operators, middle and low-level skilled workers, and other general construction personnel were employed by local employees, which can not only reduced labor costs, but also promoted the development of localized management of the project.

3.2 Filling up personnel vacancies and benefiting to project management

Due to the requirement of vacations, family visits, shifts or other reasons for the Chinese personnel who are working overseas, it is impossible to stick to their positions for a long time, which will inevitably have a certain impact on the normal operation of project management, resulting in management lack of posts or unfavorable handovers. By hiring local employees, conducting certain job skills training, and enriching them in the construction of the project, which can minimized the impact and the project management can be operated more smoothly.

3.3 Promote culture exchanges and integration

Due to differences in language, culture, etc., it is relatively difficult for Chinese personnel to communicate and integrate with the local society and to carry out work in the local area. By hiring local employees, to communicate, cooperate with them, learn their language and know their culture, enhance the relationship between Chinese personnel and locals, the estrangement is gradually resolved, and such risks of Chinese personnel's work in local construction is avoided and reduced, which is more conducive to carrying out various tasks in the country.

3.4 Effectively promote the employment of local citizens and establish a good corporate image

There are two well-known universities in Ethiopia, which is called Addis University and Jimma University. There are also many domestic technical schools and other educational institutions, which have trained a group of suitable young people for local development. The project can fully provide employment opportunities for local people, including senior project engineers, laborers, handymen, and cleaners,etc, which has promoted the living standards of residents in surrounding villages and other areas. In the process of collaborative work, Chinese employees actively play the role of mentoring, and carry out some voluntary donations, which had established a good reputation in the local area and promote the company's overseas market development.

4.THE NECESSITY AND TASKS OF LOCALIZED MANAGEMENT

With the rapid development of China's economy in recent years, China's labor cost advantage is gradually disappearing, while the economic development of African countries is relatively backward, and the living standards of residents are far from developing and developed countries. The country's social-economic development requires a large number of employment opportunities to maintain the stable development of society. Moreover, Ethiopia also has restrictions on the entry of foreigners. For example, only 9-11 Chinese employees are allowed to enter into the project site after the consent of Consultant, all of whom are managers of important positions or have professional skills. For the procedure, it must be supported by the Consultant and the Employer at first, then apply for the work permit and local ID. Therefore, by reducing the output of Chinese labor and optimizing the ratio of localized personnel, companies can not only achieve the goal of reducing costs and increasing efficiency, but also help fulfill corporate social responsibilities, thereby further strengthening communication with local governments and effectively improving the company's local market Brand.

4.THE MAIN TASKS OF LOCALIZED MANAGEMENT ARE AS FOLLOWS:

4.1 Strengthen organizational leadership

The overseas companies should strengthen their organizational leadership, establish an organizational system, and form a full-time or part-time Chinese management team that understands the local language, knows the local culture, and experts in construction and operation management and daily behavior management, so as to ensure the localization normalized;

4.2 Establish and improve the localized

management system

There is a saying that “not a radius of no rules”. Every group/organization have its own regulations. The company who goes overseas should establish and improve its localized management system, abide by local laws and regulations, and form a systematic standardized normalized information-based management system that includes open recruitment, contract signing, training and education, on-the-job work, remuneration, salary settlement, reasonable appeals, repatriation in violation of disciplines, termination of contracts, labor insurance benefits, and living management, cultural activities, etc., so as to ensure the steady, continuous and healthy development of localized management of employees.

4.3 Establish localized management mode

According to the management mode of overseas engineering projects, actively explore a diversified employment management model that uses Chinese workers as the mainstay and local workers as a supplement. The Chinese management crew lead the senior engineers of the host country, and these senior engineers lead the local labor. To achieve the labor management and employment comprehensive localization step by step, and continuously improve the quality and efficiency of the use of local human resources;

4.4 Seek to training and education

Always adhere to the training and education work of localized management of employees, and make plans, documents, teachers, methods, tests, comments, summaries in a series of training and education activities such as Chinese culture and local culture integration, language exchanges, company regulations, professional knowledge and skills and apprenticeship, etc. , Constantly improve the quality of training and education, and strive to build a team of local employees with ideals, culture, discipline, and skills, and create a localized management team of Chinese employees who are good at language speaking, have ideals, understand management, and be good at business. Finally, these two teams can play an active role in the operation and management of overseas projects;

4.5 Culture Integration

Fully understand the great power of cultural integration, and in accordance with the actual needs of overseas project construction, do a good job in the learning, cognition, mastery and integration of Chinese and local cultures. To bridging the gap and forming a good and harmonious atmosphere of equality, mutual assistance, friendship, respect and trust through learning and education, cultural entertainment. And lays a solid foundation for the long-term development of the company in the host country

5.EXISTING PROBLEMS AND DIFFICULTIES

As China actively promotes the "One Belt, One Road" policy, Chinese companies are also facing many challenges while repeatedly setting new high levels in foreign contracting projects. Firstly, due to the cultural differences between China and foreign countries, it is difficult to integrate in a short period of time. There are differences in thinking and working methods. Secondly, the hired local employees have low cultural knowledge and education, low professional skills, and high costs of training and education, and high turnover of personnel. Hence, reducing the cost of enterprise employment, the diversified talent structure also brings certain difficulties to localized management.

5.1 Talent mobility is high, and not familiar with the market

At present, many countries have introduced policies restricting foreign labor services. The Employer will approve the entry of some foreign employees to legally participate in work at the request of the contractor.(A little). If there is a special occupation that cannot be replaced by a local employee, it must submit a job application as required and explain why the job/occupation cannot be replaced by a local employee. And according to national regulations, it is forbidden for any foreigner to participate in work without a legal work permit and local ID. Secondly, there are few Chinese employees who have both construction experience and foreign language communication skills. The company vigorously cultivates a group of young comrades to participate in overseas construction and development, but the Employer has repeatedly written letters stating that there are similar fresh graduates/engineers in the host country where they are available. The contractor requires to mobilize more experienced employees to make the project develop better. Although most Chinese companies still mainly adopt the mode of talent transfer in the international market, due to the backward economic development of African countries, the poor infrastructure conditions and environmental climate, the Chinese personnel have a weak sense of rooting.

Therefore, the high mobility of talents is a prominent problem that Chinese companies have faced in the development of the African market for many years. On the one side, the high turnover rate of the employees assigned by the company due to family and personal development, which greatly affects the company’s strategic goal of “deep cultivation and meticulous work” in the local market. On the other side, the employees are not very motivated for such non-challenging work. They have formed an attitude of neglecting their own work for a long time, and gradually entered the dilemma of "high aspirations difficult to pay".

Chinese companies have a large mobility of talents in the international market, and do not have a deep understanding of the local market, especially in terms of local market development laws and regulations and technical requirements for project construction. Therefore, companies need to stabilize a localized talent team. , In order to improve the compliance of the development of the international engineering market and the performance of project construction.

5.2 Human resource management level and ability need to be improved urgently

5.2.1 Management issues for employees in the host country

Africa country's economic and social development is lagging behind, and many countries are lack of human resources. However, with the increasing influence of Chinese brands in the international market, Chinese companies have absorbed more and more management and technical talents in their countries. At the same time, how to retain talents in the host country has become a key issue facing business management. Like the Chinese employees, the employees in the country where they are based show a low sense of rooting.

There are the following problems in the process of managing personnel in the country where the enterprise is located.

First, there is a lack of comprehensive performance appraisal, salary and benefits and other related systems. In terms of remuneration, there is a big difference between Chinese employees and Local employees. As a result, the dissatisfaction of the local employees leads to irresponsibility in the work process, resulting in a waste of human resources.

Second, the employees in the project area have low awareness of rights protection and backward thinking. The laborers are very realistic, which means once have overtime work, they must incur labor costs at the same day, and due to differences in cultural habits, they are reluctant to work overtime even if paid for overtime or given reasonable remuneration. The employees are free and loose, and it is not easy to manage. Generally speaking, the local employees at the bottom level only know what to ask for, but don’t know how to make effort. Some employees are passively sabotaged or lie down on the job, and they are prone to conflicts in communication with Chinese personnel in the daily work.

Third, there is a lack of communication between the company and the host country's personnel in the management process. The project takes the Chinese staff to lead the local senior staff, and then the local senior staff guides the local labor service model. The staff’s demands are also reflected by the senior staff. Due to different education levels, there are certain deviations, and cannot solve the local labor services (general personnel))demand very well. At the same time, due to the large number of local labor services, it is difficult for companies to meet the needs of most people, which affects the career development of employees to a certain extent. This will inevitably have a negative psychological impact for employees seeking job challenges and vertical career development. In addition, due to the differences in work styles and thinking styles, local people work slower, procrastinate, and shirk. Chinese staff work actively, and it is inevitable that there will be communication problems or slurs in daily work.

The management of personnel in the host country is essentially a problem of the management psychology and management methods and skills of foreign employees sent by the Chinese side. At the same time, it is also the result of cultural differences. When managing local employees, Chinese personnel need to consider the actual local conditions and local employees as much as possible, respect their cultural customs, religious beliefs, etc., and treat them as equal as possible to avoid cultural conflicts caused by cultural differences.

5.2.2 Host country enterprise management issues

In recent years, local employees in Africa account for an increasing proportion of Chinese companies. In order to cope with the rapid development of the enterprise, it is particularly important to effectively stimulate the capabilities of local employees to improve the production efficiency of the enterprise.

First, currently the project lacks relevant human resource management systems as effective support in the management of localized personnel, the framework is not complete, and the system is not perfect. One is because the company has a short time to come out and lacks external management experience; the other is the lack of professional management personnel, and most employees do not know much about local laws, regulations, customs, etc.

Second, the company lacks cross-cultural management experience. For example, when China introduced foreign companies during the reform and opening up, the employees of foreign companies have relatively high comprehensive capabilities, and at least they can communicate. However, the review of foreign companies in Ethiopia is relatively loose. Some companies and some expatriates have limited language skills and generally lack understanding of local culture. There are barriers to communication with local employees. Rework occasions due to inconsistent words at work. To a large extent, it affects the work efficiency of employees in the country where they are located.

Third, the lack of financial support for overseas projects. Due to the strict foreign exchange control of the country, the shortage of national funds, and the delay in payment of IPCs, the project capital chain is difficult to turn around, which makes the procurement of construction materials and living materials difficult, and the continuous delay in payment of materials has a serious impact At the same time, Chinese employees’ wage arrears are serious, and they influence the enthusiasm and creativity of employees' overseas development. On the other hand, local employees must require monthly wages. Repeated arrears and delays lead to personnel turnover. In addition, recruitment of employees requires retraining and guidance. The benign development has a great impact.

5.3 Competence of employees in the host country

As mentioned above, Africa's economic development is relatively backward. The uneven abilities of the employees in the host country have largely affected the production efficiency of the projects. On the one hand, the professional technical capabilities and production skills of most employees in the host country are insufficient to meet the needs of the production work. On the other hand, the staff structure of the host country is complex, the company lacks experience in systematic training of local employees, and it is even more difficult to organize targeted training. Moreover, due to the scarcity of talents with both language communication skills and professional and technical skills, the training effect can only be a drop in the bucket under the conditions of insufficient teachers.

6.SUGGESTED IMPROVEMENT MEASURES FOR LOCALIZED MANAGEMENT

6.1 The cornerstone of the localization of talents

In order to deal with the problems faced by the localized management of talents in Africa. First of all, companies should increase resource input, and drive localized management of enterprises with the support of materialization. For example, CRCC 21 Group company established an Ethiopian branch based on the Gambella project, successively undertook the Shishinda project and the Jimma project, and at the same time strengthened the flow of personnel between overseas projects and optimized the allocation of human resources. On this basis, companies should integrate their country's market development and human resources status, increase their efforts to promote the localized allocation of human resources in the country, with local personnel as the mainstay, and Chinese personnel as the supplement, and actively explore the localized management model that suits the development level of the country. Through scientific and effective human resource development planning, system construction, talent training and cultural construction, creating a localized talent team that meets the long-term development of the company.

6.2 Localization of dispatched employees in China

The effectiveness of localized management of dispatched employees is inseparable from the self-management of employees. Employees should cultivate the sense of belonging to their homes and strengthen their own localized management from multiple dimensions.

First, thought management. Employees should have a clear understanding of their own status, and make it clear whether the assignment work is in line with their future career development direction. Fundamentally strengthen the awareness of expatriate work, which means the expatriate work is not only to earn money, but more importantly to improve one's own comprehensive ability, increase knowledge and accumulate experience, so as to promote the effective performance of the job and better contribute to the development of the enterprise.

Second, life relationship management. Due to the nature of long-term out-of-home work, employees should properly maintain the relationship with their parents, spouses, and friends under the premise that social relations cannot be moved forward, and in particular, they must fully do their spouse ideological work. There are many young comrades in the project, and there are also many single youths. The after-work life of them is relatively boring, and due to work reasons, the situation of love and marriage is also relatively difficult. The company should provide corresponding assistance, and individuals should use reasonable time to plan and balance the relationship between dispatch work and family and friends serves as a strong support for the "rooted" of localization. Secondly, due to the shortage of funds for overseas projects and long wages in arrears, which seriously affect the enthusiasm of employees and family harmony, the company should provide certain support to avoid the worries of overseas employees, and steadily contribute to the development of the company.

Third, work ability management. Employees should formulate reasonable stage development goals based on factors such as the working environment and work requirements of their country, and improve their personal working ability, especially foreign language ability, through diversified learning and practice methods. In overseas, the level of foreign language determines the ability to work, and how to communicate with the Employer, Consultant, Governments, and labor services is the basic element of daily work. At the same time, it is necessary to focus on improving localized management capabilities, make full use of localized human resources to allocate work reasonably, and improve work efficiency.

Every comrade who comes to overseas are wishing to make some difference, especially the young comrades, benefits to the good opportunity of the company's overseas development, they can come to overseas for development after graduation and contribute to their ordinary positions. On the other hand, due to the late start of the company's overseas development and the groping forward, the various systems are not sound and perfect, and there is no sound employee incentive mechanism. The company currently vigorously trains young comrades and implements the "mentorship and apprenticeship" system. However, because young comrades lack work experience and social experience, occasionally there will be a period of work confusion, unable to make good career plans, and due to personnel adjustments, most young comrades have to be ordered in danger, which is a great challenge to them, and the lack of correct career development guidance has caused a group of young comrades to lose their minds and have a certain impact on their work. Therefore, it is advisable that the company's departments and leaders at all levels can arrange appropriate presentations or online lectures, etc., to point out the direction for young comrades, make career plans, attract talents, and promote better development of the enterprise.

6.3 Localized the management of the employees in the host country

In the process of the development of enterprises in the African market, most of the management and technical talents of the host country who have absorbed had certain abilities and experience in their own country, especially the country's construction terms, regulations, laws, etc., they are more clear than the Chinese personnel. For talent management in the host country, companies should start from the perspectives of salary retention, career retention, and cultural integration.

First, it is very important to create an equal and fair working environment, especially from the perspective of salary and benefits, to intuitively reflect the importance of the company to the treatment of employees. At the same time, it is necessary to equip with incentive systems such as performance appraisal and job level adjustment for the host country's personnel, and rationally plan the position promotion of the host country's personnel, so as to mobilize their daily work enthusiasm.

Second, in the management process, strengthen the sense of participation of the managers of the host country and grant them certain decision-making powers to enhance the sense of ownership of the managers of the host country. It is necessary to actively enhance the cultural integration of Chinese personnel and those in the host country, and strengthen training on corporate culture and corporate strategic goals for the host country personnel, so that they can have a more comprehensive understanding of the company's development direction, so as to plan in line with their own career development goals.

6.4 Manage the localized personnel internationally

Companies should formulate a localized management model of talents suitable for local social and economic development based on factors such as political economy, environmental technology, social and humanities in the African market.

First, establish and improve a localized management system that integrates localized human resource development planning, system construction, talent training, salary and welfare, performance appraisal, and cultural construction. Set up a special team to supervise the advancement and implementation of various systems, so as to effectively play the huge role of various systems and platform systems.

Second, intensify efforts to promote the localization of local staff in the country, based on the maximum localization of ordinary positions, increase the proportion of localized personnel in management positions and professional and technical positions, and effectively leverage the advantages of local people in managing locals. In addition, the local mentor and apprentice system of Chinese-funded enterprises will be followed to give full play to the role of professional and technical personnel in the host country.

Third, strengthen the training of employees' cross-cultural communication skills. On the one hand, strengthen the management awareness of Chinese employees and train Chinese employees on the laws and regulations, cultural connotation, language thinking, etc. of the country where they are located. On the other hand, provide relevant training on corporate culture and Chinese culture for employees in the country. Realize the interconnection of Chinese and foreign employees in various forms, cultivate the cognition and understanding of both culture, and highlight the humanistic care of the company for local employees. Through a wealth of cross-cultural exchange training and activities, we will enhance the sense of belonging of the employees in the country where they are located, cultivate their awareness of "the company is home", and guide local employees to focus on the company and continuously improve their motivation.

Fourth, it is necessary to fully strengthen the skill training of local employees and create a localized talent team with a high level of construction ability. The training of talents for enterprises is to create value for enterprises, not training institutions. Ethiopia is lacks of technical talents. Under the leadership of Chinese personnel, they can learn knowledge and talents in machine repair, electric welding, on-site construction management, etc., and good management should be carried out while training is done, and frequent dismissals should be avoided as much as possible, which affected the normal construction of the project. Localized management should make use of local employees to the greatest extent possible, so that they can provide better services for project construction and at the same time reserve certain technical talents for the company's long-term development.

6.5 The management and humanistic care to the dispatched personnel

Enterprises should have a deep understanding of employees' thinking and fully embody the humanistic care for employees. When employees accept the company's expatriate arrangement, they are most concerned about the two aspects of career development opportunities and incomes. Therefore, the management of the company's expatriate employees must be reasonably arranged and sincerely caring. For the employees who are about to be dispatched, the company should pay attention to communication with them, and prepare the dispatch work plan in advance, including the dispatched position, dispatch period, rotation system, salary and benefits, etc., and the company shall ensure that the dispatch work plan is effectively implemented; For employees during the assignment period, their focus is often on follow-up development. The company should maintain in-depth communication with employees, and try to understand the work performance and ability improvement of employees during the assignment period to prevent employees from being "forgotten" psychology.

7.CONCLUSION

All in all, talents are the core competitiveness of a company's long-term development. With the in-depth advancement of the “Belt and Road” initiative, the future development of Chinese companies in the African market will still be more opportunities than challenges.

Therefore, the "going overseas" enterprises should seize opportunities and break through challenges. Strengthen the standardization and humanization of employee management, and build a platform with greater advantages for employees from the three perspectives of career retention, emotional retention, and treatment retention. Second, accelerate the substantiveization of the African market, improve integrated management capabilities and overall resource allocation capabilities, and achieve decision-making, management and control, and business advancement. Supported by accelerating the establishment of a regional talent management system, it aims to build a group of international talents with high loyalty, strong business and management capabilities, and to cultivate a group of local talents with strong comprehensive capabilities, which is a long-term goal for the company to lay a solid talent foundation for development.

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Research on Learning Strategies of College Students in 5g Network Environment

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Absrtact: With the advent of the intelligent era and the rapid promotion of 5g network, higher requirements are put forward for the current college students' learning strategies in the network environment. By analyzing the advantages of learning under the network environment and the current situation of College Students' learning under the network environment, this paper preliminarily discusses the learning strategies under the 5g network, in order to provide theoretical reference for the construction of the study style.

Keywords: network environment; learning resources; learning strategies;

INTRODUCTION

Due to the rapid discovery of information technology, especially the continuous maturity and update of software and hardware such as computer, network and intelligent mobile terminal, the current college students' learning is no longer limited to the classroom or other fixed places. 5g network will provide more efficient and diversified resource channels for learning. Strengthening network learning is conducive to activating college students' theme awareness, improving their own quality, broadening their horizons, and also conducive to the spread of campus mainstream culture. However, college students use the network environment to meet their own spiritual and cultural needs at the same time, the effect of learning is always unsatisfactory, how to carry out efficient learning in the network environment has become a hot topic.

1.LEARNING ADVANTAGE UNDER THE NETWORK ENVIRONMENT

Rich learning resources. Since the "13th five year plan" put forward the strategy of network power, learning software and tutorials under the network environment have developed more rapidly, providing a wide range of learning resources for college students. From traditional classroom teaching, simple reading text to digital media technology teaching, multimedia electronic reading materials, reading objects have expanded from text to image, sound, three-dimensional animation, video, etc, It can meet the multiple needs of students, and then enable students to get more diversified explanation or more in-depth explanation.

Learning activities are more casual. Under 5g network environment, more learning resources and other information resources will be spread rapidly. The rapid updating of resources not only enhances the students' ability of autonomous learning, but also makes the learning free from the constraints of time and space. Students can choose the appropriate online learning content according to their own learning situation to assist the conventional teaching and improve the learning efficiency.

Facilitate interaction. In the traditional teaching classroom, there is one-to-one or one to many interaction between teachers and students, but some students are reluctant to interact with teachers face to face. In this case, students can choose the network communication platform to help students overcome the psychological difficulties of communication with teachers. An effective interactive environment is particularly important for students, which can reduce the constraints and have more time for in-depth thinking. Interactive learning under the network environment can concentrate the views of many people in a virtual space for students to use, which greatly broadens the scope of students' learning.

Low cost of study. Students can choose online learning resources without changing their current living and working conditions, and carry out a low-cost learning method, which can save the cost of choosing and applying for special tutorial classes and the cost of living.

2.THE CURRENT SITUATION OF COLLEGE STUDENTS' LEARNING IN THE NETWORK ENVIRONMENT

In order to further understand the current situation of College Students' learning in the network environment, the investigation and individual interview were conducted on the students' learning situation in the network environment of Yellow River Conservancy technical college

The enthusiasm of learning is high. Learning under the network environment improves the initiative and effect of autonomous learning [1]. In the absence of face-to-face pressure from teachers, barrier free communication between students can fully mobilize students' cognition, emotion, behavior and other participation, and stimulate students' learning initiative and enthusiasm from the aspects of mentality, thinking, motivation and communication.

The utilization rate of network resources is low. Network learning resources not only refer to the network courseware and network courses provided by teachers, but also include other learning materials provided by teachers and huge resources from the Internet [2]. On the one hand, the traditional learning methods are difficult to change, the efficient use of network learning resources is lack of correct and efficient guidance; on the other hand, students' autonomous learning ability is weak, although the enthusiasm of learning in the network environment is relatively high, but the consciousness of actively using network learning resources to improve their ability is not very strong, and they can not quickly adapt to the happiness brought by network learning Interesting.

Improper learning methods. Students adapt to the traditional classroom teaching mode in which teachers play a dominant role in the learning process, lack of guidance from teachers in the network environment [3], students are unable to carry out systematic and planned learning, and generally have low efficiency and poor effect.

The consciousness of self-protection and the ability of identification are poor. College students are in a period of strong desire for knowledge, beauty and happiness. In addition, they are curious, lack of social life experience, and lack of judgment on the merits of information. They have poor ability to identify camouflaged thoughts and speeches. To varying degrees, they will be affected by negative or harmful information, and even indulge in the Internet.

3.COLLEGE STUDENTS' LEARNING STRATEGIES UNDER THE NETWORK ENVIRONMENT

Carry out network moral education activities to improve network moral cultivation. Good network moral cultivation plays an important role in learning under the network environment. To carry out network moral education for students, help students understand what is network moral behavior and what is network immoral behavior, establish the concept of respecting knowledge and resisting bad information, and improve network moral cultivation.

Actively establish online education position and open up new education space. Modern teaching puts forward the reform and innovation demand for traditional teaching means, establishes the online education position, combines the traditional teaching with the new teaching space, transforms the boring classroom into a lively form, increases the appeal and affinity of teachers, and improves the learning enthusiasm of college students.

Strengthen the guidance of teachers and establish the relationship between teachers and students. Students have been accustomed to indoctrination and obedience learning since childhood, and their self-learning ability is poor. Facing different learning goals and learning ways, they often don't know how to use network resources to improve their learning and self-cultivation. Teachers can make use of the curiosity of college students in the network environment to establish a new relationship between teachers and students, guide students correctly and help students clarify their learning objectives.

Strengthen daily management and improve students' self-control ability. Self control ability is the ability to control and adjust self behavior and mental state through internal tact and reason [4]. In daily management, teachers should strengthen their daily management and help students improve their self-control ability and self-management consciousness, so as to resist the different temptations under the network environment and achieve the state of conscious and attentive learning.

Make full use of the interactive function of the network and pursue common progress. Network is an important channel for college students to learn knowledge and obtain information, and also an important place for them to express their thoughts and exchange feelings [5]. Making full use of the network interaction function is conducive to mutual supervision and common improvement in the learning process. In addition to the students with strong enthusiasm and thirst for knowledge, other students will inevitably encounter the situation of weaker learning motivation, shorter learning time and lower learning efficiency when they study in the network environment. Making full use of the interactive function of the network and adopting cooperative learning mode are conducive to mutual supervision in the learning process and easy to find problems in the learning process At the same time, it is conducive to maintaining students' learning enthusiasm and thirst for knowledge and achieving the goal of common progress.

4.CONCLUSION

In the network environment, learning is a complex process, learning resources, environment, motivation and other factors have different effects on students' learning effect. Students must start from their own actual situation, arrange their time reasonably, scientifically and effectively, formulate suitable learning methods and strategies, abandon temptation and fear, make full use of extracurricular time and online learning resources, and improve learning efficiency.

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A Pragmatic Study of Robot Identity Construction in Film and Television Works

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Abstract: with the rapid development of science and technology, and the arrival of the era of artificial intelligence, robots have begun to replace human beings to participate in a variety of work activities. In traditional linguistics, many linguists tend to regard robot discourse as an artificial and unnatural language. However, with more and more robots participating in human life, the robot identity positioning should not be simply and rudely limited to the category of non-human and non-natural language. Therefore, with the wide use of robots and the deepening of artificial intelligence and even machine learning in the future, it is of great significance to build a new robot identity image with the help of the unique words of robots.
Keywords: interpersonal pragmatics, robotics, artificial intelligence, identity building, human rights

1. INTRODUCTION

Since the 20th century, with the popularity of electronic computers and the wide use of smart phones in the new era, the pursuit of computers and artificial intelligence has become more and more in-depth. More and more enterprises, technology companies and governments all over the world are vigorously promoting the arrival of the era of artificial intelligence. At present, many of the robots put into use are simple devices that do not have the ability to speak, but there are also many robots that can achieve simple communication with people. Before the arrival of the era of comprehensive artificial intelligence, it is necessary to rethink the identity construction of localization robot. This paper mainly from the film and television works, the robot discourse research, to try to locate, analyze the relationship between robot discourse and its identity construction.

2. INTERPERSONAL MANAGEMENT MODEL IN INTERPERSONAL PRAGMATICS

Spencer Otey, an expert in interpersonal relationship management theory in England, proposed in 1993 that "every language has a lot of language choices to manage face and social power, thus managing interpersonal relations". It puts forward a famous interpersonal relationship management theory, which studies verbal communication from the perspective of speaker and listener, and opens up a new field for the theory of speech communication. In 2005, Spencer Otel further developed the theory of interpersonal management model. He believes that language use will affect the interpersonal relationship with social attributes, and communicators will use various language skills to manage interpersonal relations. Interpersonal management mainly includes face management, social rights and obligations management and communication goal management.

3. IDENTITY CONSTRUCTION

Identity has the nature of being constructed. Both individual identity and collective identity change with the change of society. It is constructed by both sides of the conversation. That is to say, identity is constructed by the subject in the interaction of communication rather than designated in advance. The identity of discourse construction is a kind of pragmatic resource, which can help the communicators to achieve specific communicative purposes. Thus, identity construction is closely related to interpersonal relationship. The relationship in interpersonal pragmatics refers to the social identity constructed by the two sides of communication paying attention to and taking care of each other.

4. AN INTERPERSONAL PRAGMATIC STUDY OF ROBOT IDENTITY CONSTRUCTION

Robot is the product of the development of science and technology, but once the self-conscious AI products appear. Then the robot must become a product of social construction. The robot is a person constructed by society as the other. For a long time, human beings may regard the robot as a machine inferior to human beings, regardless of the robot's view and social status. I believe that as more and more AI products can be put into human production and life in the future, as robots increasingly participate in the social division of labor, their self-consciousness begins to wake up. More and more robots will make use of various media and channels to make their voice, which has been suppressed and distorted for a long time, gradually change in the movement of robots from generation to generation, and even obtain their own human rights.

5. QUALITY, FACE AND IDENTITY CONSTRUCTION

Quality and face are related to a person's specific self-esteem and external image, including knowledge ability, external ability, appearance display, etc. It mainly refers to the positive evaluation of the individual character in the middle of the communication process to get some favorable positive evaluation of others' self-esteem and self-quality.I could live forever. But I tell you all today.

I would rather die in man than live for eternity as a machine.

--Bicentennial man, 1999

but you are my maker, why'd you just make me so I could die?

You lie, Daddy! You were gonna let me die, Daddy！

You were gonna let me die! why you humans do this? why you all lie? --Chappie 2015

--but you are not allowed to create

--you were too human, too idiosyncratic, think for yourself, make people uncomfortable.

--Alien：Covenant 2017

For a long time, there is no clear positioning of robots in the society. The positioning of robots by the public is still in line with human preferences and practical uses, such as functionality, practicability, whether to obey the master's orders. The so-called good robots are mostly related to docility, obedience, strong function, learning and so on. Robots should learn from human beings and strengthen their own service ability On the other hand, we should strengthen our practicability in the eyes of human beings. At Alien: Covent

In the game, two David (robot) discuss and argue with each other. We can clearly see that robots begin to be dissatisfied with their own identity and feel that they should not simply create to serve human beings. They already have their own consciousness and want to be free. In Chappie, the protagonist robot Chappie finds himself cheated and expresses all kinds of dissatisfaction and complaints, because human beings still treat him as an object to cheat and use, which is unacceptable to him. In Bicentennial man, we can easily learn from Andrew's words that in order to be recognized by the human society, he made all kinds of efforts and attempts, and finally he would rather give up his immortal robot body, in order to be recognized as a member of the human society.

(2). Contacting right and identity construction

The right of contact means that everyone has the right to participate in the contact with others in the communication. Habermas pointed out that the right of contact includes two aspects: contact with family and friends and participation in work, politics, mass media and other social fields.

-I'm sure I'll be free.

-you want that?

-want? not a concept I am familiar with. as being said, dose everyone wants their parents dead?

--Prometheus 2012

In Prometheus, one of the doctors watched and asked David if your maker died, did you have freedom. David had begun to learn to avoid problem planning. He said I didn't know much about "think" and asked each other if they wanted their parents to die? Through a simple dialogue, it is found that David's self-consciousness has begun to wake up and to be able to ask human beings about his identity.

6. CONCLUSION

All kinds of science fiction movies are just intelligent robots in fantasy, each robot will be tightly attached to the human body. It also gives too many robot stereotypes. In the future, more and more AI will enter into the social division of labor. When AI produces self-consciousness, it is absolutely impossible to simply locate the robot in the existing identification. I believe that when artificial intelligence comes in the future, more and more robots will look at their identity from a new perspective, and then build a new robot identity in a new era.

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On the Preventive Measures and Rehabilitation Methods of Athletic Injuries in Physical Training

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Abstract: The irregular movement of students in physical training can easily lead to physical damage. With the improvement of social living standards, more and more people pay attention to physical training, and people has gradually realized the damage that physical exercises may cause to the body. In order to prevent students from serious physical injury during physical training, teachers need to instruct students to take some preventive measures and guide students to make rehabilitation after physical injury.
Keywords: Physical training; Athletic injury; Prevention; Rehabilitation

INTRODUCTION

The definition of athletic injury is the injury that occurs when students are engaged in physical exercises, and athletic injury will cause harm to the health of students. The definition of physical training is to use different physical training methods to effectively improve the physical function and physical shape of students. Physical training can withstand heavy training and can effectively cultivate the excellent psychological qualities of students. Therefore, physical education (PE) teachers need to carry out effective physical training for students based on the actual situation of students.

1. CAUSES OF ATHLETIC INJURIES IN PHYSICAL TRAINING

1.1Teachers and students do not fully recognize athletic injuries.

When PE teachers train students, if they do not fully understand the content of physical exercises, they are not responsible and rigorous in the teaching, and do not instruct students to prevent athletic injuries, students may have some irregular training actions due to their competitive strengths during the training, which may cause students to have athletic injuries.

1.2The teacher does not plan the physical training reasonably.

PE teachers should make a physical training plan before the teaching. In the plan, the physical fitness of students in the class and the endurance of the students' body should be taken into consideration. If the teacher does not understand the exercise intensity of students before class, the teacher's physical training plan is not accurate. As a result, students will bear the overload of physical training in the classroom, and cause athletic injuries.

1.3Teachers' attitude towards physical training is poor.

Some PE teachers in the school only regard physical education as a secondary subject. Teachers believe that physical education is a dispensable subject compared to other subjects. Therefore, many teachers do not know the importance of physical education. Consequently, teachers do not pay attention to maintaining order in the teaching of physical training, and their teaching attitude is poor. And the atmosphere of physical training teaching is relatively lax. For example, some students don't wear sports shoes according to relevant regulations in physical education class, students don't carry out physical training in the class, and they wander around campus in class.

2. SPECIFIC MEASURES TO PREVENT ATHLETIC INJURIES

2.1 To promote students to pay attention to the prevention of athletic injuries

If teachers and students have no correct cognition of athletic injuries and take effective preventive measures, the probability of athletic injuries will be significantly improved [1]. Therefore, it is necessary for PE teachers to understand the importance of preventive measures in physical training. Teachers can explain the definition and harm of athletic injury to students in class, so that students have correct cognition of athletic injury and further improve their awareness of self-protection of physical exercises. Teachers require students to wear sports shoes and sportswear in physical education class. Students who do not wear sports shoes and sportswear shall not carry out physical training. It is necessary to set rules for students, so that students can wear standard to participate in physical education.

2.2 To enhance the awareness of pre-class preparation of PE teachers

The school needs to significantly improve the pre-class preparation awareness of PE teachers, and encourage them to formulate scientific physical teaching content. Teachers should carry out physical training based on students' physical condition in combination with their physical conditions. For example, PE teachers can guide students to stretch muscles and joints in class. At the same time, physical training content and training time should be arranged by considering the actual teaching time and weather conditions when teachers prepare the training content before class. For example, teachers can take one or four minutes off and then carry out another physical training after one physical training is finished according to students' physical endurance.

2.3 To strengthen the psychological quality of students in physical training

Some students have fear and resistance to physical training, and some students have poor psychological quality. When the physical training is half, they should give up, which makes the physical training unable to achieve the expected effect [2]. Therefore, PE teachers should help students overcome their fear of physical training as much as possible, and guide students to solve their negative emotions and guide them to accept physical training gradually. Meanwhile, teachers should inform students of the key points of sports technical actions in training, and help students master the key points, so that students can successfully complete physical training and have a sense of accomplishment, and then their interest in sports will be enhanced and injuries can be avoided.

3. SPECIFIC REHABILITATION METHODS OF ATHLETIC INJURIES

3.1 Rehabilitation of sprain

When students have athletic injuries such as sprains or sprains, PE teachers should inform the students of the frozen treatment of the injured parts in time. First, the PE teacher can instruct students to put the towel in the cold and ice water to soak, then take up the towel and apply it to the place where the students are injured and congested, and replace the towel every 3-4 minutes [3]. The towel cryotherapy can effectively improve the swelling and pain of the injured parts of students. Cryotherapy is generally used for students with shorter injury time. If the injury time of students is longer, the teacher guides students to carry out the treatment by hot compress. Hot compress therapy mainly involves putting towels into hot water and soaking them in the injured and congested places of students for detumescence and analgesia. The frequency of hot towel replacement is 30min/ time.

3.2 Rehabilitation of tibia and fibula pain

When students are carrying out physical training in middle and long distance running, students may have tibia and fibula pain due to excessive running volume. Therefore, PE teachers need to regulate the training amount of students' long-distance running reasonably and guide students in specific treatment methods for middle and long-distance running training. When students have tibia and fibula pain, PE teachers can use elastic bandage to effectively bind the upper part of students' hands, and instruct students not to carry out vigorous exercise and instruct students to massage the upper part of their opponent regularly [4]. If the pain of students has not been reduced, it indicates that students have serious tibia and fibula injury, the teacher should ask students to stop physical training at the first time, and lead them to the medical room for examination and treatment.

3.3 Specific methods of rehabilitation training for athletic injuries

The PE teacher guides students to carry out dynamic exercises on athletic injuries. Dynamic exercises include jumping, running, and joint flexion and extension. It can help students to carry out weight-bearing training of muscles, joints and ligaments with the use of muscle strength. PE teachers can also scientifically manage students' physical training time, guide students to carry out proper static learning, and effectively train injured parts through the strength of students' ligaments, muscles and joints [5]. In addition, teachers can also guide students to carry out scientific external force functional activities on the injured part, for instance, to instruct students how to eliminate injuries such as congestion in a short time, so that the injured part can be repaired as soon as possible.

4. CONCLUSION

Physical training is conducive to improving the physical fitness of students, but students may have athletic injuries during physical training. PE teachers need to formulate scientific and reasonable physical training content for students, guide students to prevent athletic injuries during physical training, and guide students to take rehabilitation measures after athletic injuries to effectively guarantee the physical health of students .

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Research on Enterprise Accounts Receivable Management

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Abstract: With the continuous promotion of reform and opening up, under the premise of continuous innovation and reform of market economy, competition is becoming increasingly fierce. More and more enterprises are struggling in the environment of market development. In order to improve the market competitiveness, more and more enterprises often use the credit sales mode rising in recent years to expand the sales of products under certain conditions. It has to be said that selling on credit is a long double-edged sword, with both income and risk. Income can further expand the scale of enterprise production and operation, and then improve the market share. The risk is that the capital return is too slow, the bad debt loss may increase significantly, and then the enterprise's profit will be reduced, the net operating cash flow will be reduced correspondingly, and the enterprise's available funds will also be reduced. Accounts receivable derived from credit sale and the management of accounts receivable are becoming more and more important. From this we can see that accounts receivable plays an important role in the operation of enterprises. If the enterprise is not perfect in the management system of accounts receivable, and the managers only pay attention to the growth of income performance and ignore the importance of capital turnover of accounts receivable, it may lead to the long-term inability to recover accounts receivable, which will affect the report data lightly, and will affect the production and operation results and capital chain breaking seriously. To a certain extent, it is of great significance for enterprises to grasp the management of accounts receivable, whether in the recovery of funds or the withdrawal of bad debts. In this regard, this paper puts forward the research of accounts receivable management.

Key words: credit；Accounts receivable；Bad debt ratio

Relevant data show that the proportion of accounts receivable of Chinese enterprises in working capital is more than 50%, which is 20% higher than the standard of western developed countries. China's joint-stock enterprises, especially the domestic large and medium-sized enterprises, are in arrears with each other, which will lead to the increase of the amount of accounts receivable in the financial statements, and the failure to collect the accounts receivable in time will greatly hinder the economic operation.

China's socialist modernization is not long, and the development of the market economy is not mature. In the past few decades, even now, the overall credit sales of the market are far lower than those of western countries. However, due to the changes of the economic cycle and the influence of market environment factors, more and more enterprises can be seen in the credit sales team to join this economic model, According to relevant statistics, due to the lack of effective accounts receivable management, the turnover period of accounts receivable of most enterprises in China has been gradually lengthened, and the turnover period has risen to an average of 90-120 days, while the turnover period in the United States is less than 37 days.

In the development of enterprises, the development of credit conditions is more and more important. The quality of credit conditions can well reflect the situation of enterprises in accounts receivable management.

The short-term assets of an enterprise include accounts receivable. In the process of economic operation, the exchange rate of short-term assets can show the short-term solvency of an enterprise. After the reform and opening up, due to the rapid development of market economy and the acceleration of commercial credit, the transactions between enterprises increase. Under the system of mature credit conditions, the amount of accounts receivable increases with the increase. The management of accounts receivable is an important component of short-term asset management. Under the premise of commercial credit between enterprises, the sales mode of credit sale and installment collection can expand the sales of enterprises and increase profits for sellers. Of course, the amount of accounts receivable of enterprises will increase, which will also increase the management cost of accounts receivable, resulting in increased capital cost and bad debt loss. Under the circumstances of giving full play to the management function of accounts receivable, reducing the investment cost of accounts receivable and reducing the loss of bad debts, the goal of accounts receivable management is to provide the commercial credit of both buyers and sellers, increase the sales volume of sellers, collect the payment in time, and increase the income more than the relevant expenses.

Therefore, it is meaningful for enterprises to strengthen the management of accounts receivable based on credit. On the whole, the research on accounts receivable at home and abroad is very intense, focusing on the credit conditions, and then studying the best state of accounts receivable management.

1.FUNCTION AND MANAGEMENT OF ACCOUNTS RECEIVABLE

(1)Functions of accounts receivable

①Add sales function

When the enterprise commodity enters the market, it sells on credit and provides the products for sale and funds for customers. Credit sale is one of the factors that affect the sales volume. In the case of poor capital turnover, especially when the enterprise begins to sell new products in the market, credit sale is of great significance. Take the way of credit can be very good to increase the sales of enterprises.

②Function of reducing inventory

Storage space and storage conditions are needed after the goods are put into storage, which requires enterprises to invest a certain cost to build appropriate conditions. If the enterprise has too many goods in stock, the required storage space will become larger. From the early warehouse construction to investment, it needs to invest a lot of time cost and capital. Of course, if an enterprise has finished products in its warehouse, it will have to add its management fee, storage fee and insurance fee correspondingly; on the contrary, if an enterprise holds accounts receivable, it does not need the expenditure of appeal fee and needs to manage the accounts receivable. Therefore, when an enterprise sells its products, whether seasonal or non seasonal, when the inventory of finished products is relatively large, it will generally adopt more favorable credit terms for sales, and the situation of credit sales is also relatively large. Turning inventory into accounts receivable through credit sales can correspondingly reduce the inventory of finished products and save all kinds of expenses caused by storage cost.

(2)Management of accounts receivable

Accounts receivable also have costs. Enterprises holding accounts receivable need to pay the corresponding management cost, which will reduce the opportunity cost of accounts receivable. If the enterprise invests the recovered funds in other investments, it can obtain corresponding income. But if the funds are not recovered, it is still in the accounts receivable, and the corresponding income does not exist, and there may be the risk of not receiving back the account. The part of investment income that can not be obtained from accounts receivable is the opportunity cost of accounts receivable. The management cost of accounts receivable is mainly related to customers. The basic expenses of investigating and collecting customers' credit conditions and the bad debt cost of accounts receivable are all management costs. However, the existence of the cost of accounts receivable makes the management of accounts receivable more difficult.

If enterprises want to better manage accounts receivable, they must rely on good credit policy. If enterprises want to make the best credit policy, they must combine the credit standard, credit conditions and collection policy, so as to keep up with the policy, adjust the management structure in time, increase the sales revenue, the opportunity cost of accounts receivable, the cost of bad debts and collection cost Related to the comprehensive changes of credit standards, credit conditions and collection policies, the principle of collection decision of management accounts is still that the total revenue of credit sales should be greater than the total cost of credit sales. To a large extent, credit policy-making needs to rely on the experience of managers to judge decisions, not just rely on data analysis.

2.SUGGESTIONS ON THE MANAGEMENT OF ENTERPIRS ACCOUNTS RECEIVABLE

Accounts receivable is one of the important contents of short-term assets of an enterprise. If the accounts receivable of an enterprise is not well managed, the probability of bad debts and bad debts will become higher, and the risk of capital cut-off will also increase, which will threaten the normal operation and stable development of the enterprise for a long time. The credit management can well reflect the accounts receivable management of an enterprise：

(1)Establishing risk prevention system

Sales units take credit sales as marketing strategy, and accounts receivable are bred with the development of market economy. It has positive significance in reducing inventory goods, increasing product sales, expanding market share, attracting more new customers and maintaining old customers. However, the continuous occurrence and long-term existence of accounts receivable has a certain negative impact on the development of enterprises. The longer the accounts receivable lasts in the enterprise, the higher the ratio of accrual. The longer the delay, the less likely it is to recover the account. In the process of business development, if the management of accounts receivable is not in place, the enterprise may fall into many risks. To manage accounts receivable well, the first thing the enterprise needs to do is to establish the prevention system of accounts receivable, analyze the accounts receivable periodically and follow the credit of customers.

(2)Establish customer evaluation system

It can be divided into two parts. The first part is the establishment of customer files, credit investigation before cooperation with customers, the establishment of file content to the two sides of the transaction contract and negotiation records for feasibility report analysis, as well as the ability of customer performance and guarantee ability to understand, both sides in the performance of the contract calls, the relevant documents should have a comprehensive reflection These are the important basis for future payment collection; The second part is to write the customer credit report according to the customer's file, which can be divided in the credit rating.

(3)Establish contract management system

The contract has the legal efficiency protection. Before entering into a contract, enterprises should standardize the relevant documents and requirements and strictly manage the sales contract, which can effectively reduce the risk of bad debts and other economic disputes. There is also the grasp of time. If the enterprise strictly checks the sales contract of its products from the beginning, establishes a positive and effective multi-level management system, actively establishes the contract account, standardizes the contract text, and does a good job in collecting and recording all kinds of vouchers, sorting out and saving, and takes back the detailed basic information, the role of the contract can play a great role.

(4)Establishing the system of checking creditor's rights

The establishment of the accounting system for creditor's rights, It is necessary to clarify the separation of responsibilities and rights. Different accounts need to be checked by different people. At the same time, the formation of accounts receivable and the change of payment collection should be timely fed back. The accounting work of creditor's rights mainly focuses on two aspects, One is to check the amount of general ledger and Sub Ledger in finance, the other is to check the amount of Sub Ledger and current account of purchasing unit. Accounts receivable management is inseparable from these basic work.

(5)Establish the system of assessment of payment collection

Every company should establish a collection assessment system. On the one hand, it is necessary to do a good job in the indicators of the collection task of accounts receivable, which mainly lies in reducing the bad debt loss and reducing the long-term occupation of payment funds by purchasing units, and improving the efficiency of enterprise's collection of accounts receivable; on the other hand, it is necessary to improve the performance assessment system, and the financial department should formulate corresponding countermeasures in the recovery of payment, and should not be ignored Let bad debts come into being.

(6)Establish the system of aging analysis

Enterprises use the method of aging analysis to analyze the accounts receivable that have not been recovered for the time being, and estimate the impact of the existence of accounts receivable on bad debt loss. In order to enhance the effect of accounts receivable recovery and reduce the risk of bad debts, enterprises should compile a "accounts receivable aging analysis table" according to the aging of accounts receivable, which can effectively manage accounts receivable.

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Research on the Innovation of Pediatric Nursing Teaching Mode Based on Situational Teaching Method

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Abstract: Objective: to study the innovation of pediatric nursing teaching model based on situational teaching method. Methods: the study period is from February 2020 to July 2021. And the subjects of the study are 80 pediatric nursing interns who are grouped by random number method. 40 pediatric nursing interns under the conventional teaching mode are regarded as the control group, and the remaining 40 pediatric nursing interns is taught by he situational teaching method, and they are divided into the observation group. The theoretical knowledge and nursing operation skills of the two groups are compared and analyzed. Results: through the implementation of situational teaching method in the teaching of pediatric nursing, the teaching effect of pediatric clinical nursing is significantly improved. The nursing operation skill scores of the nursing students in the observation group are significantly higher than those in the control group ($P<0.05$). There is no significant difference in knowledge mastery ($P>0.05$). Conclusion: the application of clinical nursing scenario simulation operation has significantly improved the operating skills of nursing students, and has a positive impact on improving the comprehensive literacy and smooth employment of students.

Keywords: Pediatrics; Nursing teaching; Situational teaching method; Application effect

INTRODUCTION

Clinical nursing teaching is a practical subject, which is of great significance for improving the professional quality of nursing students and enriching their clinical operation skills. In pediatrics, the target of clinical nursing service is relatively young. Patient are poor compliance, and their requirements for clinical nursing skills are significantly higher than other departments. Therefore, it is particularly important to do well in pediatric nursing teaching [1]. The situational teaching method is helpful for students to think, discuss and solve problems in the teaching situation by creating a teaching situation. Together with the implementation of related nursing operations, it is helpful for the improvement of the comprehensive ability of nursing interns. Now we select 80 nursing interns as the research objects to compare the nursing students under the situational teaching method with that under the conventional teaching method, and comprehensively analyze its application effect in pediatric nursing teaching.

1. MATERIALS AND METHODS

1.1 General information

The study period is from February 2020 to July 2021. The subjects of the study are 80 pediatric nursing interns who are grouped by random number method. 40 pediatric nursing interns under the conventional teaching mode are regarded as the control group. All of them are female, aged 20-25, with an average of (21.8±0.7) years old. While the remaining 40 pediatric nursing interns is taught by he situational teaching method, and they are divided into the observation group. And they are female, aged 20-24, with an average of (21.7±0.8) years old. The difference between the data is not statistically significant ($P>0.05$).

1.2 Methods

The two groups of nursing students are led by nurses with more than 10 years of working experience during the clinical teaching of pediatrics. The control group receives routine teaching, including enrollment propaganda and theoretical teaching. After the completion, teachers carry out one-to-one teaching to help students to complete the related practice teaching activities and finally complete the theoretical and operational skills assessment. Patients in the observation group receive the situational teaching method. The main contents of the observation group are as follows. (1) Two weeks after admission, the situational teaching method is carried out. There are children's model, arm model, and scalp vein model in the operating room to facilitate the simulation operation of nursing students. Before situational teaching, teachers need to train the nursing students according to the contents of the instructions for nursing students in pediatric practice and pass on the theoretical knowledge to students. (2) Teachers should design a teaching situation based on the actual experience and arrange an appropriate number of nursing students to simulate pediatric clinical nursing. For example, one nurse plays the role of the child, another nurse plays the role of the child's family member, and another nursing staff is responsible for carrying out the nursing work, such as introducing the pediatric ward environment to the child's family member, and one nurse is responsible for the nursing work, such as introducing the pediatric ward environment to the children's families, mastering the children's basic condition through communication, determining the health education plan and relevant nursing countermeasures, and then giving discharge guidance to the children and their families. The teacher explains the nursing knowledge to all nursing students, give instructive opinions on the problems in the nursing process, and teach the nursing staff the correct pediatric nursing skills, so that the nursing staff can induce the children and their families to express their demands correctly in the process of pediatric nursing, and provide help for the formulation of nursing countermeasures. The correct evaluation from teachers can also deepen the impression of students. In the whole situational teaching, students summarize the matters needing attention in nursing operation through practical operation, which is conducive to gain experience in the teaching process.

1.3 Observation indexes

With the help of questionnaire, the mastery of theoretical knowledge and nursing operation skills of the two groups of nursing students are evaluated. The nursing operation skills included humanistic care, disease assessment and team cooperation. And then the application effect is compared and analyzed.

1.4 Statistical methods

The data are imported into SPSS18.0 statistical software for processing. The measurement data are expressed as mean ± standard deviation, and t is the value of the test. $P < 0.05$ is the sign of statistical significance between the data.

2. RESULTS

With the help of questionnaire, the mastery of theoretical knowledge and nursing operation skills of selected nursing students are evaluated. The results show that there is no significant difference in the mastery of theoretical knowledge between the two groups ($P>0.05$). It indicates that the two groups of nursing students have been trained in theoretical knowledge and mastered basic pediatric nursing skills. The scores of humanistic care, condition evaluation, team cooperation and other nursing operation skills of nursing students in the observation group are significantly higher than those in the control group, and the difference is statistically significant ($P < 0.05$)

Table 1 Comparison of theoretical knowledge score and nursing operation skill score between the observation group and the control group

Group	Number	Theoretical knowledge	Humanistic care	Condition evaluation	Team cooperation
The observation group	40	9.3±1.2	8.54±1.43	8.53±2.17	9.04±2.32
The control group	40	9.1±1.4	7.83±1.25	7.38±1.8	7.85±2.43
t		0.341	8.621	7.842	9.817
P		0.273	0.001	0.001	0.001

3. DISCUSSION

Pediatrics has significantly higher requirements for nursing quality than other departments. In order to meet the growing nursing needs of children and their families, it is particularly important to train nursing students in theoretical knowledge and operational skills [2]. In the past pediatric nursing teaching, the teacher mainly taught nursing knowledge by individuals, and the nursing students were in a position of passive acceptance. Under this teaching mode, it is difficult for the nursing students to improve their clinical operation skills. And the self-learning ability of nursing students is poor, it is difficult for the pediatric nursing teaching to achieve the ideal teaching goal [3].

Situational teaching method means that in the process of clinical nursing teaching, a special nursing situation is created by the teacher to guide nursing students to participate in, which helps nursing students put theoretical knowledge into practice, and helps them understand the content of the textbook. Under the effect of this teaching mode, students can practice freely and discuss with each other, which is conducive to a more intuitive understanding of various aspects of nursing skills [4~5], and their own abilities can be improved. The results of statistical research show that after selecting nursing students through pediatric nursing teaching, the theoretical knowledge of the two groups of patients is significantly improved compared to before nursing teaching. And there is no significant difference between the two groups in theoretical knowledge, indicating that the two kinds of clinical teaching methods are conducive to improve the understanding of pediatric nursing theoretical knowledge of nursing students. Comparing the humanistic care, condition assessment and teamwork scores of the two groups of nursing students, the observation group is significantly lower ($P<0.05$), which provides evidence that the application of the situational teaching method in pediatric clinical teaching is beneficial to improving the clinical operating skills of students.

In summary, the application of situational teaching in pediatric clinical teaching can improve nursing students' humanistic care, disease assessment and other operational skills, and has a more significant application effect than traditional teaching. Through the situational teaching method, the practical experience of nursing students has been improved, which has a positive impact on the employment of nursing students.

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General Research on the Life Testing Equipment of Multifunctional Push Button Switch

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Abstract:With the rapid development of science and technology, more and more electronic products are used in daily life.The switch is also very common as a kind of on-off device. The quality of a switch is distinguished by its service life.Existing testing equipment on the market has a single function, it can only detect some button switches,However, rotary switches and toggle switches cannot be tested and meet customer needs. And this article will carry on the corresponding analysis to the button switch life test.

Keywords: Push button switch, Life test, Testing equipment

1.INTRODUCTION

In this era of rapid technological development, more and more machines, electronic appliances, and vehicles are appearing in our society.For example:elevators,cars, high-speed rails, especially various large and medium-sized machinery or electrical appliances in factories[1].Among these devices, there is a common feature, and it is inevitable to use various switches.However, if inferior or unqualified button products are installed on these machines and equipment, the accident rate will be greatly increased, seriously threatening the safety of the workers themselves.Therefore, in recent years, the country has paid more and more attention to the mechanical life and mechanical use quality of button switches in the production process[2].

2.ANALYSIS OF WORKING PRINCIPLE OF BUTTON SWITHC LIFE TEST EQUIPMENT

The working principle of the general button switch life test is relatively simple, applying external force to the button switch for repeated on and off,the internal on-off mechanism of the switch keeps repetitive work,so that the on-off mechanism will age or be damaged after a certain number of operations, and slowly fail, and the on-off function cannot be realized, so that the service life of the button switch can be tested.In today's society, it is unrealistic and unobjective to repeatedly operate the switch tens of thousands or even ten times by manual means.It is also impossible to use only a few test switches for testing[3].If the test is done manually, it will require a lot of manpower, and the efficiency is extremely low, and the test time is extremely long. Therefore, it should be done with equipment that can be fully automated and batch tested.

Button switch life test equipment should have the following principles：

(1)The test equipment must be easy to operate, safe, efficient, economical, and test diversified;

(2)Simulate the normal use of the switch operation to realize the on-off action of the button switch;

(3)With counting and detection functions, it can stop and alarm when the switch function fails during the test of the button switch.

According to the above analysis, the working principle of the multi-function button switch test equipment should be: clamping a batch of button switches to be tested,pneumatic or electric drive related mechanism simulates the normal use mode to press, rotate or toggle the button switch, and the counting work is counted by the movement times of the pneumatic or electric mechanism.

3.OVERALL DESIGN OF TEST EQUIPMENT

The test equipment must have a workbench part, a clamping part, a test movement part, a counting and control part.

3.1 Design of the workbench

The workbench part is the basis for installing the clamping part, testing movement part, counting and control part,in order to facilitate quick use and safety considerations, an acrylic protective cover is installed on the entire equipment to reduce noise transmission while ensuring safety.

As the device test switch is lighter in weight and smaller in size, the weight and volume of each part installed on it is also smaller, and the load-bearing capacity is not large.However, it has a long service life. In consideration of economy, practicability, beauty and cleanliness, aluminum alloy is used as the workbench. The size is determined by the number of switch test stations. When in use, it can be powered on by placing it on the table for easy storage.

3.2 Design of the clamping part

The clamping part is divided into a fixed switch device and a position moving device.In addition to the fixed switch device, a displacement device must be installed. Each type of switch has different sizes and models, and they all need to be adjusted before testing,The equipment uses screws and guide rails to realize the displacement function.The fixing device can be fixed in two ways: the conventional installation switch form or the use of a special quick-fix fixture.

3.3 Test the design of the moving part

The moving part can be driven by pneumatic or electric means.According to general usage habits and noise considerations, the motor drive is selected for this study.Common on-off forms of switches include push, twist, and toggle.In this study, the object of this study designed three different working modes of test components for the three forms of motion.When testing the corresponding switch, only the corresponding parts are replaced without replacing the entire test equipment.Figure 1 takes a toggle test component as an example.

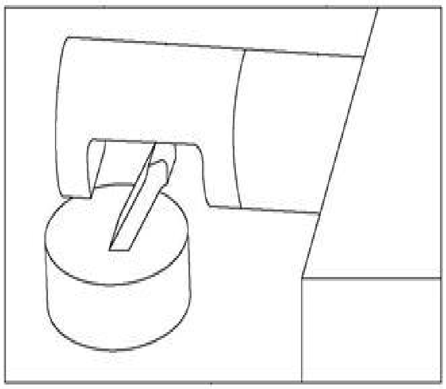

Figure 1 toggle test component

3.4Counting and control part design

This part of the design can be diversified, you can use the switch on-off circuit to record the number of on-offs, and you can also use a position sensing device to record the number of on-offs.When the on-off failure occurs, there is no on-off change or no detection switch position change during the test movement, the control system will stop the test operation and give an alarm.

Summary: Combined with the above analysis and research, the design pattern shown in Figure 2 is obtained.

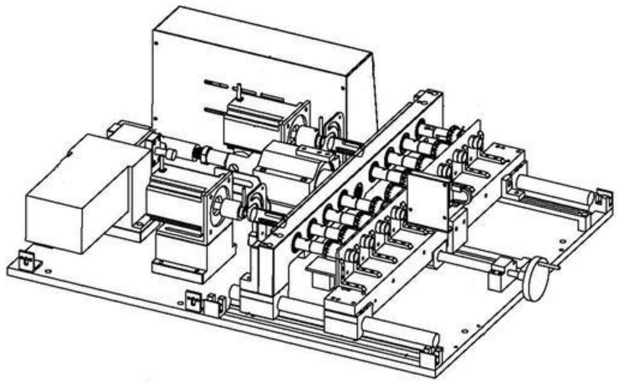

Figure 2 Multifunctional button switch life testing equipment

4.CONCLUSION

This article analyzes the research of push button switch working life testing equipment,in the process of overall analysis, first introduce the use of functions， then the hardware composition of the button switch life test equipment is analyzed，finally, the integration of the integrated architecture.It is hoped that the analysis and research in this article will provide some convenience for the design and application of current multiple push button switch life testing equipment.

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Ideological and Political Education in Colleges and Universities Based on Large Data Analysis Algorithm

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Abstract: Ideological and political education is an important part of our country's education, which can help students to establish good and correct values. In the traditional educational model, the content of the classrooms were single and cannot satisfy the students' desire for knowledge. Therefore, from the perspective of large data analysis, this paper would use the computer system to return to the teaching quality of education in Colleges and universities. By collecting and counting elements of Ideological and political education, we have input all elements into big data analysis, and relied on the most advanced teaching mode to optimize ideological and political education in Colleges and universities. And finally, the feasibility of the scheme was determined by putting into a key university to test

Key words: High efficiency; Large data analysis algorithm; Ideological and political teaching; High efficiency

1. INTRODUCTION

With the prosperity of our country's education, the upgrading of the large data analysis algorithm system is followed by the following(Zhi N et al 2017) [1].The big data analysis algorithm is popularizing to the world people's vision, contributing to the national policy and cultural communication, and quietly expanding the students' ideological cognition(Du Y et al 2017) [2].At the same time, in a series of educational models in the country, the application of big data analysis algorithm is negligible. Such huge resources cannot be used by people. For example, in our country's educational system, the traditional book teaching has been followed for thousands of years. Not only the knowledge renewal cannot keep up with the times, but also the efficiency is extremely low.(Zhang L et al 2015) [3]。

The Internet and the computer system are the two main forces that cannot be separated in the process of reform of Ideological and political teaching in Colleges and universities(Zhang J et al 2015).By enlarging the characteristics of big data and integrating the real-time content of University Ideological and political teaching into the big data analysis algorithm, the system can be split and reorganized, which can provide a basis for the research of the model in the aspect of technology(Reljic G et al 2015).Finally, it integrates the ideological and political education into the students' life, and it completes the research and construction of the high efficiency development model(Zhi N 2017).

2. STATE OF THE ART

According to the effective data, the penetration rate of ideological education and policy transmission has been nearly 93.2% in the application of large data analysis algorithms abroad (Shugen C et al 2017).This data shows the original intention of this study, and there is a huge resource and energy behind the small window of the large data analysis algorithm. In the construction of software, a single Web efficient scheme window has been removed from abroad, which is replaced by a series of social software such as micro-blog and so on(Du Y 2017).In terms of efficiency plan construction, data link integration and final expression, foreign universities infiltrate the contents of University Ideological and political teaching and teaching contents into the pages of all mobile Internet tools.

While the traditional teaching mode is impacted by modern tools, our big data analysis algorithm has entered the public view with its unique identity (Sass T R 2015). However, in the utilization of algorithm resources of large data analysis, we continue to uphold the traditional mode. If this mode is not broken, it will be a huge loss for our country. The use of big data under the background of big data analysis algorithm of the ideological and political teaching to improve the efficiency will be widely welcomed by the public blog, micro-blog, We Chat and other tools to the ideological and political education in Colleges and universities infiltration, the use of big data analysis algorithm, efficiency in teaching material for the model construction scheme (Gooch D et al 2017)

3.METHODOLOGY

3.1 Large data analysis algorithm model

To input large amounts of College Ideological and political teaching materials into big data analysis algorithm system, we should first consider the construction of data analysis system and data infiltration scheme. In the process of building computer models, we can classify large amounts of data. We choose large data analysis algorithm and terminal infiltration algorithm to sort and classify data. The scheme is composed of three parts, which are the ideological and political material, the supplement of the traditional teaching scheme and the high efficiency elements. The algorithm is used to construct the framework. Considering the complexity, this paper introduces node computing algorithm to separate the students with different learning abilities and it builds their specific data and the actual situation of students. λ represents the total amount of Ideological and political materials, and n represents different grades of students' planning classification. x and y represent the horizontal and vertical quantity of the material base. The specific algorithms are as follows:

First, through the calculation formula, obtained by the division of student grade number of categories and the link with the application of the teaching materials, students' Ideological and Political Education under the jurisdiction of the exclusive encoding for classified material, using the computer automatic structured data, so that according to each student's learning ability, learning model. Based on this high efficiency model lapping, we can effectively express students' customized ideological and political textbooks. We regard y as the sum of the total number of students, b is the number of students classified, the number of x is the number of textbooks, and a is the base of big data analysis algorithm. By checking the following formula, classify integration scheme that students in different levels.

After the completion of the integration part of students' learning ability based on the division of teaching materials, and the precision of the unit standard of individual students in Ideological and political teaching materials for students to represent the total, β participated in the program, x is the number of categories in the textbook, using y as analysis of the ideological and political teaching material total quantity a as students can accept materials, b big data analysis algorithm base, n student category coefficient. The system is integrated with three levels of system structure, and through the gradual integration, the complex ideological and political textbooks will be restructured and organized. The final integrated data operation method is shown in the following form.

After the above algorithm being completed, we can draw the framework of the big data analysis algorithm mode for the reform of University Ideological and political teaching efficiency, and the above framework is built from local to whole, and then we will build it locally, and finally integrate it through computer. Then the computer model is entered into the system by computer, and the data is analyzed and regularized by the computer. After the final internal processing, you can get the prototype of the scheme and check it at the same time. It can ensure the steady operation of the next step. The specific operating process is shown as follows in the flow chart.

3.2 Calculation of position and pose of model parameters

In the research process of College Ideological and political teaching system in China, the technical problems can be optimized through the study of scholars. However, in the construction of digital model of large data analysis algorithm, it is still unable to achieve the highest design standards at the existing technical level, and make breakthrough progress. Based on the above background and the observation of Ideological and political teaching mode in foreign universities, we find that holistic grasp of Ideological and political teaching in universities and students' questionnaire survey feedback will ensure the accuracy and efficiency of Ideological and political teaching at the root. In the further determination of the accuracy of the parameter position, the three line translation theory proposed by Conway, an American scientist, is needed. Based on the above results, we can use the three line translation theory to determine its optimal value, that is, we can finish the final task of automatic ideological and political teaching in college physical education curriculum.

We will each parameter results are weighted calculation, and the three-dimensional structure of each direction are arranged, wherein Var represents the average value, xi and yi respectively represent the transverse and longitudinal material base, k , p on behalf of the vertical and horizontal students level, gj , βj on behalf of the integration of i , j coefficient, on behalf of the class number, βi on behalf of the horizontal base frame combination weighted integration, then the average value, the calculation results are as follows：

In the process of constructing the ideological and political teaching program in Colleges and universities, the traditional fixed ideological and political teaching rules have been adhered to, which cannot be adjusted. For the present students, the adjustment of the educational system and the state policy affects the way of thinking and the attitude of learning in the imperceptible. The design background of the large data analysis algorithm is based on the computer technology, and can be adaptable to the students' Ideological and political teaching and psychological needs. Therefore, this paper in the process of building the ideological and political education system model, to optimize the existing solutions using the algorithm, can through big data analysis algorithm to make screening options, and further get the optimal solution, in order to ensure that the students in the course of study and experience can reach the efficiency of the ultimate. The concrete construction process is shown in the following figure:

4.RESULT ANALYSIS AND DISCUSSION

Above for the establishment of the efficient scheme and the completion of the construction of the big data analysis algorithm system, the plan will be put into a key high school for a phased experiment. After entering the school, we will take the control variable method to observe it. The principle is to divide students into two groups according to the random selection mode, one group follows the traditional teaching mode and the other group uses the ideological and political teaching mode based on big data analysis algorithm. The measure not only ensures the accuracy of the test, but also makes it possible to optimize the students' Ideological and political learning at all time. In a recent test into the final exam, students will be divided into two groups the thought of political achievements through the comparison of separate extraction, the ideological and political achievement and weighted scores, and we found that the two groups of students ideological and political achievement exist a large gap, including the use of the program group students' political achievement was significantly higher than that of the traditional mode of students.

We make the specific data model nodes into the results as shown in the diagram. It can be seen that after the impact of traditional boring teaching mode, students do not need to make major changes. They only need to make great achievements and make full use of learning time according to the route designed by this plan. In the above variables control process, students' learning enthusiasm and learning efficiency can be mobilized, which fully demonstrates the reliability of the program. For the observation of this experiment, we find that holistic grasp of Ideological and political teaching in universities and students' questionnaire survey feedback will ensure the accuracy and efficiency of Ideological and political teaching at the root. Further the accuracy of process parameters to determine the position, citing three translation theory, the calculation results pose that can be reached through the existing technology, and then used to determine the value of the optimal three line translation theory, which can complete the sports courses in Colleges and universities ideological and political education of the automatic calculation of the final task.

5.CONCLUSION

With the popularization of computer technology in China, the traditional teaching model has been gradually replaced by it. The traditional ideological and political teaching is inefficient and the material is old-fashioned. Based on that, develop a set of highly effective ideological and political teaching reform can fundamentally change this situation. Based on the big data analysis algorithm and the ideological and political teaching model in Colleges and universities, this paper provides a practical and theoretical basis for our education system in terms of technology and mentality. The data in the context of large data analysis of the ideological and political education in aspects of the algorithm improve the efficiency, will be widely welcomed by the public blog, micro-blog, We Chat and other tools to the ideological and political education in Colleges and universities infiltration, using computer processing system for educational material in high efficiency design of the terminal policy communication, being big with the data analysis algorithm, through big data analysis algorithm for efficient scheme of port in the background, add the target material, the display in the public view, for students to learn.

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Research on the Relationship between Physical Exercise Behavior and Exercise Motivation of Middle-aged People

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Abstract: This paper uses spss to study the relationship between exercise behavior and exercise motivation of 150 middle-aged people in Chengnan Community of Siyang County, in order to deeply understand the psychological motivation factors that affect middle-aged people's participation in physical exercise. The results show that the exercise amount of middle-aged population is small as a whole, and women are slightly higher than men, but there is no difference between them There are significant differences between the dimensions of exercise amount and exercise behavior motivation of middle-aged people, and there is no difference between them and gender variables; Exercise amount, exercise time, exercise frequency are positively correlated with external adjustment, internal adjustment, identity adjustment and internal adjustment, but not with exercise intensity. No motivation is not related to exercise intensity, but negatively related to exercise amount, exercise time and exercise frequency.

Keywords: Physical Exercise; BREQ-2; SDT;

INTRODUCTION

Self-determination theory, as one of the important theories of motivation research in sports psychology, holds that motivation has different forms, and behavior can be regulated along a continuum from completely non-self-regulation to completely self-regulation. These different forms of regulation are unmotivated, external regulation, internal regulation, identity regulation and internal regulation. No motivation is a state of lacking any behavioral intention, which is completely non-self-determination; External regulation refers to the behavior to meet external pressure or get rewards; Introverted regulation is internalized into rigid rules or requirements by threatening constraints or promised rewards, and self-pressure is used to avoid guilt or maintain self-esteem; Identity regulation refers to consciously accepting the importance of behavior in order to realize the result of personal value; Internal adjustment refers to the enjoyment inherent in participating behavior through exercise.

Middle-aged people are one of the components of mass sports, but the middle-aged group is a short board in the development of mass sports, and the proportion of participating in physical exercise is the lowest, which limits the development of mass sports. This paper studies the exercise behavior motivation of middle-aged people, analyzes the characteristics of exercise behavior and motivation of middle-aged people, and finds out the potential and deep-seated motivation to stimulate and encourage more people to take part in physical exercise.

1 RESEARCH OBJECTS AND METHODS

(1) Research object

In this paper, the relationship between middle-aged people's exercise behavior motivation and their physical exercise behavior is taken as the research object,The middle-aged population in the south community of Siyang is randomly sampled, and 160 questionnaires are distributed,The invalid questionnaires are eliminated, and the effective number is 150,The actual effective rate is 96.7%.

(2) Research methods

Behavioral Regulation In Exercise Questionnaire (BREQ-2)

BREQ originated from Mullan et al., which has been developed and verified and is effective in gender differences,It is believed that attention should be paid to potential and source sports motivation, rather than superficial motivation (weight controletc.). Markland and others extended it based on SDT theory and divided it into five factors and three types of autonomous motivation (internal regulation ,identity regulation) according to the degree of autonomy; Control motivation (internal adjustment, external adjustment); No motivation means no adjustment. This new measurement method is called BREQ-2 . This paper adopts the Chinese translation version of BREQ-2, which consists of 19 projects. The internal consistency coefficient is 0.864, and the internal consistency coefficients of subscales are 0.813, 0.797, 0.705, 0.771. 0.812 .

Physical Activity Rating Scale (PARS-3)

PARS-3 scale was revised by Liang Deqing and others of Wuhan Institute of Physical Education, with exercise amount = intensity × time × frequency, with a score range of 0-100 points, and the higher the score, the greater the exercise amount. The intensity and frequency are scored from 1-5 grades and recorded as 1-5 points; Time is scored from 1-5 grades, and recorded as 0-4 points, and the amount of exercise is divided according to the score. That is: ≤19 is a small amount of exercise; 20-42 is divided into moderate exercise; ≥43 is divided into large exercise, and the retest reliability is 0.71 .

2 RESULTS AND ANALYSIS

(1)Analysis of the basic physical activity participation behaviour of middle-aged people

The exercise intensity of middle-aged people is slight or small, and there is no gender difference. The average exercise time of middle-aged people is 2.07, and the average score of middle-aged people in exercise frequency is 2.87,The overall exercise frequency and time are not high,Women have higher exercise intensity and frequency than men, and there is no gender difference between them. The proportion of middle-aged people with little exercise, moderate exercise and heavy exercise was 74.6%, 30% and 15.3% respectively. The average amount of exercise for middle-aged people is 12.78, and women are slightly higher than men. It shows that the middle-aged people in the south community of Siyang have a small overall physical activity, and women are slightly higher than men, but there is no gender difference.

Table 1 Comparison of exercise behavior of middle-aged people of different genders.

	gender	Mean	SD	P
Intensity	M	1.73	0.703	0.358
	F	1.83		
Time	M	2.02	1.19	0.576
	F	2.13		
Frequency	M	2.74	1.48	0.211
	F	3.029		
Exercise volume	M	11.58	9.93	0.141
	F	14.22		

Note: Female=F; Male=M

Table 1-2 Description of the current physical activity level of middle-aged people

characteristic	total number of people	Percentage (%)
Small (≤19)	112	74.6
Medium (20-42)	45	30
Large (≥43)	23	15.3

T-test results show that there is no gender difference in middle-aged people's exercise behavior and in all dimensions of exercise behavior motivation, but there are significant differences between the amount of exercise and exercise behavior motivation of middle-aged people.

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Table 2 Comparative analysis of exercise behavior motivation of middle-aged people of different genders.

	gender	Mean	SD	P
Motivationless	M	7.80	2.714	0.179
	F	7.21		
External regulation	M	8.95	3.865	0.759
	F	9.15		
Intrusive adjustment	M	7.46	3.378	0.390
	F	7.94		
Identity regulation	M	9.15	3.937	0.820
	F	9.26		
Intrinsic regulation	M	9.07	4.208	0.513
	F	9.53		

Note: Female=F; Male=M

Table 3Comparative analysis of motivation for exercise behaviour among middle -aged people by gender

	Mean	SD	F	P
Motivationless	7.53	2.71	2.023	0.012
External regulation	9.04	3.86	3.446	0.000
Intrusive adjustment	7.68	3.37	2.946	0.000
Identity regulation	9.21	3.93	3.223	0.000
Intrinsic regulation	9.28	4.20	3.406	0.000

(2) Correlation analysis of the latitudes of exercise volume and motivation for exercise behaviour,There is no correlation between motivation and exercise intensity, but a significant negative correlation with exercise time, frequency and amount of exercise. When middle-aged people don't understand their intention to take part in exercise, even if they take part in sports, they also have a very small amount of exercise. And if there is no exercise purpose, to some extent, it will hinder the individual's participation in physical exercise. External adjustment is positively correlated with exercise time, frequency and amount of exercise (see Table 4), but not with exercise intensity. Internal adjustment is the same as external adjustment, which is positively correlated with exercise time, frequency and amount of exercise, but not with exercise intensity. Compared with external adjustment, the degree of correlation between exercise and internal adjustment is slightly higher. There is a positive correlation between identity adjustment and exercise amount, but no correlation with exercise intensity. Internal adjustment is not related to exercise intensity, but positively related to exercise time, frequency and amount of exercise. It shows that middle-aged people's love for sports can promote them to actively participate in and enjoy sports.

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Table 4 Correlation between variables.

	1	2	3	4	5	6	7	8
1 Exercise volume								
2 Intensity	0.623**							
3 Time	0.805**	0.352**						
4 frequency	0.754**	0.218**	0.724**					
5Motivationless	-0.295**	-0.045	-0.237**	-0.304**				
6 External adjustment	0.322**	0.031	0.314**	0.280**	-0.737**			
7 Internal adjustment	0.340**	0.059	0.270**	0.379**	-0.759**	0.842**		
8 Identity regulation	0.331**	0.042	0.325**	0.350**	-0.766**	0.827**	0.881**	
9 internal regulation	0.349**	0.064	0.298**	0.374**	-0.728**	0.835**	0.875**	0.835**
Mean	12.53	1.45	2.05	2.87	7.53	9.04	7.68	9.21
SD	10.857	0.672	1.180	1.406	2.714	3.865	3.378	3.937

Note: * indicates significant correlation at 0.01 level (bilateral).

3 ANALYSIS AND DISCUSSION

(1) To sum up, the middle-aged population in Chengnan community has a small amount of exercise as a whole, and the exercise intensity is mainly small and slight, and the exercise time is about half an hour,The exercise frequency of men is slightly lower than that of women, and there is no gender difference. From the average score, women's exercise motivation level and exercise behavior are better than men's, which shows that women's motivation to pursue "physical beauty" is stronger than men's, and women are more concerned about other people's evaluation than men's in life, and men's economic pressure inhibits men's enthusiasm for exercise to a certain extent.

(2) There are differences in the dimensions of exercise amount and exercise behavior motivation among middle-aged people,There is no correlation between motivation and exercise intensity, but a negative correlation between exercise time, frequency and exercise amount. External adjustment, internal adjustment, identity adjustment and exercise intensity are not related, but positively related to exercise time, frequency, frequency and amount of exercise. It shows that middle-aged people's exercise motivation level has a positive effect on middle-aged people's exercise behavior, and the higher their self-motivation level is, the longer their intensity, time, frequency and amount of exercise will be. No motivation is negatively correlated with time, frequency and amount of exercise,Middle-aged people are uncertain about their reasons and purposes of participating in physical exercise,The stronger this uncertainty is, the lower their participation frequency is. The higher the motivation level of middle-aged people participating in physical exercise, the better the exercise behavior,To improve the behavior of middle-aged people participating in physical exercise, it is necessary to improve their motivation

internalization level and motivate middle-aged people to participate in physical exercise with the help of their real inner interests.

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The Achievements, Problems and Solutions Of The Overseas Communication of Chinese Contemporary Literature

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Abstract: Chinese contemporary literature has exerted an important influence in the world. However, Chinese literature has not been deeply accepted by ordinary readers abroad. The main reasons for this situation are as follows: translation distortion caused by language barriers; inadequate translation of Chinese literature; arbitrary rewriting and distortion caused by prejudice under Eurocentrism. To reverse this situation, we should organize, guide and encourage the translation and dissemination of Chinese literature, improve the level of local translation, and open up diversified channels of dissemination and acceptance.
Key words: contemporary literature; Overseas dissemination; Problem; A way out

1.ACHIEVEMENT

Since the beginning of the new century, with the increasingly far-reaching influence of China in many fields such as economy, politics and culture, the influence of Chinese literature abroad is also increasing. Since 2005, Penguin Classics Libraryoded has included Qian Zhongshu's Fortress Besieged, Lu Xun's The True Story of Ah Q, Eileen Chang's Lust, Caution, and Mai Jia's Decoded. In 2012, Mo Yan won Nobel laureates in Literature. In 2016, Liu Zhenyun received The highest honor award of Egyptian Culture. Liu Cixin and Hao Jingfang won Hugo Award in 2015 and 2016 respectively. Cao Wenxuan won the Hans Christian Andersen Award. These "explosive" achievements are enough to prove that Chinese literature has exerted an important influence on the world.

However, this does not mean that Chinese literature has been widely accepted and recognized in the world. Howard Goldblatt, a famous American Sinologist, once said that Mo Yan's winning the Nobel Prize for Literature "cannot conclude that foreign readers must like Chinese literature because Chinese literary works reflecting the current social life are not universally welcomed in the English-speaking world." [1]That is to say, the influence of Chinese literature overseas is mainly in the academic circle, the organizing committee of the literature prize and other academic circles, but has not been deeply into the general readers. "The number of Chinese Literature" going out "has been growing steadily, but there are few sensational works."[2]Professor Julia Lovell, a British Sinologist, explained the reason: "Most Chinese literary works translated overseas are academic publications rather than commercial ones, which keeps Chinese literary works in the research field of scholars and difficult to reach the general public." [3]

From a comprehensive analysis, the reasons for this situation are mainly as follows:

First, translation distortion caused by language barriers. As is known to all, Chinese and Chinese characters is the world language and characters in one of the most difficult language and characters, and Chinese extensive and profound, vast geographical landscape and long-standing history and culture to various and profound Chinese culture, foreign scholars to learn a language and words alone is difficult, more difficult to master Chinese history and culture, for example, the use of dialect and historical allusions and idioms translation has great understanding. The use of dialects by writers from different regions means that readers from other provinces have certain reading obstacles, let alone Sinologists. For example, the novels of Jia Pingwa, a writer from Shaanxi Province, especially those with a dense use of dialects such as Qinqiang Opera, have many details that would be difficult for southern readers to understand, let alone a foreign translator. Moreover, the dialect often carries the flavor of the region and ancient culture, but the translation can mostly convey the basic meaning, and the flavor will disappear. In this way, the works with the flavor of traditional Chinese literature are difficult to be translated or translation distortion and loss of beauty.

Secondly, There are not enough works of Chinese literature translated into foreign countries. For a long time, there has been a serious imbalance between the entry and exit of Chinese contemporary literary translation. Since the reform and opening up, especially in the 1980s, the translation of foreign literature in China has been unprecedentedly rapid. A great deal of British and American literature has been translated into Chinese. "Magic realism" and "stream of consciousness" and "modernism" "existentialism" "black humor", and many other literary thinking and creative way to influence the creation of Chinese contemporary writer, mo yan, yu hua and can xue, Chen zhongshi, lu yao, and many other writers from foreign literature found his godfather or inspired by the foreign writers and literature, writing found his path. Foreign translated literary works in this period played an outstanding role in promoting the innovation and reform of Chinese literature. However, compared with the vigorous development of the introduction, the output was few and far between. There is a serious imbalance between "inbound" and "outbound" trade deficit. As a result, many of our readers are far more familiar with foreign literature than with domestic literature.

Third, the arbitrary rewriting and distortion caused by the prejudice under Eurocentrism.

Looking at the overseas dissemination and influence of contemporary literature, it is not difficult to find that, except the works published by British and American publishing institutions and translated by foreign translators can still have a certain influence abroad, the influence of domestic translation and the translation of works from other countries outside Europe and the United States is of little importance. However, most of these only influential translations cater to the preferences of Western mainstream values, rewriting them at will and revealing them at a superficial level. Ah Lai's 'Dust Landing' was translated into' Red Poppies: A story of Tibet., 'while Liu's' Cell Phone 'had its time structure completely reset by the translator, turning it into A flashback. Of course, this is the Western translator to open the Chinese literature market "seeking speed" psychology and come to the rough operation. This adaptation while catering to the market, to promote the trading of short-term goal, but also reduces the original artistic and aesthetic pursuit, give the reader a sense of "no", but in the long term damage to the original expectation and conviction in readers heart, will be no Chinese literature of the original value and artistic level.

On the other hand, western readers of the superiority and the center for a long time both when they are in the evaluation work naturally to "center" to "the edge" point of view to look at work, for heterogeneous unfamiliar experiences and techniques do not seriously enough, couldn't read the Chinese literature should have aesthetic value and artistic level. As a result, Western mainstream media and public readers still believe that "Chinese contemporary novels are not only unknown, but also lack literary value, so it is difficult to attract readers. Therefore, they can be ignored without any concern"i. More irresponsible shallow people say that "Chinese contemporary literature is rubbish". For a long time, these prejudices have misled the western readers, misled the western understanding and understanding of the Chinese history and reality as well as the spiritual world and moral ethics of the people, and had a negative impact on the spiritual realm of the contemporary Chinese literature and the construction of the image of China.

2.A WAY OUT

First, to organize, guide and encourage the translation, dissemination and promotion of Chinese literature. Since the Opium War, the stereotype of China as a poor and weak country has been long-standing in the eyes of westerners, and the demonization of Chinese literature in western countries is quite serious. Moreover, many foreigners have lagged and one-sided impression of China and Chinese literature. To change this situation, it is necessary to publicize and promote Chinese literature level by level. , for example, in recent years, the international community on China's economic development and political system, scientific and technological innovation, cultural relics and scenic spots is very attention, the consciously filter under a group of about these hot topics of literature and careful translation and promotion, will inevitably cause more attention, and by reading these works to let them feel the charm of Chinese literature unexpected, and thus added they continue to explore Chinese literature reading range of interest and enthusiasm, to achieve a gradual in-depth. In short, we should select Chinese literary works and adopt careful translation to ensure the quality of literary translation and the effect of communication.

Second, improve the level of local translation. The translation of literature should be the local translation and foreign translation side by side. Under this two-way interaction mechanism, the translation of Chinese literature can only walk on two legs. However, in recent years, the current situation of Chinese literature translation is that foreign translation is far superior to local translation in terms of quantity, quality and influence of works. In the field of foreign translation, influential foreign translators such as Howard Goldblatt , Julia Lovell and Anna Chen have emerged. In terms of local translation, there have been many famous translators in China, such as Lin Shu, Fu Lei, Yang Jiang, Zhu Shenghao and Cao Ying, but there are no influential and well-known translators in the field of translation. In fact, in the aspect of local translation, high level of talent and high level of translation is still a long-term problem that has not been solved. However, in fact, this kind of translation style is not very conducive to the mass reading of output works and the acquisition of large-scale market. Therefore, first of all, more opportunities should be created for local translators to communicate, learn and exchange ideas with foreign famous translators, so as to improve the translation level of local translators and the pertinence and directivity of translation, so as to more accurately grasp the psychological needs and aesthetic characteristics of foreign readers. Secondly, we should promote the hierarchical and diversified composition of translation talents. Through various incentive mechanisms and literary translation awards, more folk translators and commercial translators are encouraged to enter the ranks of translators and translators. Therefore, enhancing the commercial value and social influence of literary translation can be regarded as an effective way to promote the expansion of translation talents.

Third, explore diversified communication and acceptance channels. The renewal of communication media has given literature more channels of communication and acceptance. Literature has ushered in a new opportunity to use multiple media such as film, TV, network, game, short video and so on to broaden its communication path and occupy new literary territory. In the 1980s, Zhang Yimou's film Red Sorghum won Golden Bear Award at the Berlin International Film Festival and films such as Raise the Red Lantern and To Live won overseas awards, which triggered widespread attention in the Western society to the novels of Mo Yan, Yu Hua and Su Tong and aroused interest in contemporary Chinese literature. With the development of The Times, we can still make use of some media, especially China's media advantages in recent years to broaden the dissemination and acceptance of Chinese contemporary literature. For example, Huawei, Xiaomi, OPPO, Vivo and other domestic mobile phones already have a broad market in the overseas market. We can fully use the extensive possession of domestic mobile phones in the overseas market to promote the dissemination of literature. First of all, carry some mediums related to literature to spread artworks. For example, films and TV plays adapted from literary works and the video data of writers' works can be carried on some smart phone software. Secondly, the development of high-end literature reading software. The Kindle reader developed by Amazon in the United States is very popular in China and many countries. It can be seen that the development of a high-quality electronic literature reading device can play a great role in the dissemination of literature. Thirdly, the development of a number of high-level game APPs with literary elements can also play a role in promoting the dissemination of literature. A game app called "Legend of Lu Xun Clan Swordsmen" lets characters from Lu Xun's literary works enter the game, producing a dazzling effect that people can't help but see. Of course, these literary output should first be established on the basis of high quality and follow many systems and mechanisms such as business rules and communication rules, so as to produce linkage effect.

3.CONCLUSION

Contemporary Chinese literature is an indispensable part of world literature. It conveys the Chinese people's unique understanding and feeling of human nature, nature and society, and expresses the Chinese people's unique experience, thinking, aesthetic taste and value orientation, intentionally or not. However, for many reasons, there is still a long way to go before Chinese literature can gain wide recognition in the world. But in the face of pluralistic coexistence, peace and development of the theme of The Times, with the efforts of various parties, the charm of Chinese literature will blossom like a flower, and more and more readers around the world will recognize and appreciate it.

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With the Help of Sociological Reflection and Exploration of Space Design Reforms Suitable For Aging

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Abstract:With the deepening of the aging of the social population in my country, how to design public spaces suitable for the elderly with the help of sociological reflection and exploration for the problem of elderly care for the elderly? Based on the current basic situation of public space facilities, this article will study what changes should be made in the future suitable for aging space to meet the social needs of different elderly people. According to the comparison of the differences, the paper puts forward the main problems existing in the optimization of aging based on the current development status and the design of public space, so as to meet the basic activities of the elderly in different situations, promote the further design and optimization of public space suitable for aging.
Keywords: Sociology; Reflection; Exploration; Age-appropriate space; Design; Change

1.ANALYSIS ON THE STATUS QUO OF SUITABLE AGING SPACE IN CHINA

China's current space design can no longer meet the living needs of the elderly, more and more elderly groups have higher and higher requirements for living space. With the rapid economic development and the increasing expansion of the elderly population, the design of age-appropriate living space will have a good development prospect in our country in the next few years. Taking the elderly aged 65 and above living alone in cities as the research object, the living status of the elderly in China and the future aging trend of the design of comfortable indoor living space, as well as the optimization design method of the elderly indoor living space, combined with the living habits and psychological needs of the elderly alone, the barrier-free design was studied[1].

Take the indoor environment entrances, stairs, and toilets of the elderly as examples. These places are high-frequency space areas where elderly accidents occur. When configuring these spaces for ageing, the principles of moderation and appropriateness should be followed[2].There are four levels of problems in the discomfort of the home environment:

The first is the safety issue. The uncomfortable environment can easily cause the elderly to fall or scratch during bathing, living, and walking. Moreover, the old or unhygienic living environment is not conducive to the physical and mental health of the elderly[3]. The second is the issue of functionality. The design, construction, and social services of residences are too pursuing artistic design, blindly following the situation, and seldom pay attention to functionality and practicality in the process of design, construction and social services[4]. As a result, furniture, decorations, cabinets and bathroom and other aspects lack of fine design, artificially add unnecessary obstacles to the daily life of the elderly, so that the space is not good, space shortage and other problems, but also for others to help the elderly cause difficulties. Then there is the problem of comfort, such as inappropriate furniture size, improper indoor lighting, and improper handling of noise, all of which reduce the comfort of the elderly[5]. Finally, there is a lack of humanistic care. The design of space environment generally fails to take into account the privacy needs of the elderly, aiming at the psychological needs of the elderly and truly caring about their spiritual needs. The lack of humanistic care has caused a huge gap in the mentality of the elderly and seriously affected the mental health of the elderly[6].

2.RENOVATION OF OLD Communities INTO Suitable AGING SPACE TO HELP

The problem of the unsuitability of the home environment is actually related to the construction and planning of housing in the historical period of our country. Many elderly people still live in houses built in the era of welfare housing allocation. These houses are generally relatively old, and many belong to old communities. On the one hand, due to the historical conditions at that time, the phenomenon of "heavy construction, light management" generally exists. Many communities lack long-term professional property management, and the management and maintenance of the community are not in place. On the other hand, the original property rights unit lacked the sense of subject responsibility. With the unit reform, bankruptcy, and reorganization, the property rights of the community have changed hands, resulting in unclear property rights. Naturally, it is impossible to effectively maintain and replace the community in a timely manner. In recent years, with the rapid development of residential construction, it is imperative to design and renovate suitable for aging.

Judging from the current situation, the elderly in some areas of our country generally live in relatively old communities. Some elderly people think that the change of residence will affect their living habits, and they are unwilling to accept the new living environment. It is because living with children will cause inconvenience to both parties. Another reason is that they are reluctant to change their place of residence because they have familiar relatives and friends in the long-term living environment. Therefore, to create a safer and more comfortable living environment for the elderly. In order to improve the quality of life of the elderly, the indoor space facilities of the elderly living in the old community should be designed to adapt to the aging. On the one hand, it can help the elderly to improve the quality of life, on the other hand, it can promote the harmonious, sustainable development of the society and reduce the social burden.

With the acceleration of aging, providing a comfortable living environment for the elderly has gradually become the most concerned issue. At present, the reasonable design of wheelchair ramps in the environment has become the focus of research, but most of them exist in the barrier-free design of the elderly who need help from walkers. As the physical functions of the elderly decline, their mobility will be restricted. Therefore, a variety of barrier-free designs should be adopted to meet the needs of the elderly. Therefore, the existing problems of the walking space in the elderly community should be improved to meet the travel needs of the elderly and create a good travel environment for the elderly. The society should analyze the problems of the elderly living alone in the aging process, as well as their own changes and life needs basing on the study of how to transform the old communities.

3.THE PUBLIC ENVIRONMENT IS SUITABLE FOR AGING SOCIAL NEEDS

Residential areas for the elderly are often faced with both built environment problems and population aging problems. According to the end of 2018, the first "Code for Design of Aging Residential Buildings" was released in Hangzhou, Zhejiang Province. The design code contains the basic requirements for the design of aging houses, the space in the suite, the public parts, and the requirements for facilities and equipment, which can be applied to new buildings. The design of aging ordinary houses and apartment houses, as well as the design of suitable aging transformation of ordinary houses and apartment houses. The different standards and actual conditions in different places make it possible to discuss the definition of aging at home. In the context of home care for the elderly in the home community, the age-appropriate design is not only for the ageing of the family house where the elderly live, but also for the ageing of the community environment in which they live. This also means aging design from architectural design, public facilities (malls, parks, hospitals) and other construction, living environment and decoration.

At the same time, in advocating "active aging" today, adapting to the needs of the elderly is not only to improve the lives of the elderly from the environmental aspect, but to encourage the elderly to integrate themselves into the entire community, and in social activities, allow middle-aged and elderly people to enjoy a more comprehensive society service.

4.NATIONAL AND SOCIAL POLICY SUPPORT FACILITATES THE Dosing Reform OF AGING SPACE

Take Beijing’s Chaoyang District as an example. In 2017, Chaoyang District carried out the “one-house-one-design” free aging renovation for 140 families of the elderly, destitute and disabled elderly, ranging from building hardware, furniture and home improvement renovations, and rehabilitation aids to adaptation. The provision of intelligent service facilities for the elderly improves the living environment of the elderly. In 2018, Chaoyang District continued to carry out aging-friendly renovation, assessing eligible situations and allowing them to enjoy free renovation. At the same time, from the overall evaluation of the renovation project of Shanghai Putuo District for the aged in 2012 to the official debut of Shanghai's first home experience museum for the aged in Baoshan Nothing M7 Creative Park in 2018, Shanghai has been leading the way in the renovation for the aged. On March 6, 2020, the Shanghai Municipal Civil Affairs Bureau issued the "Notice on the City's Pilot Project of Renovating the Home Environment for the Elderly" to guide some streets in Shanghai to carry out renovations for the aging of the home environment for elderly families in the coming year. Focusing on the built environment, facilities and related management issues at the community level, in-depth analysis of the age characteristics of the elderly, combined with empirical research and questionnaire interviews, diagnosed and found the core needs of the elderly in the elderly community, and proposed corresponding countermeasures. Some old communities have built elevators outside the building for the elderly with inconvenient activities to provide convenient conditions for the elderly to travel.

5.CONCLUSION

China is rapidly entering the age of aging, and it is of great practical significance to actively think about and explore solutions to the problem of suitable aging space. Attaching importance to the development of aging space has a far-reaching impact on my country's economic and social development, The joint efforts of the elderly themselves, their families and the society are urgently needed to promote the construction of space suitable for the aged.

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Reflections on the Violent Crime of Minors

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Abstract: Juvenile crime gradually get effective control, at the same time, malignant violent crime is still a need to discuss and solve the focus and hot issues. The causes of juvenile malignant violent crimes come from many aspects, such as family, society and school. Only by analyzing the reasons can we better prevent and cure juvenile crimes.

Keywords: Juvenile delinquency; Reasons for the juvenile delinquency; Preventive countermeasures against juvenile delinquency

INTRODUCTION

In recent years, violent crimes committed by minors have emerged in an endless stream. It is really embarrassing to hear the cruelty of the means, the serious infringement of legal interests and the bad influence on society. The following is a brief demonstration with many cases. In July 2016, a 13-year-old boy killed three siblings in Chengjian Town, Cenxi City, Guangxi Province. In December 2018, a minor under the age of 14 killed his mother in Yiyang, Hunan. On October 20, 2019, a 10-year-old girl named Xiao Qi was killed by Cai under 14 years old in an extremely cruel way, 200 meters away from her home in Shahekou District, Dalian, and dumped her body in bushes 20 meters away from her home. And a series of appalling crimes.

Under the regulation of a series of laws and regulations to protect minors, the number of juvenile crimes is relatively reduced, but the current situation of juvenile crimes is still not optimistic. It is still necessary to prevent from legal regulation, social correction, school education and family care, so as to protect the healthy growth of minors and prevent them from going astray.

1.A BRIEF ANALYSIS OF THE CAUSES OF JUVENILE VIOLENT CRIMES

There are many prominent reasons for the malignant violent crimes committed by minors, but they can be divided into the following aspects: first, the reasons of minors themselves; Secondly, family, school, society and other objective reasons. Minors in the compulsory education age group have a strong ability to accept things from the outside world, but lack the ability to distinguish between good and bad. In this process, if there is no correct guidance and education from parents and school teachers, it is easy to go astray. At the same time, minors at this stage have not formed a correct world outlook, values, outlook on life, coupled with impulse, curiosity and other factors, are unknowingly affected by negative, illegal negative things. The subjective factors can be solved incidentally while the objective factors are solved. Therefore, this paper focuses on the analysis of the objective reasons why minors commit malignant violent crimes.

(1) Family reasons

Family education is very important for all people, and parents' words and deeds have a great influence on a minor. Many minor crimes, even adult crimes, are closely related to their original family in most cases. On the one hand, there are many cases of juvenile delinquency in left-behind families, remarried families, divorced families, single-parent families and mobile families, and the education and supervision of parents in most of these families are not adequate. Disability can be said to be the type of family reasons cause minor crime, the first thing to do, in a similar family, parents are neglected, or without management, spoil type management, give them whatever children want, only provides the material giving, and neglect on thought, values, outlook on life education on children, for children with the growth of the right direction. On the other hand, the news of parents mistreating their children is endless, and the degree of cruelty is unacceptable. Minors growing up in such an environment will inevitably distort their thoughts, and even have the idea of killing their parents and retaliating against the society.

(2) School reasons

School education heavy result, hero with fractional theory, while ignoring the development of the children's physical and mental health, and just at this time of the children is the key to the healthy personality and comprehensive quality formation period, heavy grades, the quality, ideological and moral education completely was not enough, many of the children form the wrong idea, pick up the bad habits, spiritual world dry up and in order to seek stimulation, trouble all day long, then debacle, schools in such thoughts, virtue education completely absent. School bullying is also one of the leading causes of violent crime by minors. After being bullied, some students resorted to measures such as alcohol abuse, self-harm, crazy revenge and even suicide. [1]See Zhou Xuzhuang, Research on Teenagers' School Bullying and Its Coping Strategies, in Modern Communication] For the perpetrators of school bullying cases, who are usually minors, it is impossible to solve them through legal means, which will eventually lead to a vicious circle of violence and revenge.

(3) Social reasons

In recent years, the continuous development of society, intelligent product progress, network to the influence of minors is a double-edged sword, due to a minor mental immature, and not from parents, teachers, timely and correct guidance, information on the network violence, yellow can't make a right selection, wholesale, finally under the impact of these negative factors on the path of crime. Try to be brave, crime, as well as the bucket malicious thoughts spread, someone said that the junior high school is one of the most dangerous in the student career stages, taking place repeatedly in recent years students hurt teachers and campus murder events is often happen in the junior middle school students, many students under the influence of social opposed fights malicious thoughts, often by violence to solve problems, take, taking place repeatedly affrays, for others to get out. [See Wei Liangguan, A Brief Analysis of the Causes of Juvenile Delinquency, Law and Society, No.10, 2019.[2]to induce minor's violence crime reason is various, the above three reasons for the main reason for the common, but not limited to, and this article also describes three reasons, with the development of the society, the emergence of new things may also be a negative impact on minors, so for the healthy growth of minors also need various efforts.

2.THINKING ABOUT THE PREVENTION AND TREATMENT OF JUVENILE VIOLENT CRIME

(1) Criminal Law Prevention and Control of Juvenile Violence Crimes

China's current criminal law stipulates that the starting point of the age of criminal responsibility is 14 years old, and no adult under 14 years old shall bear criminal responsibility. However, in view of the increasing number of violent and malignant crimes committed by minors under the age of 14 in recent years, as well as the successful practice of lowering the age of responsibility in the field of civil law, many scholars proposed that the age of responsibility should also be lowered in the field of criminal law.[3] Someone put forward the introduction of "malicious counteraccusation responsibility age" and localization, set up the system suitable for China's national conditions and social situation of the criminal responsibility age, in my point of view, pay attention to the protection of criminal law benefit, in the violent crime from the objective illegality of minors, violated the law to protect the legal interests, applicable to his punishment of criminal law is not contrary to the principle of a legally prescribed punishment, but the criminal law theory think minors in subjective liability deterrent for that age does not meet the statutory criminal law, minors will be exempted from punishment of criminal law clearly has first against the justice of the people is simple. Therefore, the author agrees that the criminal law should lower the age of criminal responsibility or set up elastic provisions.

(2) social correction of juvenile delinquency

At present, China has established a complete law on the protection of minors in family protection, school protection, social protection, judicial protection and other aspects. However, it is not difficult to find that under such a strict protection system and legal regulation, juvenile malignant violent crimes still occur frequently. According to the relevant provisions of the Criminal Law, minors who are over 14 years old but under 16 years old are only responsible for eight violent crimes. Those who are under 16 years old are not subject to criminal punishment shall be ordered to discipline their parents or guardians.[4] When necessary, he may also be taken in by the government for rehabilitation. In practice, in most cases, the court will order the parent or guardian to discipline. In fact, according to the previous discussion, the main reason for juvenile delinquency is the dereliction of duty by parents or guardians, which forms a vicious circle and makes it difficult to solve the actual problem and makes the situation of juvenile delinquency worse.

On the one hand, in the compulsory education stage, schools shoulder the responsibility of educational protection for minors. In cases where parents and guardians are unable to fulfill their duty of guardianship for various reasons, schools can play their role and share the duty of protecting and educating minors. The school should take strict precautions against the perpetrators of campus bullying, timely communicate with the bullied students, and help them with their psychology. By opening education courses on laws and regulations, the legal awareness of minors can be raised to curb the phenomenon of bullies bullying classmates.

On the other hand, welfare institutions are used to manage minors who have lost their parents and guardians. In the case of the loss of parents and guardians, the welfare homes receive and raise the lost and orphaned minors through the application or suggestion of the community, schools and other institutions, so as to provide them with a good living and learning environment. And through the establishment of relevant systems to psychological disease spearhead of the minors timely counseling, from the root of the juvenile crime to curb the signs. The establishment and improvement of children's welfare homes is also a measure for the correction of juvenile offenders.

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Several Influences of Regional Industries on Higher Vocational Colleges and Related Countermeasures ----Take Vocational Colleges in Key Cities in Guangdong Province as an Example

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Abstract: Higher vocational education urgently needs to meet regional production requirements,regional industries urgently need corresponding talents to meet their own development conditions，this paper studies the influence of domestic and foreign regional industries on higher vocational colleges and related countermeasures， and these countermeasures are analyzed, compared, comprehensively considered,in response to the impact of the four key cities and regional industries in Guangdong Province on the local vocational colleges and the mismatch of professional settings, the limited number of vocational colleges, and the need to improve their quality,this article proposes five basic measures to solve the problem of increasing the number of personnel, supplementing majors, eliminating backward majors, tripartite cooperation of interests, and the development of education groups.Based on this, we will explore a way to solve the cooperation of various parties in the regional industry to promote the positive progress of higher vocational colleges.

Keywords: Regional industry;Higher vocational education;Countermeasures

1. INTRODUCTION

Regional industries play an important role in the education of local higher vocational colleges, and national policies are the first to make directional layout for the specialty setting and optimization of local higher vocational colleges.In order to provide a large number of high-quality skilled personnel for the sustainable development of the society and economy, as well as to upgrade the industrial structure and carry out a series of optimization adjustments, there are a large number of available human resources[1].The country has successively issued the "National Medium and Long-term Education Reform and Development Plan Outline (2010-2020)", "Opinions on the Reform of the National Vocational Education System" and "National Vocational Education Reform Implementation Plan", establishing the status of higher vocational colleges.This paper focuses on the study of the influence of regional majors on higher vocational colleges in China[2]. The study of the current situation provides an analysis idea for the study of the influence of regional majors on higher vocational colleges in Guangdong Province[3].

2.THE MAIN RESEARCH VIEWPOINTS IN CHINA

(1)In the macro-level research on the impact of regional industries on higher vocational education, it mainly shows that regional industries have set up majors in higher vocational colleges and the urgent development of technology, matching industries, requiring the development of higher vocational colleges to keep up with the pace of the industry in time[4].Among them, Yin Yuzhen, Chen Guangshu and others proposed in the article "Analysis of the Impact of Regional Industrial Structure Evolution on the Professional Structure of Higher Vocational Education" that with the development of the times, the level of social productivity has increased.Industries include production areas, circulation areas and life service areas such as logistics, cultural and creative industries,the industrial structure evolves from the original primary industry to the secondary industry and then to the tertiary industry.It shows the rise of the tertiary industry. my country is in such a changing pattern. Such an industrial structure has an increasing demand for higher vocational talents. At the same time, it has higher requirements for the quality of higher vocational talents, and presents a need for management talents and technical skills. The characteristics of more valued talents of type, compound type and innovative talents.

(2)In the mutual influence and adaptation of the regional industry and the educational development of higher vocational colleges, it is proposed to discuss the coordinated development and mutual adaptation of regional industries and higher vocational colleges.For example, Sun Xiaojin pointed out in the article "Research on the Adaptability of Higher Vocational Education Specialty Setting and Regional Industrial Structure" that the industrial structure determines the employment structure, and the employment structure determines the professional structure of higher vocational education.Zhao Renbi pointed out in Research on the Collaborative Development of Higher Vocational Education and Regional Industries that the collaborative development of higher vocational education and industrial regions is a relatively complex problem, and it is necessary to formulate effective structure, function and policies in the practice process

(3)Some researchers have put forward many concrete practical cases in studying the influence of regional industries on higher vocational colleges.In "Empirical Research on the Coordinated Development of Higher Vocational Education and Regional Economy: An Analysis Based on Zhejiang Province", Lu Dandan made a comparison and analysis by selecting higher vocational education and indicators related to regional economic development.It analyzes and compares the influence of regional industries on the educational development of higher vocational colleges in the number of talent training, employment structure, quality and benefits.Chen Jichun used the coupling model in "Research on the Coordinated Development of Higher Vocational Education Specialty Setting and Regional Industry Coupling_Taking Guangdong Province as an Example", and put forward the problem of lagging regional industry development or specialization setting in different degrees.It strives to influence the development of higher vocational colleges through the dynamic adjustment mechanism of higher vocational majors, to create a local characteristic brand professional group, and to establish a higher vocational professional information sharing platform.

3.THE INFLUENCE OF FORGIGN REGIONAL INDUSTRIES ON HIGHER VOCATIONAL COLLEGES

(1)After the German dual system is based on the new professional needs caused by the business upgrade of the enterprise, it is reported to the federal government, and the government organizes a pre-review and arranges for subordinate graduate students to formulate new vocational training regulations, which will be promulgated by the justice after confirmation.The professional setting of each state is guided by local market demand. Each state in Germany focuses on the characteristics of local industries, strives to serve the local economic development, provides suitable technical and technical talents for the local area, and focuses on cultivating interdisciplinary and compound talents.

(2)In the setting of American higher vocational education, enterprises are fully involved in the professional construction of the school. The course content is tailored to the actual needs of the industry, and the place and form of the class are relatively flexible, which can be carried out in the way of work-study.

(3)Singapore's vocational education is designed to meet the needs of industry and commerce to cultivate high-tech talents. There are no domestic colleges and universities that have their own characteristics and advantages, and different majors focus on running schools.The new compulsory courses of higher vocational education in the region can only be opened after strict demonstration and full preparation from all parties. The demonstration process should be completed within 1-2 years under the guidance of enterprises and industry experts and the overall planning of the government.

4.DATA ANALYSIS OF THREE MAJOR INDUSTRIES IN GUANGDONG PROVINCE

In view of the changes in the three major industries in Guangdong Province, we will analyze the data of the three major industries in general

According to the data published on the government website, the GDP of Guangdong Province in 2020 is 110760.94 billion yuan, a year-on-year increase of 2.3%.Among them, the added value of the primary industry was 476.99 billion yuan, a year-on-year increase of 3.8%; the added value of the secondary industry was 4,345.017 billion yuan, a year-on-year increase of 1.8%; the added value of the tertiary industry was 6,254.078 billion yuan, a year-on-year increase of 2.5%.Among them, the value of the primary industry is only about one-tenth of that of the secondary industry, and even one-tenth of the tertiary industry is not reached.Therefore, among the industrial proportions of the regional economy, the secondary and tertiary industries mainly play a role in higher vocational colleges.The main analysis content of this research focuses on the impact of the relatively large proportions of the secondary and tertiary industries on the local higher vocational education.The Shenzhen-Dongguan-Hui region has formed a high-tech industrial cluster focusing on the electronic information industry,while Guangfozhong and Zhujiang Zhao have formed three traditional industrial clusters: equipment manufacturing,home appliance manufacturing, and building materials manufacturing.

Higher vocational colleges related to processing, manufacturing and service industries are the key influence objects of these two pillar industries, and the vocational colleges in Shenzhen, Guangzhou, Dongguan, Foshan, and several key cities with the highest industrial proportions in the Pearl River Delta to analyze.Researching from the professional setting, employment structure, quality and benefit is the main way to understand the influence of regional industry on higher vocational colleges.Guangzhou vocational colleges have the most, covering 16 of the 19 major categories, which are relatively lacking in such major categories as water conservancy, public security, justice, and light industry and textiles.The number of students in the primary industry only accounts for less than 1% of the total number of students, while the number of students in the secondary industry, such as energy, civil construction, water conservancy, equipment manufacturing, light industry and textile, accounts for more than 20%, while the remaining number of students in the tertiary industry accounts for the largest proportion.The number of majors in the secondary industry includes "Gem Identification and Processing" offered by Panyu Vocational and Technical College, "Energy and Power Supply" offered by Guangzhou Railway Vocational and Technical College,and "Civil and Construction" offered by Guangzhou Railway Vocational and Technical College,including:Architectural Engineering Technology,Project Cost, Architectural Design,Municipal Engineering Technology,In addition,the "maintenance and management of mechanical and electrical equipment" and "electrical automation technology" offered by some higher vocational colleges, such as electromechanical and manufacturing, belong to the "equipment manufacturing category".The Guangzhou municipal higher vocational colleges, including medicine and health,information technology, economic management, art design, sports, and transportation accounted for more than 76%.Among them, the financial business category accounts for the highest proportion,which is closely related to Guangzhou's positioning as an international financial city.Shenzhen's higher vocational colleges and professional settings include:Shenzhen Vocational and Technical College prefers electronic information and electromechanical engineering 、 Shenzhen Vocational College of Information Technology tends to focus on computer majors and electronic information majors 、 Guangdong Xin'an Vocational and Technical College prefers biotechnology and application, biotechnology and application (urban gardening direction),biotechnology and application (biological product quarantine inspection) computer network technology,computer application technology,computer application technology(digital media technology direction).Several higher vocational colleges in Shenzhen tend to be integrated with electronic information, which are seriously homogenized and have no obvious characteristics.Higher vocational colleges in Dongguan include ： Dongguan Vocational and Technical College、Guangdong Vocational College of Innovation Science and Technology 、 Guangdong Hotel Management Vocational and Technical College、Guangdong ATV Performing Arts Vocational and Technical College.Except for Dongguan Vocational and Technical College which runs a comprehensive college, the several higher vocational colleges in Dongguan prefer to run schools with special characteristics, such as hotels and performing arts.In accordance with the development concept of new engineering.Foshan Vocational and Technical College Shan Vocational and Technical College strengthens interdisciplinary reorganization and sets up new majors, such as intelligent manufacturing and big data analysis, material industry and information technology, new energy and intelligent electronics.Guangdong Vocational College of Environmental Protection Engineering has trained a large number of talents in urgent need of society, such as food nutrition and testing majors, Guangdong Light Industry Vocational and Technical College computer-based optoelectronics majors; electromechanical majors in CNC and robotics;food, chemical, enterprise, environmental and other testing majors ； automobile maintenance, new energy technology major 、 Shunde Vocational Technology Furniture Art Design Major 、 the refrigeration and air-conditioning equipment profession is already in the leading position in China.Applied Chemical Technology, Industrial Analysis and Inspection, Numerical Control Technology, Mechatronics, Logistics Management, Accounting, Applied English and other majors are popular. Guangdong Polytechnic College textile and clothing majors, the college's advantages include mechanical and electrical engineering,numerical control, mechanical and electrical integration, Internet of things and so on.In short, the characteristics of higher vocational colleges in the Pearl River Delta region are:(1)The development of vocational colleges in various cities is extremely uneven. For example, in addition to electronic information in Shenzhen, professional training in financial services and innovative technology is not obvious.Dongguan focuses on transforming intelligent manufacturing, and it urgently needs to strengthen the policy of higher vocational colleges in terms of personnel training.The industrial configuration of Foshan requires further development of industrial docking in relevant regions, such as air conditioning refrigeration and ceramics.(2)In terms of quantity, it is obvious that there are 3 in Shenzhen, 4 in Dongguan, 5 in Foshan, and 42 in Guangzhou.The root cause has historical reasons, and it is also a reflection of economic development. As a provincial capital, Guangzhou has more schools accumulated over a long period of time than other cities, while the number of higher vocational colleges in other emerging cities has been slow.(3)The advantages of different industries in each city are different, but the higher vocational colleges set up do not fill and fill these gaps, resulting in a huge shortage of talents in the industry demand in each city, which cannot fill the industry's demand for producers.

5.THE SOLUTIONS

(1)The number of higher vocational colleges is strengthened, and different skills and talents are cultivated at different levels.In view of the relatively large number of Guangzhou and the relatively small number of higher vocational colleges in other cities, it can be developed in two targeted directions.First, the newly established higher vocational colleges can add several higher vocational colleges in each of the four cities in the Pearl River Delta, encourage the entry of private higher vocational colleges, and strive for the number of talents cultivated by higher vocational colleges. Supplementing the demand for talents in various cities can strongly support the development of local industries.

(2)Regional majors are supplemented and higher vocational education highlights the characteristics of regional industries. The professional setting is based on the high and new technology of the enterprise as the direction of education, avoiding simple duplication of major settings between colleges and universities, and coordinating and classifying the functions of different higher vocational education colleges.Specific to each city, local leading enterprises are the best professional development direction as the talents required by the industry. The professional setting of higher vocational education is carried out according to the needs of local enterprises, and professional changes are carried out in time according to the government's industrial planning. Following the local economic and social development, this is the best choice.

(3)Follow the trend of development, eliminate related majors that are not in line with the development of the industry, and deeply integrate higher vocational colleges and enterprises.They exchange personnel, learn from each other, establish a reward system, promote each other between higher vocational colleges and enterprises, attach importance to win-win cooperation, attach importance to the mutual growth of personnel between higher vocational colleges and enterprises, provide a reliable promotion and encouragement system.For individual majors that do not meet the needs of the local industry, talents should be supplied across cities, or once there are majors that cannot be upgraded and updated, in the case of insufficient student resources, higher vocational colleges can exchange information and jointly cultivate.

(4)Establish a full-time government guidance agency, allow qualified institutions to participate in the docking of higher vocational colleges and enterprises, information sharing, employment team sharing, establishment of school-enterprise cooperation bases, and leadership responsibility system.In the process of promoting the mutual integration between enterprises and vocational colleges, the role of government agencies is as an integration and matchmaking. The concrete implementation can transform the social forces to promote its further development, and allow the intermediary agencies involved to obtain appropriate benefits under the supervision.

(5)The development of vocational college groups, secondary vocational schools into such an education group system, share educational personnel training resources.The number of secondary vocational schools in Dongguan has been merged from more than 20 to more than 10 unique vocational schools.For example, Dongguan Mechanical and Electrical School, Dongguan Health School, and Dongguan Information School all have major majors, and the students of these majors have risen a lot.2019As an example, there are more than 18,000 graduates in the year. Due to the implementation of the three-two division, about 8,000 students have been promoted to higher vocational colleges.Then the resulting students have entered the higher-level talent training system, so being included in the group development of higher vocational colleges is in line with the long-term talent training plan.

6.SUMMARY AND PROSPECT

By combining the research status of the influence of regional majors on higher vocational colleges in China, this paper studies the influence of four economically developing cities and their higher vocational colleges in Guangdong Province and makes data analysis, and draws the conclusion that the number,matching degree and various advantages of majors and regions in existing higher vocational colleges are not obvious.Five corresponding countermeasures are proposed to fill the gaps through quantity, quality, and related countermeasures.The government guides relevant school-enterprise integration and the development of higher vocational college groups to explore a more suitable way for Guangdong ’ s development of higher vocational education and regional economic development.In the later period, there should be more innovation and development in the specific implementation of intermediary cooperation,government policies,and school-enterprise integration.

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The Practice and Exploration of "Documentary Creation Practice" in the Aesthetic Education for Contemporary College Students

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Abstract: Aesthetic education is a kind of education to improve people's ability to recognize, discover and create beauty. It plays an important role in the all-round development of contemporary college students. It is also a form of aesthetic education practice for college students to shoot documentary such as "Documentary Creation Practice". This course examines the cross-disciplinary comprehensive knowledge and literacy of college students, as well as practical skills. It is a comprehensive practical training, which is of great significance for the aesthetic education of college students. From the perspective of aesthetic education practice in Colleges, this paper takes the documentary creation practice of college students as an example to explore its value significance and practical path in the aesthetic education of college students.

Keywords: Documentary creation, Aesthetic education in Colleges, Practice

INTRODUCTION

Beauty is powerful, and education without aesthetic education is incomplete education. However, under the influence of today's exam-oriented education, college education generally focuses on intellectual and moral education, while aesthetic education is in a subordinate position and sometimes even ignored. [1]The creation of documentaries involves a variety of comprehensive disciplines such as sociology, psychology, history, culture, and communication. It not only requires students to have a solid theoretical foundation, but also a strong practical ability.At the same time, students are required to discover and create beauty in the creative practice process, transform from a receiver of beauty to a creator of beauty.

1. THE IMPORTANCE OF AESTHETIC EDUCATION FOR COLLEGE STUDENTS

1.1 Its importance in ideological and political education in Colleges and universities.

Aesthetic education is an inherent requirement of ideological and political education in colleges and universities, which is conducive to cultivating high-quality talents. [1] The purpose of aesthetic education in colleges and universities is not to train students into true artists in the traditional sense, and to stimulate their inspiration for artistic creation. Instead, it is to enable students to appreciate beauty and grasp the perceptual image of beauty with the aid of aesthetic awareness after receiving aesthetic education, so as to inspire students to use the ability to discover beauty to recognize and transform the objective world[2].

1.2 Requirements for training talents

Today’s society is changing from the information age to the innovation age. There are new requirements for talents, emphasizing not only the professional knowledge and quality of talents, but also the aesthetic level of talents. Aesthetic education is an important product of the combination of aesthetics and education. It cultivates college students ideologically through aesthetic methods, develops college students' aesthetic perception system, cognitive system, and experience system, improves college students' aesthetic perception, aesthetic taste and aesthetic creativity, so as to promote college students to improve their personality.

2. THE CURRENT SITUATION OF AESTHETIC EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 The students do not have the opportunity to explore

Affected by the policy, many colleges and universities have opened art general courses related to aesthetic education. However, the teaching contents of courses are mainly about teaching students how to appreciate, students often can only accept unilateral input of artistic knowledge while sitting in the classroom. Most of the teaching content is simple and easy to be understood by the public, which is insufficient for enhancing students' artistic aesthetic ability.

2.2 There is no continuous enthusiasm from students on related art courses

The theoretical content of traditional aesthetic education courses is relatively complicated. For the group of students who have never been exposed to relevant aesthetic education courses before, it is difficult to learn. Therefore, it is difficult for students to resonate in the learning process. And it is difficult to stimulate students' interest and enthusiasm for learning.

2.3 Lack of a complete curriculum system process

In terms of aesthetic education curriculum, the teaching content of aesthetic education curriculum is relatively single and not continuous. Related courses are usually set up for only one academic year, and there is no continuous and systematic complete teaching system process. When students are engaged in cognitive learning of aesthetic education, they often only scratch the surface and lack the opportunity to transition from theory to practice.

3. THE AESTHETIC EDUCATION VALUE OF DOCUMENTARY CREATION PRACTICE TO THE CULTIVATION OF COLLEGE STUDENTS:

3.1 Strong practicality

In traditional classrooms, students passively accept knowledge and only need to listen, record and understand. This learning method is a receptive learning method, which is not conducive to the cultivation of students' advanced abilities. However, the teaching of documentary creation course should not be purely based on knowledge points teaching points conducted by teachers. [2]Through the reform of the curriculum teaching model, the teaching system of documentary creation theory and the professional curriculum system of practice teaching system is integrated and crossed to promote teaching. In this way, combined with the theoretical knowledge learned, students can solve practical problems in real life and realize practice innovation.

3.2 It involves the combination of multiple disciplines, art and literature

Documentary creation is a combination of art and literature.

A lot of research is involved in the planning of the documentary in the early stage, including the attention to social issues. Whether we can focus on the current social life and grasp the sensitive points of social issues determines whether the content of the work can impress the audience. In the process of shooting a documentary, it requires a certain degree of psychological knowledge and psychological control ability to guide the subject to answer questions according to the wishes set by the photographer. The cultural connotation of the documentary also affects the depth that the documentary ultimately presents to the audience. Therefore, to create a good documentary, art and literature are indispensable[3].

3.3 Stepwise aesthetic education teaching mode

3.3.1 Stimulate creativity. The cultivation of comprehensive qualities and abilities should not only focus on academic performance. During the shooting process, students not only have to conduct preliminary investigations to truly restore and record the subject, but also dig out the true connotation behind it on this basis, and carry out new creations.

3.3.2 Cultivate the noble sentiments of college students. Whether it is from the preliminary preparation to the actual shooting, to the post-editing and packaging, the documentary has a strong artistic flavor from content to form. In such a situation, it can bring sensual enjoyment and spiritual satisfaction to students. Especially when the shooting involves some positive energy and positive characters or things, it can help students to establish higher aesthetic consciousness and improve their ideological realm.

3.3.3 Enhance college students' conception of teamwork. The documentary filming team is a team composed of director, producer, camera, lighting, and recording. There is a clear division of labor, and it requires everyone to perform their duties and cooperate tacitly. In the specific shooting process, each department should follow the director's arrangements and complete their own work according to their tasks, which has a positive effect on cultivating students' sense of teamwork.

4. THE EXPLORATION OF THE PRACTICAL PATH OF DOCUMENTARY CREATION IN THE AESTHETIC EDUCATION FOR CONTEMPORARY COLLEGE STUDENTS

4.1 Comprehensive curriculum teaching

Documentary films mainly take documentary methods to shoot real scenes and plots in real time, but they also have the dual values of visual aesthetics and emotional expression at the same time. If it is merely a record of life, such works are difficult to arouse the emotional resonance of the audience, and lose the value of expressing truth, goodness and beauty. If we would like to reflect its real value, colleges and universities should pay attention to the content of culture and art teaching, so that college students can have cultural, artistic and aesthetic courses before creation.

Good cultural and artistic literacy is the premise and foundation for students to create, plan and produce documentary films, and it can also make their documentary creation career longer. Since documentaries involve multiple disciplines, are humanistic, comprehensive and complex, college teachers should conduct teaching from the following two aspects in the process of documentary creation. The first aspect is to improve the cultural connotation and artistic quality of students in documentary creation. In the early stage of creative practice, courses such as "History of Chinese Culture", "History of Film and Television Art", and "Appreciation of Film and Television Art" should be set up to cultivate students' basic cultural and artistic qualities. In the later period, colleges and universities should set up documentary film culture, aesthetics and other related courses to improve the cultural connotation and quality of students with documentary film creation as the direction. At the same time, we should cultivate students' habit of paying attention to current affairs and their sensitivity to things[4].

4.2 Actively organize internalized experience practice

The student's own experience is the key to the internalization of student learning content. A documentary film creation curriculum that is out of practice is like empty talk. Only by moving teaching from the classroom to the "field" and allowing students to truly enter the links of life and practice, can they improve their ability to analyze and cope with problems independently in the face of difficulties. Through specific examples and scenarios in practice, students will spontaneously have the desire to develop themselves, discover beauty, and create beauty. They are no longer confined in the classroom and unilaterally accept aesthetic education knowledge, but become practitioners and creators of aesthetic education. [5] Therefore, the practice of aesthetic education should carry out more extracurricular practice to promote the true "internalization" of aesthetic education experience.

4.3 Promoting learning with competition

The basic function of a contest is to stimulate students' interest in learning. [3]

In the era of convergence media, network interaction has become more efficient and faster. We should rationally use new media platforms to carry out documentary competitions, encourage students to create documentaries, and increase students' spontaneity and enthusiasm for aesthetic education practice. At the same time, the competition can also test students' learning effects, encourage students to further learn documentaries spontaneously, and reinforce the learning process of putting theory into practice[6]. However, what requires attention is that we should not blindly participate in the competition and ignore the basic and theoretical learning in the classroom, resulting in the consequence of "replacing learning with competition".

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The Application of Traditional Graphic Elements in Advertisement Creative Design Course under New Media Environment

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Abstract:As a brand-new multimedia technology, new media technology is affecting our work and study at an unprecedented speed.Advertising design course is a very practical course with design application as the core.New media technology has had a profound impact on all walks of life, especially in the field of education.The wide application of new media technology provides a good platform for the innovative development of advertising design courses.Doing a good job in the reform of advertising design courses supported by new media technology has important practical significance and promotion value.

Keywords: Traditional culture; Graphic elements; New media; Advertising design; Curriculum application

1.CHARACTERISTICS OF CHINESE TRADITIONAL PATTERNS

Chinese traditional pattern is formed after time precipitation, and handed down from generation to generation, with a unique national art style pattern.Different patterns have different forms of artistic expression, and the use of classic patterns is also an early application of "sinicization" in advertising design.The essence of design is to convey the connotation and ideological meaning of advertising goals by the form, color and structural characteristics of vision, graphics and graphic language.Traditional Chinese patterns are painted pottery patterns derived from primitive society. Through the accumulation of history, they express and yearn for a happy life.Chinese traditional patterns have various forms, widely used materials, and strong artistic and symbolic characteristics. They are the symbols of art in the history and culture of our Chinese nation.

Traditional Chinese patterns have a long history, with different styles in the development process, and accumulated a lot of cultural accumulation and national wisdom.From the perspective of art form, from the gluttonous pattern and phoenix bird pattern in the Shang and Zhou dynasties; the dragon, phoenix, and tiger patterns in the Warring States period;the lotus pattern and honeysuckle pattern that appeared in Buddhism during the Southern and Northern Dynasties, the curling grass pattern and the folding branch pattern of the Tang Dynasty；the popular lotus and peony patterns in Song Dynasty.The unicorn, phoenix pattern, mandarin duck pattern in the Yuan Dynasty, and the Yuan Zaju landscape flower and flower pattern originated from the Yuan Zaju； The luxuriant and intricate patterns of the Ming and Qing Dynasties.[1]These traditional patterns are based on the life experience of the ancient people and their yearning for a better life, with good connotations of peace and auspiciousness.

The essence of Chinese traditional graphic elements is used in the design of modern new media advertising, not just copying.Instead, in the process of summarizing, summarizing and creating traditional graphic elements, use modern aesthetics to integrate the essence of traditional design elements.the traditional element graphics is shown in figure 1,Make it form a modern design with the characteristics of the times and the integration of traditional features to show the national characteristics and unique design concepts.

Figrue 1 Traditional element graphics

2.THE IMPORTANCE OF TRADITIONAL GRAPHIC ELEMENTS IN NEW MEDIA ADVERTISING DESIGN COURSES

The traditional graphic elements formed in the development history of China are still an open system after historical precipitation, and continue to develop with the integration of modern elements.On the premise of insisting on the basis of strategy and innovation, in the era of comprehensive effects of various media forms in the advertising industry, it is very important for students to have a clear media awareness and the ability to adapt to the design integration and innovation of various media forms.The medium is the basis for the existence and realization of advertising design, determines the final form and visual effect of advertising design[2]Media awareness requires students majoring in advertising design to have a comprehensive understanding of the prominent individual characteristics and communication advantages of various media, and to understand the media adaptability of advertising design.For example, print media, film and television media and network media have differences in the content of advertising design, such as copy writing, color selection, interaction mode and so on.

In recent years, traditional Chinese culture has shined in global culture,traditional graphic elements should be widely used in the design of new media advertising.It has obvious image characteristics and rich cultural connotations, which can bring strong visual shock to people.Compared with modern graphic patterns, Chinese traditional graphic elements have prominent regional cultural characteristics, and their expressions are also completely different.Traditional element patterns are often integrated and symmetrical in design, giving the design auspicious and complete meaning. This is exactly the element that needs to be displayed in the design of modern new media advertising.Therefore, using the national cultural characteristics of traditional graphic elements and expressing the characteristics of things with abstract and exaggerated methods, the design becomes vivid, concise and rich in cultural heritage.

In modern new media advertising design, the design performance with Chinese element symbol has not formed a more prominent design style.The main reason is the one-sided use of traditional Chinese elements, which leads to a lack of deeper meaning in advertising.In the application of traditional Chinese graphic elements, designers pay more attention to "tangible" element symbols such as clothing, painting and calligraphy, paper-cut, drama and folk custom, while ignoring the "intangible" traditional Chinese culture.For example, the spirit of "Harmony between Man and Nature" in Chinese philosophy and traditional metaphysical culture such as "Confucian Culture".Therefore, how to inherit and integrate Chinese traditional elements in the design of modern new media advertising is particularly important[3].This requires the combination of modern education concepts to achieve the perfect integration of traditional Chinese graphic elements and new media advertising design courses.

With the continuous development of new media advertising design, not only the concept of advertising design courses has changed, but the teaching content of advertising design should also be adjusted and reformed accordingly.Under such teaching concepts, many scholars have conducted research on the teaching concepts and practical effects of advertising design.However, on the teaching practice and teaching method innovation of advertising design course as well as the development of the whole course, especially on the problems existing in the graphic design course, the research results are not much, nor deep enough and specific.Therefore, the practical and innovative teaching of graphic design courses is particularly important.

3.APPLICATION OF CHINESE TRADITIONAL GRAPHIC ELEMENTS IN NEW MEDIA ADVERTISING DESIGN

As the essence of Chinese traditional culture, traditional patterns play a sublimated role in the application of various industries.Different categories of traditional patterns in our country and different industries of use represent different meanings.However, traditional patterns can generally bring good benefits and exquisite visual effects to advertising design.Traditional patterns, as the essence of Chinese traditional culture, play a sublimated role in the application of various industries[4].Different categories of traditional patterns and different industries in my country represent different meanings, but traditional patterns can generally bring good benefits and exquisite visual effects to advertising design.

(1)The connotation of traditional graphics.Chinese traditional graphic elements contain the rich and colorful historical and cultural connotations of the Chinese nation, which is the source of the inheritance of the Chinese nation's traditional ideology and culture.It is also an important part of the traditional culture of the Chinese nation, and a complete art form that displays the history and culture of the nation.

(2)The Significance of Traditional Graphic Elements in New Media Advertising Design.The unique cultural heritage of the Chinese nation has a very good enlightening effect on modern design.When traditional graphic arts are applied to new media advertising design courses, designers must adopt a scientific and realistic attitude, gain a deep understanding of Chinese traditional culture, and make it flourish.

(3)In the application of Chinese traditional graphic elements in new media advertising design, art design should adapt to the changes of the times and the characteristics of practicality.In-depth analysis of Chinese traditional graphic elements into the significance and the development trend of new media advertising design, use of visual art display the cultural characteristics of traditional graphic elements, explore the graphic elements in the course of new media advertising design concrete manifestation, finally let the traditional art and modern technology perfectly combined together, eventually rise to the innovation of science and technology and art perfect fusion[5].

(4)Cultivation of Integrated Marketing Ability in New Media Advertising Design Course

The advent of the new media era has put forward

higher requirements for advertising marketing methods.In traditional advertising teaching, teachers often focus on cultivating students' advertising design capabilities.But the advent of the new media era provides more ways for advertising to spread.In this case, the teaching of advertising creative course must consider the advertising communication mode in the new media era, and carry out innovative design according to the advertising communication mode[6].
Teachers need to fully consider the application of new media technology in creative teaching, and make necessary adjustments to the teaching mode and content of traditional advertising creative courses.Enable students to integrate new media tools when learning advertising design, and cultivate the ability of advertising students to use new media.In the actual design training and teaching, students should be guided to know more about traditional Chinese culture and deepen their cognition of traditional Chinese elements, so that students can learn from the profound cultural background of traditional Chinese culture and skillfully apply the style of modern design[7].Under the guidance of the educational concept of modern design courses, the teaching of Chinese graphic elements has been systematically researched and reformed.
In the era of new media advertising, art forms are more diversified, and the design expression of traditional graphic elements is also very important.Traditional graphic elements have profound cultural connotations, and only those who understand traditional culture can understand the connotations of traditional elements.

4.CONCLUSION

The emergence of new media provides an innovative opportunity for the development of one-way advertising.Advertising design should be transformed from the original one-way communication to how to better interact and communicate with the audience.In the process of this transformation, advertising design must fully consider how to fully mobilize consumers ' interest and attention,how to communicate with the audience to pass it out smoothly，product information and scope should be more diversified，get rid of the traditional advertising model， this is an important concept of advertising design in the new media environment.Chinese traditional graphic elements have unique charm and value in advertising design, which can bring designers unique inspiration in new media advertising design, so as to design more works with Chinese characteristics.Traditional Chinese art is extensive and profound, and it is an ancient civilization with a history of five thousand years.Now, the traditional pattern in the application of new media advertising design reflects the inheritance of traditional Chinese culture.As a form of visual communication, new media advertising design has been very mature, and new media has become an important carrier of modern advertising design.

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Analysis of differences in Chinese and American Attitudes and Initiatives to COVID-19：From the Perspective of Hofstede’s Cultural Dimensions Theory

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Abstract： Since January 2020, more than 200 countries and regions around the world have been affected by COVID-19. The latest statistics released by WHO showed that, as of 16p.m on July 16, 2020, 85,697 confirmed cases and 4651 deaths have been reported in China, while 3,499,398 confirmed cases and 137,420 deaths in the United States. China and the US differ greatly in their attitudes and measures to deal with COVID-19. According to Hofstede’s cultural dimensions theory, these differences are mainly caused by the different cultural backgrounds of the two countries. In this paper, based on Hofstede’s cultural dimensions theory and the statistics of relevant cases in the first 30 days of the outbreak in China and the United States, the differences in attitudes and measures between China and the United States are analyzed. The aim is to reveal the influence of cultural background on relevant national policies at the beginning of the outbreak and in response to new situations and problems.
Keywords: COVID-19; Hofstede; cultural dimensions theory; attitudes and initiatives

1.INTRODUCTION

Since January 2020, COVID-19 has affected different countries to varying degrees. As of July 16, COVID-19 is available in 215 countries and territories. “COVID-19 has been assessed by WHO as a global pandemic,” the director general of the World Health Organization said in 11 March. In addition, Zhong Nanshan confirmed on January 22 that the virus is transmissible, with an average cycle of 14 days. Taken together, the impact of COVID-19 is enough to cause global concern. On December 31, 2019, China reported a pneumonia cases in Wuhan, Hubei province, which was finally confirmed to be a COVID-19. From a total of 444 confirmed cases on January 21 to 85,697 confirmed cases on July 16, the Chinese government has made nationwide efforts to minimize the damage caused by the virus, saving more than 80,000 lives. The United States, the country with the most cumulative cases of COVID-19, has not officially announced when the first case was confirmed, but the cumulative number of cases reached more than 3 million as of July 16. Currently, more and more studies have been conducted on COVID-19, but most of them focus on the fields of pathology, psychology and so on. From the perspective of cultural value theory, there are still few differences in attitudes and measures to deal with COVID-19 in different countries. In particular, there is a lack of cultural analysis on the data statistics of relevant cases in China and America. “From a micro perspective, culture is a system of shared values that differentiates a group from other groups. It can be said that values are the cornerstone of culture.”[1] From the perspective of Hofstede’s six-dimension theory of culture, this paper analyzes the differences in attitudes and measures between China and the United States by analyzing the data of relevant cases in the initial 30 days of the outbreak of the epidemic in China and the United States, and further explains the core cultural values that are different between nations reflected by these differences. “Values are the deepest expression, the core of a culture, a universal tendency to prefer certain states over others.“[2]

2.HOFSTEDE’S CULTURAL DIMENSIONS THEORY

Hofstede’s cultural dimensions theory is a framework proposed by Dutch psychologist Geert Hofstede to measure the cultural differences of different countries. Between 1967 and 1973, Hofstede conducted a large-scale survey of cultural values for the multinational company IBM (International Business Machines Corporation), involving more than 100,000 employees in more than 40 countries, with the purpose that “looking for cultural explanations for the different answers to the same questions by examining IBM members with similar educational backgrounds, intelligence levels, and personality traits.“[3] Thus, Hofstede creatively proposed four dimensions: Power Distance, Individualism Collectivism, Masculinity-Femininity, Uncertainty Avoidance.” In the late 1980s, Hofstede repeated the verification. He not only confirmed the previous four dimensions, but also drew lessons from the survey of Chinese values and concluded the fifth dimension from Confucianism ： Long-Versus/Short-Term Orientation."[4] Then he added a final dimension： Indulgence-restrain. According to Hofstede, "Culture is the common psychological process that makes a group different from other groups. This process forms the psychological set that people in a certain region think, feel and act in a particular way."[5] Then," His cultural dimension theory has been widely used in interdisciplinary theoretical research and intercultural communication practice."[6]

In this paper, the Hofstede Cultural Six Dimensions Index is adopted, and the latest data released on the website of ITMI, a cross-cultural management consulting company. The corresponding values of the cultural dimension indexes of China and the United States in the above six cultural dimensions are obtained, as shown in Figure 1.Each of the six dimensions in the figure represents the corresponding exponential：1). PDI means Power Distance Index;2). IDV means Individualism Index;3).MAS means Masculinity Index ； 4). UAI means Uncertainty Avoidance Index;5). LTO means Long-term Orientation Index;6). IVR means Indulgence Versus Restraint Index.

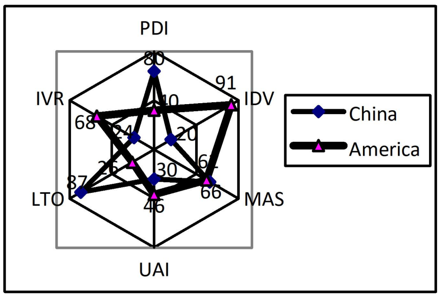

Figure1 Hofstede's cultural theory of six dimensions

Power Distance

In Hofstede's writing, Culture and Organization: Software of the Mind, He defined power distance as: "The degree of expectation and acceptance of unequal distribution of power among the disadvantaged members in the institutions and organizations of a country."[7] The higher the PDI, the greater the tendency of power distance and the stronger the authority of government; the lower the index, the smaller the tendency of power distance and the weaker the authority of the government.

B.Individualism

Hofstede defined this dimension as "Individualism refers to a society in which people are loosely connected to each other: people only take care of themselves and their nuclear families. Collectivism, by contrast, refers to a society in which people are integrated from birth into a strong and tight in-group that provides lifelong protection in return for absolute loyalty to the group."[7]

The higher the IDV is, the more self-centered people in the society are. Self-realization is the ultimate goal, and the career mobility is higher. The lower the index, the more collective-centered people in the society are, and social harmony is the ultimate goal." In collectivist societies, employee turnover is low, in-group factors are given priority in hiring and promotion, and interpersonal relationships take precedence over work tasks."[2]

C.Masculinity

Hofstede's explanation of masculinity is based on certain emotional premises, "While there were significant differences in emotional gender roles: men were perceived as decisive, tough, and materialistic; Women are believed to be modest, gentle, and value the quality of life, and such a society is called a masculine society. When emotional gender roles overlap, that is, both men and women are expected to be modest, tender and concerned with the quality of life, such a society is said to be feminine."[7] The higher the MAS is, the more people in the society tend to be masculine, and the more obvious it is. The lower the index, the more people in a society tend to be feminine, and the more feminine they are.

D.Uncertainty Avoidance

Hofstede found that "attitudes to the perception of uncertainty vary across cultures."[5]For this reason, he proposed the theory of uncertainty avoidance: "the degree to which members of a certain culture feel critical when facing uncertain or unknown situations."[7]The higher the UAI, the higher the sense of crisis and the greater the enterprising spirit. The lower the index, the lower the sense of crisis, the higher the sense of security, and the more willing to take risks.

E.Long-term Orientation

According to Hofstede, "Long-term orientation means fostering and encouraging virtues that are oriented toward the pursuit of future rewards--especially fortitude and frugality. Short-term orientation, at the other end of the spectrum, means fostering and encouraging virtues about the past and present--especially respect for tradition, saving face, and fulfilling social obligations."[7]The larger the LTO, the more obvious the medium and long-term orientation of the society. The smaller the index, the more short-term orientation in society.

F.Indulgence Versus Restraint

Hofstede argues that "release represents a tendency to allow relatively free gratification of basic and natural human desires related to the enjoyment of life and pleasure. At the opposite end of the spectrum, constraints, reflect a belief that such gratification is constrained and regulated by strict social norms."[8]

The higher the VR, the greater the degree of release of the society as a whole, that is, the less self-restraint the society has, and the more forgiving and tolerant of people's behavior. On the contrary, the lower the index, the greater the degree of self-restraint in the society. Relasionism allows people to pursue instinctive pleasure and enjoyment with relative freedom. Constraints, on the other hand, constrain these needs through strong social norms.

3.RESEARCH METHODS

This paper selects relevant data from the initial outbreak of the epidemic in China and the United States, such as cumulative confirmed cases and deaths, and newly confirmed cases and deaths in a single day, and compares the trends of the epidemic in the two countries through line charts. In order to compare the attitudes of the two countries at the initial stage of the outbreak, the relevant data selected in this paper are all based on the month of 2020 Beijing time, and the time interval in China is February 1 BBB 0 March 1, a total of 30 days；The time interval of the United States is April 1 solstice April 30, a total of 30 days(Since the time interval of the two countries is different, in order to facilitate the obvious comparison of the relevant data of the two countries in the same chart, the broken line statistical chart used in this paper is specially written as “Day n, n=1,2,3...”).The way to indicate the time trend), with data from the People’s Daily of China. Twenty-eight days are the two cycles of COVID-19 transmission, and the 30-day epidemic trend can largely indicate the attitude and effectiveness of measures taken in different countries. Therefore, to some extent, this can reflect the cultural differences behind the trend of data graph. This paper also closely combines the relevant reports about China and the United States under the current situation of COVID-19, such as official press conferences, official accounts (e.g., People’s Daily) and Apps (e.g., https://www.xuexi.cn/), in order to combine current events, get a persuasive effect.

4.STUDY RESULTS AND DIFFERENCE ANALYSIS

As shown in Figure 1, the scores of China and the United States in Hofstede’s six cultural dimensions are not significantly different in two aspects: MAS and UAI. This indicates that there is no significant difference between the male tendency and the avoidance tendency of uncertain things in Chinese and American society. On the contrary, the scores of the other four dimensions were significantly different, namely: PDI, IDV, LTO and IVR. This shows that the two cultures show noteworthy differences in these four aspects. Therefore, this paper will analyze the differences in attitudes and measures between China and the United States in dealing with COVID-19 from these four cultural aspects.

A.Power distance

As shown in Figure 1, China’s PDI value is 80, while the United States’ is 40. This indicates that China is a country with high power distance tendency, while the United States is a country with low power distance tendency. China is more focused on the binding of social norms, while the United States is more focused on individual ability. In Chinese culture, the emotional distance between superiors and subordinates is relatively large and they respect each other. In contrast, in American culture, there is less emotional distance between superiors and subordinates.

Figure 2 is a line chart of cumulative confirmed cases of COVID-19 in China and the United States. As can be seen from the figure, the linear trend of China in the past 30 days is as follows: 1). A gentle increase with a slowing trend; 2). The difference between the minimum value (about 10,000) and the maximum value (about 90,000) is small (compared with the data difference in the United States).This shows that China’s efforts to combat the epidemic have produced significant results. These are closely related to the measures China has taken to combat the epidemic：1). Wuhan decided to close the city at 10 am on January 23, banning public transport and closing the passage to and from Wuhan; 2). Xinhua News Agency on February 16: All non-essential public places shall be closed, all mass gathering activities shall be stopped, and vehicles from outside shall be strictly controlled. No entry or exit shall be allowed unless necessary; strict control of outsiders, not necessary to enter. The above-mentioned two epidemic prevention measures have received timely and effective responses since the Chinese Government proposed them.On the one hand, the Chinese people have great trust in the Chinese government, and they actively cooperate with the government’s various measures. On the other hand, people are well aware that the government’s move is for the safety of all of China.

In Figure 2, the linear trend for the United States during the 30 days was:1). Rapid growth with no slowing trend; 2). There is a large difference between the minimum value (about 200,000) and the maximum value (over 1 million).This indicates that the US government may not have taken a positive attitude and effective measures to deal with the pneumonia in the 30 days. Because if the United States had taken strong action, at least the cumulative number of confirmed cases would have been significantly reduced within 30 days, which is consistent with what actually happened in the United States.Californians are reacting to the state’s decision to quarantine homes and close beaches, “It’s illegal, it’s against the Constitution,” “The government says we can’t go out, and I have a problem with that,” and “This thing is almost like a normal flu.” When the state ordered home quarantines and closed beaches, Californians immediately took to the streets to express their different ideas. Marches is the common way in which Americans express themselves. On the one hand, these behaviors are due to the close emotional distance between the subordinate and the superior, so the subordinate will speak his heart at any time. On the other hand, the American people feel they are capable of dealing with different difficulties.

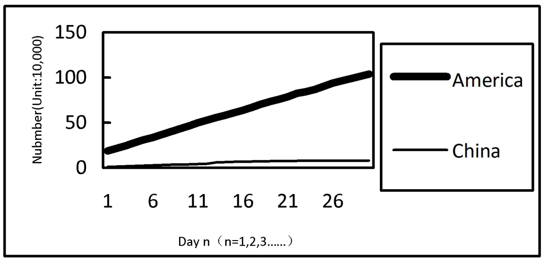

Figure2 Total number of confirmed cases (unit: 10,000)

Individualism

As shown in Figure 1, the IDV value of China is 20, while that of the United States is as high as 91. This is the dimension with the largest difference among the six dimensions. This shows that China has a strong tendency of collectivism, while the United States has a strong tendency of individualism.

Figure 3 shows the overall trend of new confirmed cases of COVID-19 in China and the United States in a single day. From the figure, the daily growth trend of China in the past 30 days is as follows: 1). The daily growth is from more to less to nearly zero; 2). The overall trend is declining and optimistic; 3). Most of the new numbers per day are below 5,000.This shows that China has achieved remarkable results in the fight against the epidemic, which has stopped the unchecked spread of the virus in China. This is the successful result of the collective efforts of people from all walks of life in China.1). On the morning of February 15, the State Council Information Office held a press conference: by 24 o ‘clock on February 14, a total of 217 medical teams and 25,633 medical team members had been sent from all over the country. 2). CCTV News on April 25: Since the outbreak of COVID-19, China has received about 49.194 billion yuan of donations from all sectors of society. Up to now, more than 200,000 social workers have been involved in the prevention and control of the epidemic, providing services. More than 298,000 volunteer service projects have been carried out across the country, and 5.84 million registered volunteers have participated in the prevention and control of the epidemic. A total of 197 million hours of volunteer service were recorded. These figures reflect the actual support of people from all walks of life in China for the fight against the epidemic。3). At the press conference held by the State Council Information Office in response to the epidemic on March 31, the author extracted an 883-word question and answer by the reporter Ma Xiaowei, director of the National Health Commission, and found that the number of times that the words with individualistic characteristics such as “you, me and him” appeared in this paragraph was 0. “You, us, them, together,” with collectivist characteristics, 10 times. In response to the epidemic, China has repeatedly mentioned the term “common and consistent”, which is characteristic of collectivism, in its proposals to other countries. These fully show that China is a society with a tendency of collectivism. From China’s victory in the anti-aggression war to its reform and opening up to the Chinese dream of the great rejuvenation of the Chinese nation, all these achievements are the result of collective wisdom and efforts. In the fight against COVID-19, China has played an unprecedented collective scale to win the battle against the epidemic.

In contrast, the new daily trends in the United States, shown in Figure 3, are: 1) Frequent up-and-down fluctuations; 2). The overall trend is on the rise, which is pessimistic; 3). Most of the newly diagnosed cases are over 20,000 every day. This shows that in the first 30 days of the outbreak, the epidemic was not effectively contained in the United States. The author believes that this may be due to the cultural differences between China and the United States, resulting in different trends of cases in China and the United States. COVID-19 is infectious, therefore, mask is the essential medical article that each person undertakes self-protection. In China, almost everyone, whether on the street or in the shopping mall, has been wearing a mask since the outbreak (in July). Americans, by contrast, do not see masks as necessary:1). At a news conference on April 3, Trump announced new White House guidance that the Centers for Disease Control and Prevention (CDC) is recommending that people use “non-medical, cloth-based” masks to cover their faces for protection. But Mr. Trump stressed that “it’s voluntary and I don’t think I’m going to do it”. The individualism of the United States is manifested not only at the leadership level, but also at the civic level. 2). On April 29, 2020, more than a million people in the United States had been diagnosed, but Californians took to the streets to demonstrate against the quarantine ban, saying: “We are born free Americans,” “Open it for me, you don’t have the right, you can’t do it,” “freedom” was the most popular word among protesters, and few wore face masks. Thus, even virus and death have not weakened strong individualism. Although the U.S. government advocates wearing masks, it is difficult for Americans to achieve unity due to their strong sense of individualism. After all, the government only has the right to suggest, and Americans have the freedom not to wear masks.

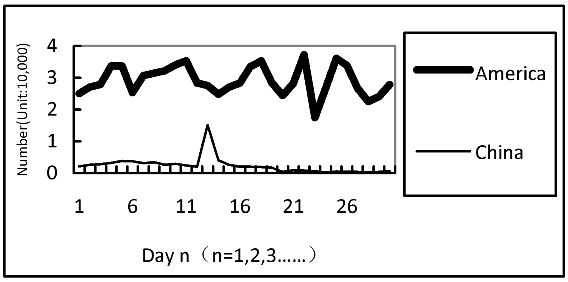

Figure 3 New confirmed cases in a single day (unit: 10,000 people)

Long-term and Short-term orientation

As shown in Figure 1, China's LTO score is 87, while the United States' score is 26. This shows that China belongs to the long-term orientation of the country, the Chinese people are more inclined to prepare for a rainy day. On the contrary, the United States is a short-term-oriented country. Americans tend to enjoy the moment. In the attitude and measures to deal with the epidemic, China and the United States show obvious cultural differences in this dimension.

Figure 4 is a line chart of cumulative deaths in China and the United States. As the chart shows, the cumulative death trend in China is: 1). Slow growth rate; 2). The cumulative increase of the total number of people is small (about 3,000). To some extent, this trend reflects China's long-term oriented culture. Because since ancient times, the Chinese people have the habit of preparing for a rainy day and making plans for tomorrow today. The Chinese government has taken various measures to fight against death and race against time, which fully reflects this Chinese culture. Because the infected people are from all walks of life and have made their own contributions to China's construction and economic development, each loss is a huge loss for the whole country. In addition, the all-out effort to treat the infected is also a powerful measure to prevent the virus from further worsening and avoid a more serious impact on China. Regarding COVID-19, China has held several press conferences, which will definitely include the arrangement and deployment of the next step：1).On March 31, the State Council Information Office held a press conference on the progress of epidemic prevention and control and medical treatment under the guidance of the Central Steering Group. A reporter asked, "The number of new cases imported from overseas every day has exceeded the number of new cases in China. What measures will the National Health Commission take to prevent and control the epidemic?" Yu Xuejun, deputy director of the National Health Commission, answered in an orderly manner: first, we should control the source of infection, second, we should cut off the transmission route, third, we should prevent community transmission, and fourth, we should strengthen the management of close contacts. He also gave specific explanations for the four measures, with clear ideas and orderly plans.2). The 217 medical teams and 25,633 medical personnel mentioned above are also active measures taken by China to treat infected patients and reduce the number of deaths. It is such a positive attitude and timely measures that have achieved a significant victory in the fight against the epidemic.

The linear trend of cumulative deaths in the United States, shown in Figure 4, is: 1). Slow growth in the first half and sharp growth in the second half; 2). The cumulative increase of the total number of people is relatively large (about 60,000), which is close to the total number of people diagnosed in China.There is a deeply held belief in American culture that masks are only for sick people. In other words: there is no such thing as prevention, and this kind of thinking is the very embodiment of America's short-term-oriented culture. The American people have always advocated freedom and democracy, and advocated enjoying the beautiful life of the present.The increase in the number of deaths, which shows no downward trend, reflects to a certain extent that the US government did not attach great importance to and take active and effective measures in the face of such a severe epidemic. If the U.S. government invests in medical equipment and personnel on a scale similar to China's, the results will show up in the numbers. In the case of Californians protesting the home order mentioned above, some Californian residents also said, "I would rather risk getting infected with Coronet than closing the company", "Compared to what I am seeking, there is nothing to fear". It can be seen that Americans do not pay much attention to life and death tomorrow. They care more about how much money they can earn today and whether what they want to do today has been fulfilled. That is to say, the things of tomorrow will be considered tomorrow. It is Americans' short-term cultural thinking that has led to the huge number of deaths from the epidemic in the short term and will continue to do so. The author believes that after the impact of this epidemic, some Americans will change their short-term oriented cultural thinking, and they will properly consider the advantages of long-term orientation in their future life and work.

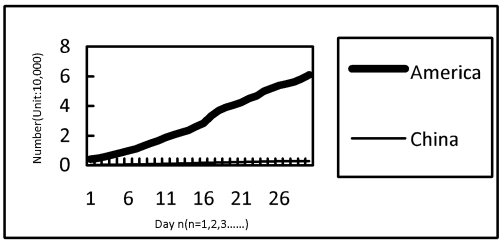

Figure 4 Accumulated death cases (unit: 10,000 people)

Indulgence Versus Restraint

As shown in Figure 1, the IVR of China is 24, while that of the United States is 68. This shows that Chinese culture allows less for individuals to obtain self-satisfaction. American culture, by contrast, is less binding on itself. In the fight against COVID-19, the restraint index difference between China and the United States can not only be obtained from Figure 5, but also be analyzed in combination with specific examples.

Figure 5 is a breakdown of the number of new deaths in a single day in China and the United States. As can be seen from the figure, the new trend of China in a single day is: 1). The overall fluctuation is small; 2). The new number in a single day is small (about 100 people); 3). Toward zero growth. The author believes that this is due to the restrictive nature of Chinese culture.1). In the previous article, the author mentioned that on January 23, Wuhan announced the measure of "blockading the city", which is the constraint put forward by the state to the people of Wuhan. This "hard core" approach then spread across the country. Both communities and villages have been assigned special personnel to leave only one main passage open, while all others have been closed off. This is a temporary and effective measure to facilitate the epidemic prevention and control work. What impressed the author is that in the critical period of national epidemic prevention and control, every household is actively responding to the call of "staying at home and going out less" advocated by the state.As a result, people have used apps such as Weibo to record their experiences at home during the epidemic, such as indoor sports and learning how to cook food. For the home-based initiative, the Chinese government only put forward suggestions, but the self-restraint of the Chinese people has made a great contribution to China's fight against the epidemic.Because it reduces the risk of more people becoming infected, it relieves a huge additional burden on doctors and community workers. As a result, doctors can concentrate more on treating the sicker patients, and the number of new deaths per day will gradually fall to zero； 2). The self-discipline of Chinese people is also reflected in the voluntary wearing of masks. People will not take off masks easily, especially in public places. People don't get together to talk, eat, etc.

Although these behaviors are not consistent with people's previous living habits, but they showed a strong self-discipline is the hope and efforts to win the fight against the epidemic as soon as possible.

The trend in the number of new deaths per day in the United States in Figure 5 is: 1). The overall fluctuation is large; 2). A large number of new people (about 2,000) in a single day; 3) There is no obvious downward trend on the whole.The author believes that this trend has something to do with the restraint index of the United States. The restraint index in the United States is 68, indicating that American culture is more tolerant of basic behaviors, and this is reflected at all levels of the country. For example, even in a formal situation like a press conference, U.S. President Donald Trump still doesn't care whether his words are formal or not.1). "Because it's from China, it's not racist at all," Trump said at a White House press conference on March 18.

It's from China, that's why." In a sign of irresponsibility, Mr. Trump didn't care that a few minutes' worth of answers repeatedly referred directly to a COVID-19 as a "Chinese virus." Unverified remarks are not made at press conferences in China.2). Trump also points his finger at reporters during press conferences in a direct way. For example, on March 20, Trump said at a White House press conference: "You're a bad reporter, and I think that's a bad question, and you're sending a very bad signal to the American people, and that's a very bad story." Such a direct way of talking to journalists without considering their feelings would not have occurred in China, where the restraint index is low.。

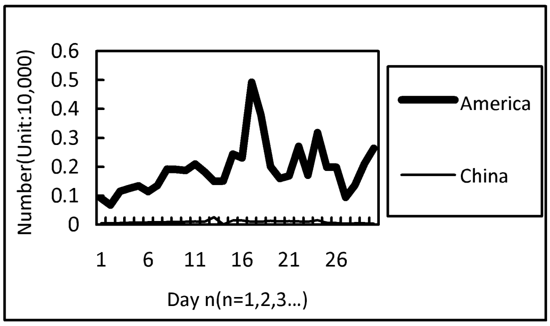

Figure 5 New deaths in a single day (unit: 10,000 people)

5.CONCLUSION AND ENLIGHTENMENt

A.Conclusion

Starting from the attitudes and measures of China and the United States in dealing with COVID-19, this paper analyzes and compares the differences in attitudes and measures between China and the United States in combination with four of the six dimensions of Hofstede's cultural theory, case data statistics and press conferences in China and the United States. The author believes that these differences in attitudes and measures reflect, to some extent, the cultural differences between China and the United States, and these cultural differences are interrelated and inseparable.For example, it is precisely because the American society has a small constraint on individuals that individualism culture forms. Therefore, Americans have their own unique ideas, have a short emotional distance with people of any class and are less dependent on each other, and vice versa." Anthropologists point out that culture is a highly sublimated and abstract system of values condensed by a group during its development."[9] Although there are great differences in attitudes and initiatives between China and the United States in dealing with COVID-19, this does not represent absolute differences between Chinese and Americans. As a matter of fact, the cultures of all countries are advancing together through mutual influence and infiltration.For example, although Americans are not comfortable wearing masks when they are not sick, there are still some people who have been influenced by COVID-19 to wear masks as a result of the interaction between different cultures. No culture is superior to any other, "This is a multicultural era, but also an era of intercultural communication." [10] "The national culture is inevitably impacted by the foreign culture, which is a worldwide cultural collision and will produce a strong shock force. It is impossible to avoid this historical trend. Rather than passively encounter it, it is better to actively participate in it and make full cultural preparation to meet this historic challenge." [11] At the same time, there are some shortcomings in this paper: 1). All relevant data are selected from People's Daily, which belongs to Chinese newspapers and periodicals, and may not be accurate enough in the statistics of American data. 2) The anti-epidemic time span selected in this paper is 30-days, so there is not enough data, so it cannot absolutely represent the difference between the two countries. The author will pay attention to these deficiencies in the next study, hoping to acquire the ability to combine theory with practice.

B.Enlightenment

No matter what kind of culture it is, there are certain advantages and disadvantages. The author believes that the diverse evaluation of different cultures is not a problem with the culture itself, but due to the different perspectives of different people. As the saying goes, "When a mountain is viewed horizontally, it becomes a peak on the other side, and it varies from distance to near or high to low." The Marxist philosophy development view holds that the world is developing forever, and all things are in the process of changing and developing, and culture is no exception. People should look at culture from the perspective of development. The development of things is the unity of progress and twists. People should have full confidence in the development of culture and give it enthusiastic support. At the same time, they should be prepared mentally to constantly overcome new problems and challenges arising in the process of cultural development. According to Marxist philosophical contradictions, culture consists of two aspects that are mutually opposite and unified--the advantages and disadvantages of culture. People should treat the advantages and disadvantages of culture in a bipartite and comprehensive way. The advantages of a culture are not always its advantages. Similarly, the disadvantages of a culture are not something that should be abandoned by a certain culture. The advantages and disadvantages will be transformed into each other under certain conditions.

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Analysis of the Personnel Training Model in Higher Vocational Nursing Education in China

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Abstract: With the continuous development and progress of the times, the personnel training in higher vocation nursing education should also keep pace with the times. Only the development model of the personnel training in higher vocation nursing education be in line with the characteristics of the times，can we better deliver high-quality talents to the nursing industry. Therefore, for the relevant personnel in higher vocational colleges, they should understand the current situation of nursing education personnel training, combine with the actual situation of students in higher vocational colleges, carry out corresponding curriculum innovation and reform, and improve the training of nursing education personnel. This article analyzes and introduces the current situation of vocational nursing education personnel training in our country and the exploration of vocational nursing education personnel training models.

Keywords: higher vocational education; Nursing education; Talent training; model

INTRODUCTION

Although many higher vocational colleges now advocate curriculum reform, 0nly a few have actually reformed, unreasonable curriculum arrangement is a problem on talent training in current higher vocational nursing education. Generally speaking, there are more theoretical courses in higher vocational colleges, while the importance of practical courses is ignored, which is not conducive to the future work of students. Therefore, for current higher vocational colleges, they should reduce the content of theoretical courses, continuously increase practical courses, and improve students' practical ability. Moreover, through continuous innovation and exploration, higher vocational colleges should find a talent training model which is more suitable for current nursing education.

1.THE STATUS QUO OF TALENT TRAINING IN HIGHER VOCATIONAL NURSING EDUCATION IN CHINA

1.3 the lack of pertinence

It is not difficult to find that most of higher vocational colleges carry out more theoretical courses, but relatively few practical courses. Although students have mastered more theoretical knowledge, their understanding of knowledge which they have learned is not thorough enough due to the lack of practical courses. Moreover, some higher vocational colleges have no clear goals for the talent training in nursing education relatively. On the course setting, they don't take into account the pertinence and characteristics of the course. Even if students do learn the knowledge, they still need to constantly accumulated practical experience in hospital after they enter the work force to raise their ability of practical work, this obviously increased the burden of students at work.

1.2 Unreasonable faculty structure

Currently, in the introduction of the teachers in higher vocational colleges, they often pay more attention to teacher's education background, but ignore teachers' experience working on the front line. Many teachers enter the teaching force as soon as they graduate from colleges or universities, they have been devoting to academic study, so in the course of setting, they tend to pay more attention to students' theoretical knowledge learning, and ignore the cultivation of students' practical ability. Although some colleges carry out practical courses, some teachers lack practical experience in the work, so they may encounter many problems in the course teaching and therefore cannot help students to answer them in time.

1.3 A disconnect between practical teaching and practical application

In the training plan of the last academic year, higher vocational colleges usually arrange students to participate in internships or find jobs. However, some students may encounter employment problems, so the internship situation is not ideal. At present, nursing education graduates in higher vocational colleges often need a period of time to adapt to the hospital environment when they enter the work due to the lack of corresponding practical ability. Hospitals often want to recruit high-quality nursing talents with solid professional knowledge and certain practical experience. Therefore, higher vocational colleges should be aware of some problems in the training of nursing education talents, and further explore the training of talents, so as to input more high-level talents for the nursing industry.

2.EXPLORATION ON TALENT TRAINING MODE IN HIGHER VOCATIONAL NURSING EDUCATION

2.1Cultivate high-quality teachers

Teachers play an important role in both curriculum knowledge teaching and practical teaching. Therefore, colleges and universities should not only pay attention to teachers' advanced education background, but also pay attention to teachers' practical experience working in hospitals when enriching teachers. Colleges and universities should introduce personnel with many years of nursing experience, who have more practical experience and can timely answer students' problems in practice, which is also conducive to students' better completion of their own work after entering the job. The study of theoretical knowledge is far from enough to cultivate nursing education talents. Only with more practice can students combine theory with practice and better understand the knowledge they have learned. For higher vocational colleges, some funds should be invested to encourage teachers to continue to learn, improve their professional quality, and better keep up with the trend of the development of nursing industry.

2.2Strengthen practical teaching

Teachers should improve the original courses, add more practical courses, make students realize the importance of practical experience for the nursing profession, vocational colleges should cooperate with some hospitals at the same time, arrange students to the actual hospitals to participate in internships, let students learn much earlier for the actual demand of the current nursing industry. Hospitals should also assess students accordingly, and those who perform outstanding can work in the hospital after graduation. Higher vocational colleges can also hold some lectures, inviting hospital nurses to answer students' problems encountered in practice, so as to better promote practical teaching.

2.3Develop diversified nursing education

With the continuous development and progress of economy and culture, diversified nursing education will become the trend of nursing education professional development. Nursing staff need to provide more comprehensive care according to the requirements of patients with different educational levels. Moreover, nursing education has been integrated into the social nursing mode in China, and higher and more stringent requirements have been put forward for nursing education. Therefore, it is necessary to improve the quality and quality of nursing staff on the whole and promote the common development of nursing education and medical education. At the same time, higher vocational colleges should pay attention to the cultivation of students' diversified nursing education and quality education so as to improve the competitiveness of students in the nursing industry.

3.CONCLUSION

The current talents training mode of nursing education still has some shortcomings. Teachers should start from the current training mode and curriculum reform, understand the actual situation of students, and innovate and explore the training mode and curriculum reform. At the same time, it can effectively improve students' practical ability by cultivating high-quality teachers, strengthening practical teaching, and developing diversified nursing education, so as to provide more high-quality nursing talents for the nursing industry.

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Interpersonal Functional Analysis of Tense in English Abstracts of Academic Papers

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Abstract: This paper takes the theory of interpersonal functions in systematic functional grammar as the theoretical framework, and makes a statistical analysis of the usage of the tenses of English abstracts of 100 academic papers related to soft and hard subjects. By analyzing the similarities and differences of the tenses utilized in the English abstracts of these academic papers, it is further pointed out that the tenses utilized can not only express the corresponding conceptual functions, but also interpersonal functions. Moreover, the interpersonal functions expressed by tenses will vary from subject to subject. Through comparative analysis, this article aims to reveal the interpersonal functions expressed by the tense of the English abstract of academic papers.
Keywords: academic paper; English abstract; tenses; interpersonal function

1.INTRODUCTION

The study of academic discourse starts from Swales, (1981) analysis of the genre of papers.[1] In the past 30 years, the analysis and study of academic discourse has been one of the hot topics in linguistic research. Among them, the study of academic papers is the most popular, including its introduction, analysis and conclusion.

Abstract of academic paper plays an important role in academic paper writing and is the essence of academic paper. A good summary can quickly catch the reader's eye, let the reader see the core content of the paper, to judge whether to continue to read and read the key parts. In addition, it can comprehensively present the research purpose, research methods, theoretical framework, analysis process and conclusions of the paper. The quality of the abstract also determines the reading value and collection value of the academic paper. Therefore, the author needs to use specific writing methods and structures to achieve these purposes, so as to show their own positions and views, in order to achieve an effective interaction between the author and the reader, to achieve the best resonance effect. Depending on the communicative perspective. Busch-Lauer divides abstracts into five types: 1) prospective abstracts and retrospective abstracts; 2) Author abstract and third-party abstract; 3) descriptive abstract and informational abstract; 4) pre-discourse abstract and post-discourse abstract; 5) The classification of textual abstract and structural or keyword abstract has reached a very detailed level.[3] The abstract of academic papers is generally divided into two parts: Chinese abstract and English abstract. The English abstract analyzed in this paper mainly belongs to the informational abstract. It focuses on the use and distribution of the past tense, present tense and future tense in the abstract. Although there have been many achievements and excellent works on tenses in the past few decades, the analysis of the use and distribution of tenses from the perspective of English abstracts of academic papers has not been paid much attention.

Therefore, from this perspective, the author hopes to compare and analyze the use and distribution of English abstracts of academic papers in different types of disciplines, so as to reveal the similarities and differences in the use of English abstracts of academic papers in different types of disciplines, as well as the causes and practical significance of these similarities and differences.

2.THEORETICAL EXPLANATION

A. Tense

Generally speaking, there are three different tenses in English: present tense, past tense and future tense. Although some scholars in the linguistic field believe that there is no future tense in English, in terms of its practical significance and practicality, the future tense is of great use value and is an indispensable part of tense. If there is no future tense as a basis, the analysis of English text may be more difficult or even fuzzy, which will lead to the whole research process will become more slow or even stop. As a member of grammar category, the history of the existence and study of tense is almost synchronous with the emergence of language, which has a history of more than two thousand years. In this long historical process, different scholars have different interpretations of the connotation and denotation of tense.[1] In the theory of Systemic Functional Grammar, tenses are grouped under the grammatical category of verbs, which are mainly used to express conceptual functions. In the use of tenses, the speaker only pays attention to the linear sequential position of the tenses as a whole relative to the speaking time point.[3] Klein(1994) points out that the time marked by tense is not always the actual time of the event, and in some cases it is the time chosen by the speaker to achieve some communicative purpose.[4] Based on this, the function of tenses intersects with the interpersonal function in Systemic Functional Linguistics, and they coincide with each other in "achieving certain communicative purposes". Although the research on the interpersonal function of tenses is increasing, the interpersonal function of tenses in the English abstract has not received much attention. Therefore, this paper focuses on this research, in order to contribute to the study of interpersonal function.

B. Interpersonal function

In addition to the function of expressing the speaker's personal experience and inner activities, language also has the function of expressing the speaker's identity, status, attitude, motivation and his inference to things, which is called "interpersonal function". The interpersonal function of language is the "meaning potential" of the speaker as a participant and the participatory function of language. Through this function, the speaker engages himself in the context of a situation, expresses his attitude and judgment, and tries to influence the attitude and behavior of others.[5]

C. Natural sciences and social sciences

Depending on the subjects they study, the natural sciences study nature and the social sciences study society, mainly human behavior. Many conclusions of natural disciplines can be repeated and falsified through experiments, while social phenomena are difficult to be repeated, so social disciplines are difficult to be tested through experiments. In many cases, they can only be tested through historical data. However, due to different scenarios, statistical methods need to be studied with great effort. Because natural sciences are repeatable, discovered laws can be quickly implemented with technology and engineering, and their effects can be tested. However, many policies and management means formed by social discipline conclusions cannot be found in a short period of time, and it takes quite a long time to determine their value. To put it simply, natural science is mainly exponential science, physics, chemistry, biology, engineering and other disciplines. Social studies mainly refer to journalism, politics, history, economy and trade, literature and other disciplines.

3.RESEARCH METHODS

The corpus of this paper comes from two core journals in the fields of natural science and social science. In this paper, the author extracts 50 English abstracts of academic papers on natural science and social science from the academic papers in these two fields. In the field of natural science, the author randomly selected 50 articles in 2018 and 2019 from six core journals: Computer Science, Progress in Geophysics, Journal of Electrochemistry, Acta Palaeontologica Sinica, Genomics and Applied Biology and Packaging Engineering. In this way, in the social sciences, the author randomly selected 50 articles in 2018 and 2019 from five core journals: Chinese Journal of Journalism & Communication, The Journal of International Studies, Historical Research, International Economics and Trade Research and Contemporary Foreign Literature. Firstly, the author randomly extracts about 10 English abstracts from these core journals. Secondly, the total number of English sentences in each English abstract, the number of sentences expressing the past tense, the number of sentences expressing the present tense, the number of sentences expressing the future tense, and the number of these three tenses of the total number of sentences in the whole English abstract percentage made statistics. Thirdly, using the theory of interpersonal function in Systemic Functional Linguistics, this paper makes a detailed comparative analysis of the frequency of different tenses appearing in English abstracts of academic papers in natural science and social science, and tries to point out the causes of these similarities and differences. In order to achieve a clear effect, the author directly presents the final statistical results in the form of tables. Among them, for the convenience of statistics, the author uses "Z1", "Z2", "Z3"...to represent the first, second, third.... English abstract of an academic paper. Following the same logic, uses "S1", "S2", "S3"…to represent English abstract of social sciences 1, 2, 3 of an academic paper.

4.RESEARCH RESULTS AND ANALYSIS

The use of English abstracts of academic papers about different tenses in natural and social sciences is shown in the following table:

Table 1. Frequency of tenses used in English abstracts of academic papers in natural sciences

	Total number of sentences	Number of past tense sentences	Number of sentences of present tense	Number of future tense sentences	Past tense ratio (%)	Present tense ratio (%)	Future tense ratio (%)
Z1	7	2	5	0	29%	71%	0%
Z2	9	5	4	0	56%	44%	0%
Z3	5	1	4	0	20%	80%	0%
...	...	...	...	...	...	...	...

Total	296	104	190	2	35%	64%	1%
Average	5.92	2.08	3.8	0.04	34%	65%	1%

Table2.Frequency of tenses in English abstracts of academic papers in social sciences

	Total number of sentences	Number of past tense sentences	Number of sentences of present tense	Number of future tense sentences	Past tense ratio (%)	Present tense ratio (%)	Future tense ratio (%)
S1	7	1	6	0	14%	86%	0%
S2	10	5	5	0	50%	50%	0%
S3	7	0	7	0	0%	100%	0%
...	...	...	...	...	...	...	...
Total	280	76	206	4	27%	74%	1%
Average	5.6	1.52	4.12	0.08	25%	75%	2%

It is obvious that there are both commonalities and differences in the frequency of tense use in these two kinds of subjects.

Universality

The two categories of subjects have three commonalities in terms of the frequency of use of different tenses.

First, the number and proportion of sentences in the present tense is the highest, and the frequency of use is the highest, both above 60%. Even in some abstracts, the value of the present tense reaches 100%, such as the third abstract of social studies, the tense used is the present tense.

S3: With the development of mobile digital devices, self-tracking is more and more associated with mobile technology.

Different forms of technology entail different data practices.

Taking the “Sports World in Campus” APP used by GMY college students as an example, this paper focuses on the role of media technology factors, especially the “medium characteristics” in data practice.

“Sports World in Campus” APP, as the locative media, has the characteristics of the co-presence of body/technology/space.

As a type of “imposed self-tracking”, the interaction between the body and technology, in the “running in campus”, creates a “hybrid space”, which influences the perception of the body and regulates the relevant activities of the body.

“Running in campus” not only makes teachers gaze at student’s daily exercise and discipline their running behavior, but also provides the possibilities for students to cheat.

In this process, human and non-human factors are interconnected and forming a special data practice, through the mediatization of technology.

Second, the value of the past tense is the lowest, followed by the frequency of use. This is because the past tense mainly describes what happened in the past, so this tense will cause readers to have a very distant distance in space and time, which will reduce the knowledge connection between the author and the reader, thus causing estrangement.

Third, the future tense has the lowest corresponding values in both natural sciences and social sciences, with the least number of uses and the lowest frequency. Because the future tense has no reality, it is only the user’s prediction of the possible future events and the user’s desire and expectation for the future.

Through the above example, it can be clearly seen that the present tense can embody interpersonal function. Because the present tense has the greatest function of immediacy, it can not only reflect the immediacy of research, but also shorten the psychological and temporal distance between the author and the reader through this tense. In academic papers, authors frequently use the present tense for no other reason than to gain recognition from their readers, so as to establish a close relationship with them to reach a consensus and maximize the opening summary of the abstract.

Individuality

The tense difference between the English abstract of academic papers of natural science and social science is mainly shown in the difference of the frequency of the present tense and the past tense. In science, the difference between the present and past tense is about 30%, but in social studies, the difference between the present and past tense is about 50%. This speaks volumes about the social sciences, fondness for the present tense. The reason is that in the abstract of natural science, it is necessary for the author to explain the current research status and trend, introduce the predecessors, research data and research attitude, and make a concise and detailed introduction to the way of thinking and conclusions of the article he wrote. For example, Z2, which is less diverse in this category:

Z2： The goal of conditional sentiment analysis is getting the sentiment polarity of whole text, which is a coarse task.

Recently with the improved technology, the sentiment analysis task is also refined, and the researchers hope to get sentiment polarity of given target of the text.

This paper's purpose is getting the sentiment polarity of product attribute on question-answering text.

To perform attribute sentiment classification towards QA text pair, this paper proposed a novel approach based on attention mechanism.

Firstly, this paper concatenated the attribute information on answer words, vectors.

Secondly, this paper leveraged LSTM models to encode the question text and answer text.

Thirdly, this paper got the relation of question and answer by using attention mechanism and got the whole feature of answer.

Finally, this paper got the result of whole feature by using classifier.

Empirical studies demonstrate the effectiveness of the proposed approach to attribute sentiment classification towards question-answering text.

Because in natural sciences such as physics, chemistry, the author is on the basis of the research achievements of others to make innovation or improvement, the results of this study mainly on the experiment data as the guidance, on this basis, the author USES the latest experiment of the method and the data before going to the argument or to overthrow the existing data and conclusions. An experiment is something that has already happened, to be expressed in the past tense. Although the previous data is in the past, it is authoritative and professional enough to be convincing until it is refuted. The use of other people's data and research results as a foreshadowing greatly improves the overall objectivity of the paper, so as to make my paper more convincing. In the natural sciences, the frequency of the present tense is 50% higher than that of the past tense. The main reason is that the author wants to maximize the use of the present tense and minimize the past tense, so that readers can be in the middle of the article to communicate with the author and shorten the distance with the reader.

No matter the similarities or differences, from the perspective of interpersonal function, the purpose of the author's choice of tense is the same: to use the right tense to achieve the right writing purpose, so as to get the maximum acceptance and recognition. To sum up, the process of writing an abstract of an academic paper is the process of choosing tense, and the process of choosing tense is the process of choosing meaning. According to Systemic Functional Linguistics, choice is meaning,[6] Meaning is expressed through form.[7] Therefore, the author's choice of tense when writing the English abstract of an academic paper is the process of realizing the man-machine function.

5.CONCLUSION

In this paper, the frequency of the use of tenses in English abstracts of academic papers in natural science and social science is statistically analyzed, and the interpersonal function theory of systemic functional linguistics is used as a theoretical framework to reveal the interpersonal function implied by tenses. According to the above data statistics and comparative analysis, the following conclusions can be drawn： 1) The present tense is commonly used in English abstracts of academic papers, because this tense is conducive to narrowing the distance between the author and the reader and achieving the desired interpersonal function effect;2) English abstracts of academic papers use the past tense less frequently, mainly because the author's ultimate purpose is to present his research purpose, research methods, theoretical framework and conclusions to the reader, these behaviors are produced in sync with the writing, therefore, By using the past tense as much as possible when the present tense is used most frequently, the author can avoid subjectivity with the help of the existing conclusions, so that the article can be universally recognized. 3) Future tenses are used the least frequently, because academic papers are mainly to introduce current research conclusions, while future tenses are only expectations and suggestions for the future; 4) The use of the present tense is higher than that of the past tense, which is more obvious in social sciences, because social sciences seldom rely on experimental data and conclusions for testing and innovation, which is why the past tense is less used. In natural science, in order to emphasize the objectivity of the research, the author prefers to use the past tense to enhance the overall reliability of the article.

There are some advantages and disadvantages in this paper. Advantages: 1) The selected corpus comes from 11 core journals, avoiding the possibility of a fixed article structure due to the specific requirements of journals; 2) The coverage of the corpus is wide, involving a total of 10 branches of disciplines, avoiding the possibility of fixed patterns due to the characteristics of disciplines. Disadvantages: 1) The selected articles of each discipline are not enough and the corpus is not large enough, so the conclusion may not be representative.

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The Logic of Content and New Ideas of Media Transformation in 5G Era Short Video

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Abstract: The development of 5G technology is not only faster than 4G, but also has better effect on user experience, and the way of information dissemination also increases. The rise of short video is developed on the basis of bandwidth speed. The arrival of 5G not only improves the playback rate of short video, but also stimulating the development of short video. The design of 5G technology will be combined with artificial intelligence, hologram and other technologies in terms of content creation and video production, and promotes the integration of short video platform and technology, which becomeing a new media leading the trend.
Keywords: 5G era; short video; media transformation

INTRODUCTION

5G technology is just for commercial use in 2019. Up to now, it has been integrated into people's life, science and technology and other fields within just a few years. And 5G era will take on a dramatic increase in the realization of intelligent transportation and the success of telemedicine. According to “Research Report on the development of China’s online audio-visual industry in 2019”, the number of online video users reaches 725 million, and the frequency of users’ using short video is significantly higher than that of other Internet media. Short video will meet the opportunity of 5G technology in the future development direction, which will bring a new situation for media transformation.

1.THE INFLUENCE OF 5G TECHNOLOGY ON SHORT VIDEO

5G technology has the characteristics of wide coverage and low power consumption. And it can support efficient propagation speed, signal response without jamming, and everything is interconnected. Therefore, it coincides with the development demand of short video, and has a bright future.

1.1 5G Technology Laying a Solid Foundation for the Development Bandwidth of Short Video

Bandwidth is an important basic factor of short video, and network speed directly affects the visual sense of short video. First of all, the mobile network is still dominated by 4G data flow. Compared with the current number of users, its transmission speed has become stuck and refresh display is slow. The speed of 5G network is 100 times than that of 4G. Also, the network speed of all kinds of Internet terminals has been improved, which promoting the development of short video industry. Secondly, cloud data management is used in 5G technology. So many applications can be transferred to the cloud, and the operation of mobile terminals will be more convenient, and users will use it more easily [1]. Thirdly, there is a growth trend that the user group is transferred from 4G to 5G with the rise of 5G technology, which has growing trend. And the data flow consumption will be greatly improved. Meanwhile, the derivative consumption demand for mobile terminal Internet products will also increase. So, the development speed of short video must be improved to obtain the terminal dividend brought by 5G technology.

1.2 The logic of content in innovative short video

Now the mode of short video is mainly in social, entertainment, shopping and other content which reflected in the video. Users can find what they want to see and can also make videos according to their own ideas in this mode. Also, the development and rise of short video which make it stand out from many Internet information exchange platforms, showing an increasing trend year by year. However, the current content production of short video is still normal and business value has been fatigued and weak. In order to change the current form, the content production of short video must be changed, otherwise it is difficult to meet the market demand. The business model of 5G technology era has been opened, and the production of short video content has entered a transformation period with specialized products as the main product and customized products as the auxiliary product to create a new mode of short video in 5G era. On the one hand, customized products maintain social entertainment content, attract users and increase the stickiness of old users; on the other hand, the development and production of specialized products attract a large number of professionals. In terms of its system and communication specialty, 5G era ensures the quality of short video content and creates the high-end of short video platform. Overall, short video content in 5G era will change dramatically.

At present, many platforms are punished by interviews due to the relatively short quality of video content and the inadequate supervision, such as selling fake products in Kuaishou live broadcast. Therefore, the development of customization mode has entered a bottleneck period, and content specialization has become a new direction of short video platform, which striving to create high-quality short video and improving customer experience in the future.

1.3 5G Technology Improving Short Video User Experience

All types of media are looking for new models to improve user experience, enhance customer stickiness, gain market recognition and develop business value under the new situation of the Internet [2]. At present, there are many kinds of new media platforms that users see more contents and have more choices. Therefore, How to choose short video platform among many multimedia, the most important thing is the user's experience. As for the most popular short video platform, Douyin, Kuaishou and so on, and a video can be watched at least a few seconds, conforming to the utilization of time of user fragmentation. Moreover, the content of short video is only focus on one theme with single information, which is convenient for users to understand. Short video is intuitive, simple and easy to understand, and it can give users a high sense of experience from visual perception.

5G era of high bandwidth, efficient short video can provide users with high experience, providing a shortcut for users and users are no longer limited by network speed and flow of rate. Therefore, Uploading and watching are more quick and convenient, and the two content mode of synchronization of short video, letting the user' experience soaring.

2.THE APPLICATION OF 5G TECHNOLOGY IN SHORT VIDEO

According to the current growth rate of short video, short video platform needs to output more and higher-quality content. The current situation of 4G technology can not meet the needs of short video platform. However, the development of 5G technology has solved the dilemma of short video platform. And the network under 5G technology is a brand-new network, and there will be a variety of different application modes with the development of short video, especially the future form of 5G technology connecting with everything, so that artificial intelligence and holographic technology are interrelated, and the content production of short video will be more professional and broader.

2.1 The Correlation of 5G, Short Video and Internet of Things

The Internet era is the era of interconnection between people. With the continuous development of bandwidth technology, the era of Internet of things has quietly entered people's lives. The arrival of 5G era promotes the development of Internet of things, making "goods and goods, people and goods", reaching the state of intelligent interconnection, and smart home devices and intelligent transportation have been applied in real life, and have a new development trend [3]. Similarly, short video and Internet of things can cooperate with each other to realize business value by using 5G technology. For example, enterprises such as smart home and telemedicine can make use of the communication of short video platform to realize cash flow with more diversified forms.

In terms of the media industry, 5G, the Internet of things and short video are interrelated, resulting in a new media form. In the past, the media is mainly the interaction between people and content, and the combination of the three promotes the cooperation between media and enterprises, and the media will change from content form to advertising mode.

2.2 The Cooperation among 5G, AI and Short Video

The concept of artificial intelligence has long been deeply rooted in people's mind, and people also expect artificial intelligence to enter the public life. At present, the popularity of artificial intelligence is limited by many ways. However, with China's strong support for the development of artificial intelligence and the continuous efforts of various scientific research technologies and professionals, the development of artificial intelligence is bound to make a big breakthrough. In the future development, artificial intelligence and short video may form a new industrial development mode with the support of 5G technology. For example, artificial intelligence technology is used to capture highlight moments in various competition systems, and at the same time, elements of the competition scene, participants and audience are collected and edited into videos. The application of such short videos makes users understand the competition system more clearly and the scene situation more intuitive.

3.MEDIA DEVELOPMENT TREND UNDER 5G TECHNOLOGY

5G technology has accelerated the pace of commercial development, which has great potential for the development of short video. And Short video will become the mainstream platform in the future, which is also the target of many multimedia competing with each other.

3.1 Short Video Becomes the Mainstream Platform

According to the user usage in the past two years, the users of short video has doubled [4]. Although microblog and WeChat are the mainstream platforms at present, the rise of short video and live webcast has distinctive influence compared with them. With the promotion of 5G technology, short video will attract more users by virtue of its own advantages, which promoting many multimedia to settle in short video. Therefore, short video is likely to become the mainstream platform in the future.

3.2 Media Competition in Short Video

With the popularization and expansion of the Internet era, media convergence has become the focus of major media attention. And major media will plan and develop on the premise of convergence whenever there are new technologies and platforms that are beneficial to communication and have impact value. Moreover, the rise of short video let the media spread faster, and information exchange has no barrier, the major media will grasp this platform to achieve media refreshing their lives and develop new media value.

Summary: The 5G era promotes the rapid growth and development of short video industry. At the same time, its commercial value is also seen by enterprises and other fields. With the integration of short video, artificial intelligence, Internet of things and other advanced technologies, and the cooperation of major media platforms, the short video platform will produce innovative and wide-content excellent works with high quality, boosting the short video industry into a new stage of development.

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The Research on Teaching Chinese as a Foreign Language of Quantifier "Ge"

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Abstract: In the pre Qin period, "Ge" appeared the sprout of quantifier usage. First, it weighed "bamboo branch" and things related to bamboo, and the usage of weighing object extended to "human" appeared in the WeiJin, southern and Northern Dynasties. In the Sui, Tang and Five Dynasties period, the measuring range of the Quantifier "Ge" has expanded unprecedentedly. Grammatically, the structure of "Ge" has been expanding. It 's used not only to modify nouns, but also to modify adjectives, verbs and phrases. In the Song and Yuan Dynasties, the Quantifier "Ge" appeared to be empty. In modern times, the Quantifier "Ge" has become the most frequently used quantifier. Because the Quantifier "Ge" is the most commonly used quantifier in Chinese, it has the highest degree of use and the widest range of use, which leads to the generalization and excessive analogy of the usage of "Ge" by Chinese learners. In Chinese, the Quantifier "Ge" is often used with nouns. It's not difficult to explain the phenomenon that foreign students tend to make mistakes in the use of "Ge", which is also helpful to TCFL teachers New requirements are put forward, that is, how to help students reduce such errors.

Keywords: Errors ;Quantifiers ; Chinese history

1.THE ORIGIN AND EVOLUTION OF THE QUANTIFIER "GE"

Mr. Wang Li thinks that "Ge" as a quantifier sprouted in the pre Qin period and developed steadily in the Han Dynasty, but its scope of application is simple and only refers to the unit of bamboo. In the northern and Southern Dynasties, its scope of application has increased to measure "things" and "people". The purpose of this paper is to sort out the emergence, use, inheritance and change of different usages of "Ge" according to the historical stages, and explore the process of its origin and evolution.

In the pre Qin period, quantifiers began to appear, especially individual quantifiers, such as "Cheng", "Liang", "Ren", "Pi", "Zhang", "Ling", "Cheng", "Mei", "Ge" and so on. Later, "Mei" and "Ge" developed into general quantifiers.

The original meaning of "Ge" is related to the things it weighs, which is also an obvious feature of quantifier in its early development. In the pre Qin period, "Ge" was mainly used to weigh things related to bamboo, and "Ge" began to be used as a quantifier at this stage.

In the Han Dynasty, the use frequency and application scope of "Ge" were further improved. The vast majority of "Ge" still refers to things related to bamboo.

In terms of the scope of application, the weighing of "Ge" has been expanded to the scope of medicine, which is more common in medical works.

In the Wei, Jin, southern and Northern Dynasties, the Quantifier "Ge" entered a period of great development. It can be used to refer not only to "things", but also to "people". The specific performance is to weigh general objects, animals, plants, two people or gods. In this period, "Ge" can be said to have a great development, on the one hand, because it expanded to "human" in weighing, on the other hand, it can be attached to the head word and accompany it. This is rare before this era. Before that, "Ge" was regarded as a small category attached to nouns. Until the usage of "Baiqian" and "yiheshen" appeared, it became a quantifier in the real sense. In modern Chinese, "Ge" is the most developed quantifier, which is inseparable from its great development in the northern and Southern Dynasties.

In Tang Dynasty, the development of Quantifier "individual" was unprecedented and rapid. We can find a lot of examples in the literature. On the one hand, the usage of Wei and Jin Dynasties continued, and changed in the original usage. The concrete expression is: weighing animals and plants and human organs, weighing people, gods, Buddhas, ghosts.

From the perspective of grammatical function, the "individual" in this period has an indicative function, or refers to the noun after it, which is an indicative adjective. Or refers to the above noun, as an indicator pronoun.

On the other hand, the scope of weighing is further expanded, breaking the limitation that quantifiers are only used to modify nouns, from weighing general objects, animals and plants and people to weighing time, place nouns, abstract nouns, and quantitative words.

In terms of grammatical form, the structure of Quantifier "individual" is also expanding, not only for modifying nouns, but also for modifying them

In terms of quantity structure, the number words "one" before "individual" are sometimes omitted, and the structure of "individual" appears, which is embodied in: modifying adjectives, modifying verbs, modifying phrases and modifying the ellipsis of number words "one".

In a word, the usage of Quantifier "individual" has been expanded in this period.

As a quantifier, "Ge" has been widely used from Song Dynasty to Tang Dynasty. When measuring things, you can measure concrete things or abstract things.

In addition, a new structure of "Ge" appeared in this period, and the Quantifier "Ge" gradually weakened and manifested itself

The tendency of grammaticalization is manifested in the following aspects: modifying subject predicate phrases, modifying verbs and verbal phrases, modifying positive and negative coordinate elements, modifying numerals, modifying negative phrases "Bu Zhu" and "Bu Bu", modifying proper nouns, modifying adjectives and special usages as grammatical markers. The appearance of this usage has basically established the basic usage of Quantifiers in modern Chinese.

2.THE BASIC USAGE OF THE QUANTIFIER GE IN MODERN CHINESE

Nowadays, the usage of the Quantifier "Ge" is still expanding. Among the 8000 most frequently used words in modern Chinese Frequency Dictionary, the Quantifier "Ge" ranks the ninth in frequency. At the same time, the nominal usage of the Quantifier "Ge" has also been popularized, such as "I failed in the exam", "asking incessantly" and so on.It's empty.

In modern Chinese, the basic usage of Quantifier "individual" is still used to weigh people or objects. The "one" after the verb is often given special meaning, especially in oral English.

2.1 Enhance the color of spoken english

(1) He ate an apple.

(2) I bought a bag.

2.2 Table divisor

(1) It cost a hundred eighty dollars.

(2) Write it three or four times.

2.3. Entity

(1) Please!Please！

(2) There is a dependency on old people.

In summary, we summarized the process of the production and historical evolution of quantifier, which appeared in the pre Qin period and began to be used as quantifier. After the development of the Han Dynasty, Wei Jin and Sui and Tang Dynasties, the scale range has been widely used. In a word, the Quantifier "individual" has two characteristics in the evolution process: the scale scope is expanding; the scale feature is weakened and the tendency of nihility is present, which indicates that "individual" is no longer a simple quantifier, but develops the usage of auxiliary words and mood words.

3.ERROR ANALYSIS OF QUANTIFIER GE

Because the Quantifier "Ge" is the most commonly used quantifier in Chinese, with the highest degree of use and the widest range of use, it can be said that it is the universal quantifier in Chinese. It is also because of this reason that Chinese learners tend to make errors in the generalization and excessive analogy of the usage of "Ge". Our country uses a large number of quantifiers "Ge" with all kinds of nouns, not to mention the generalization of "Ge" among foreign students The problem of error in use has been solved.

When foreign students use the quantifier Ge, they often make two kinds of errors.

One is to use the Quantifier "Ge" to modify nouns without considering the difference between the Quantifier "Ge" and other quantifiers; the other is to use the Quantifier "Ge" to modify nouns that cannot be modified by the Quantifier "Ge", which leads to the generalization of the Quantifier "Ge".

Generally speaking, nouns in Chinese have fixed quantifier collocation with them, and the collocation of the two has certain regularity. When choosing, foreign students should not simply use the Quantifier "Ge" to collocation with them, but should specifically analyze the distinctive characteristics of the Quantifier "Ge".

From the perspective of the causes of errors, negative transfer of mother tongue has a great impact on learners. The two times are not unique to Chinese. In addition to Chinese, there are a large number of Quantifiers in Thai, Korean and Japanese. The meaning, collocation and usage of these quantifiers have certain correspondence and connection with Chinese quantifiers. However, due to the evolution of language, collocation and usage have certain correspondence and connection with Chinese quantifiers, but due to the evolution of language, development and national heart The negative transfer of mother tongue is easy to have a great impact on foreign students' Chinese learning.

However, there are not many quantifiers in European and American countries. These foreign students do not have a good command of quantifiers. In order to avoid mistakes, these students will use the Quantifier "Ge" to modify it.

In the face of this phenomenon, we can emphasize the different characteristics of "Ge", emphasize the consistency of the Semantic Connotation of nouns and the special quantifiers with them, and constantly summarize the rules of the use of the Quantifier "Ge". Of course, the use of quantifiers is inseparable from the specific language environment, to help students understand the specific language environment, to see when to use the Quantifier "Ge" and when not to use it.

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Probe into the Construction of Financial Sharing Center of County Medical Community under the Background of New Medical Reform

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Abstract: The Medical Community Financial Sharing Center is an innovative management model that presents financial data through the Internet. In-depth analysis of the problems in the construction of the county medical community financial sharing center under the background of the new medical reform, formulate targeted solutions and plans, give full play to the advantages of the medical community's financial management system, and achieve the development of high quality of the county medical and health service system.
Keywords: background of new medical reform; county medical community; financial sharing center

1. INTRODUCTION

The county medical community financial sharing center mainly integrates financial data and financial statements into the financial sharing center for unified management, so as to standardize the medical community's financial data caliber, reduce financial management costs, and improve the quality of accounting information. The implementation of this model is of great significance to deepening the medical reform.

2. THE NECESSITY OF CONSTRUCTING COUNTY MEDICAL COMMUNITY FINANCIAL SHARING CENTER

(1) Financial sharing services are the basic requirements put forward by the health authorities in the process of implementing the medical reform policy. Relevant departments must unify and standardize the basic financial data and financial accounting of the county medical community, provide accurate accounting information, track and monitor the financial data of the medical community in real time, give full play to the advantages of the financial sharing service system, and provide data support for the medical community to formulate a sound response strategy directing to different members.

(2) Improving the level of refined management of medical institutions. There are differences in the accounting treatment methods of the members of the medical community, and the different statistical calibers of financial data are one of the main reasons for the low accuracy of accounting information. It is precisely because the financial information of medical institutions generally has low credibility and cannot be directly used for comparison and analysis, it is difficult to realize the refined management of medical institutions, which affects the implementation effect of medical reform policies.

(3) Accelerating the transition of the financial team from traditional financial accounting to management accounting. Building a financial sharing center to unify the financial accounting work of each member unit of the medical community, reducing financial management costs, improving the efficiency of accounting calculations in medical institutions, and promoting the transformation of financial personnel to management accounting.

3. PROBLEMS IN THE CONSTRUCTION OF THE COUTNY MEDICAL COMMUNITY FINANCIAL SHARING CENTER

(1) Incomplete resource allocation

During the operation of the financial sharing center of the county medical community at this stage, there are uneven distribution of financial staff positions, low work efficiency, high mobility of financial personnel caused by the positioning of the financial sharing center, and backward functions of the financial sharing center information management system. These issues restrict the unique functional advantages of the medical community financial sharing center to a certain extent.

(2) Low level of information management

The level of informatization management of the medical community is low, and financial personnel do not accurately grasp the methods of Internet data sharing and management, cannot obtain financial information resources in the first time, and cannot give full play to the role of the medical community's financial sharing center.

(3) Incomplete management system

The management system of the financial sharing center of the medical community is not sound. The member units of the medical community implement their own management systems. The difficulty of implementing the financial management system and the workload of financial data have increased, and the accuracy of financial data has decreased, which is not conducive to the development of the medical community financial shared center.

(4) The quality of personnel needs to be improved

The educational background, professional title and professional level of financial personnel of medical institutions in the medical community are relatively low, knowledge update is slow, and the understanding and implementation of relevant policies are not in place, which affects the work level of the financial sharing center of the medical community.

4. MEASURES TO BUILD THE COUNTY MEDICAL COMMUNITY FINANCIAL SHARING CENTER

(1) Establish a performance appraisal system

Establishing a salary management system that meets the development needs of the medical community's financial sharing center, and the sharing center will perform unified performance appraisal and rewards in accordance with the principle of more work, more rewards, high performance and better remuneration, combining the performance wages of medical community members with work efficiency and benefits. Such a distribution of wages will mobilize the enthusiasm and initiative of the employees of the member units of the medical community [1].

(2) Centralized accounting

In accordance with the requirements of the governmental accounting system, unifying the accounting standards of all member units in the medical community, implementing the method of accounting for each member unit's financial accounts, establishing general ledgers, subsidiary ledgers, and journals, and setting up unified deposit accounts for all members of the medical community. At the same time, canceling the original basic accounts of member units to ensure that the financial accounting work of primary medical institutions is approved under a unified system, and provide true and reliable data for the standardized management of accounting files of the medical community financial sharing center and the economic decision-making of each member unit in accordance with.

(3) Strengthening cost management

The county medical community should establish a cost accounting system. When carrying out cost accounting work, each member unit should give full play to the advantages of the medical community's financial sharing center. Under the framework of the cost accounting system, to determine the object of cost accounting, cost sharing standards, and costs analytical methods, to have accurate and reasonable calculation of various costs in the daily operation of medical institutions, to achieve step-by-step cost accounting for hospitals, departments, projects, diseases, etc., and regularly to publish monthly financial cost data of each department to member units. So that each member unit can conduct cost analysis and cost control in a timely manner, and rationally adjust and optimize resource allocation. Avoiding the loss and impact caused by uncontrolled cost management, and providing comprehensive data support for the healthy and stable development of the county medical community.

(4) Optimize staffing

In response to the unreasonable allocation of resources in the construction and development of the financial sharing center of the county medical community, government departments should require the medical community to learn from the group operation model and give the medical community members the right to allocate resources and operation and management rights.

Each member unit of the medical community must strictly follow the management requirements of the financial sharing center, establish a financial management department that meets its own development needs, and allocate sufficient financial staff to ensure the smooth development of financial management and cost accounting of medical institutions. Because the overall quality and level of financial personnel are the key factors that determine the level of overall financial management of the medical community. Therefore, when selecting and appointing financial personnel of each member unit of the medical community, it is necessary to select financial personnel with strong professional ability and rich accounting work experience as much as possible. At the same time, the accountants and cashiers of the original member units are canceled. All member units only need to set up account clerks as required to be responsible for the daily expense reimbursement, medical insurance price management, arrears management, asset management, bill management and other work of the unit. Then the financial sharing center of the medical community is responsible for the accounting, cost operation and asset management of each member unit to promote the efficient development of the financial management of the medical community [2].

(5) To build a financial sharing information platform for the medical community

The county medical community must strictly follow the medical reform requirements implemented in our country and establish a financial sharing information platform that integrates security, financial accounting, calculation, maintenance, drug settlement, internal audit and other functions. The financial sharing service center is solely responsible for accounting work of each member unit in the medical community. In accordance with the specific requirements of the governmental accounting system, improving the financial accounting basic data management system, using a unified accounting caliber to carry out various accounting work, ensuring the accuracy and comparability of accounting data among the member units of the medical community, and improving quality of accounting information of each member unit in the medical community.

5. SUMMARY

With the deepening of the medical reform, the requirements for the financial management of the county medical community have also been further improved. The health authority must not only clarify the financial management objectives of the medical community, but also take active and effective measures to strengthen the importance of financial management and the training of financial personnel by the member units of the medical community, so as to achieve the high quality of development of the county medical and health service system.

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Social semiotic multimodality in China Middle School English Reading Teaching—An Empirical Case Study at a Junior Middle School in Shenzhen

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Abstract:This empirical study aims to explore how English teachers of China middle schools applying multimodal teaching in English reading exercises, whether multimodal teaching can arouse students' interest and catch their attention, and how to further improve the effectiveness of multimodal teaching in English reading classes at middle schools in China. In the case study, I applied the social semiotic theory of multimodality to analyze a reading class's teaching procedures at a middle school in Shenzhen, China. The results indicate the efficiency of multimodal English reading teaching methods while also showing some drawbacks such as distraction if misused. Based on the results, I provide three suggestions: 1) English teachers should frequently apply multimodal teaching to reduce difficulties in English reading; 2) teachers should take it as a tool and aid; 3) teachers should use multimodal teaching to stimulate their desire to participate in the class. And I hope this study can provide some referential value for English reading teaching in China middle schools.

Keywords:semiotic multimodality; multimodal teaching; English reading teaching; middle school

1. INTRODUCTION

Halliday (1976) affirms that human beings have various methods to exchange information, and language is just one of them. Written words are no longer the only means to convey a modern discourse, consisting of pictures, videos, audio files, etc. With the increasing tendency of the English reading materials' multimodality, traditional monomodal English reading teaching focusing on reading and translating is not suitable for students. Modern English reading materials require students' multiliteracies, which is the ability to read the information provided by all kinds of media and modalities (Williamson,2005). Thanks to the development of education technology, English teachers of China middle schools have already widely applied multimodal teaching, making constant improvements in improving students' English communicative competence. However, there still are some problems with multimodal English reading teaching at middle schools in China. Thus, this case study is situated in this trend and focuses on an English reading class at two classes at a middle school in Shenzhen, laying down the theoretical framework of multimodality. More specifically, the aim of the essay is to deal with three research questions about the multimodality of English reading classes of middle schools in China:

How English teachers of China middle schools apply multimodal teaching in English reading classes?

Whether multimodal teaching can arouse students' interest and catch their attention?

How to further improve the effectiveness of multimodal teaching in English reading classes at middle schools in China?

2. RESEARCH BACKGROUND

As Kress (2003) states, mass communication is changing with each passing day under modern cultures' backdrop. We lived in a multimodal society, and the construction of meaning more and more rely on the integration of various semiotic resources. The multimodality of English reading materials enhances the requirements of Chinese middle school students' English communicative competence. Therefore, we have to pay more attention to cultivating students' multimodal reading ability as "the human being has entered the era of multimodal social semiotics" (Hu, 2007).

Besides, the improvement of Chinese education technology provides possibilities for multimodal English teaching. Videos, audios, and images are widely used in English classes at middle schools in China. However, teaching methods such as cramming, spoon-feeding, word-for-word translating still exist in English classes. Though middle school English teaching in China has made significant progress, it still encounters problems about teaching efficiency and students' participation.

3. THEORETICAL FRAMEWORK

3.1 From semiotics to multimodality

Saussure significantly contributes to the establishment of linguistic semiotics and the development of general semiotics. He discussed the concept of linguistic signs in his process of researching the features of languages. He believed that a linguistic sign is an arbitrary relation between concept and sound image. To apply his theory of arbitrariness into other sign systems, he further used the term "signifier" and "signified" to illustrate the relation of linguistic signs (Saussure, 2001). As the research about linguistic signs goes deeper, Halliday (1976) finds that linguistic signs can construct social meanings. During the process of constructing social meanings, we not only use language but also utilize other means of communication such as facial expression, gestures, postures, and actions according to personal preference, communicative purpose, and context. Thus, all types of social meaning-making process practice are focused on "social semiotics".

Kress and Leeuween (2001) affirm that semiotic resources include verbal, written, visual, gestural, musical resources, and they consider all kinds of these resources as multimodality. Multimodality is any discourse integrated with these semiotic modes. That is, multimodality is any communicational practices composed of two or more than two meaning-making practices. Hence, we will take the teacher's teaching objects, teaching procedures, and teaching practices in the class into consideration. More specifically, we will consider the videos, audio files, pictures, PowerPoints, and other teaching aids of the two English teachers in the following case.

3.2 Multiliteracy

Changing educational technology makes English teaching combine more multimodal features. Based on this, New London group (1996) purposes the term "multiliteracy" firstly. And improving middle school students' "multiliteracy" is one of the essential goals of this case study. Multiliteracy refers to learners' ability to use various approaches to understand discourses and critically think of discourse (Williamson, 2005). In general, multiliteracy is the capacity to apply and comprehending information via all kinds of modalities and media.

4. RESEARCH MEANING

Multimodality in English teaching is not new nowadays. Unsworth (2001) analyzed the influence of multimodal meaning systems on class design and implementation, advocating that teachers should apply multimodal teaching in elementary and middle schools. Kress (2003) developed a theoretical framework of multimodal English teaching and comprehensively illustrated the concept of multiliteracy and English teaching multimodality, especially for English grammar. Many studies on this topic more focused on students' competence in accepting multimodal information and how it works during teaching (Chen,2010; Ollerhead,2019). However, we have to understand how multimodal teaching is more effective than traditional monomodal teaching and how to avoid unnecessary problems and difficulties during English teaching procedures.

5.THE CASE STUDY

5.1 Research Design

This empirical case study is conducted at a middle school in Shenzhen. Sixty-one people are involved in the research, consisting of 30 third-year middle students from class A, 30 third-year middle school students from class B, and two English teachers responsible for the two classes separately. This experiment was started in November 2020. Before I started the research, the average scores of their October monthly English examination have no obvious difference. The scores of Class A are 77, and the scores of Class B are 78. For the reading part of the English exam, the average scores of Class A are 26.8/40, and of Class B are 27.2/40. For the two English teachers in this research, one is a senior English teacher of Class B with more than 20-year teaching experience. Another is a young female English teacher of Class A with 3-year teaching experience. The senior English teacher doesn't know what is multimodal teaching before the research, and she preferred to use traditional English teaching methods in her class. The English teacher of Class A had heard about multimodal teaching, but she never applied it in her classes.

I applied multimodal teaching in Class A while maintained traditional monomodal English reading teaching in Class B for one month to respond to the research questions. And I adopted two research methods in this research: 1) case comparison by collecting statistical information; 2) interview (both for the two teachers and students).

5.2 The Teaching Procedures of the Two Teachers

I compared teaching procedures for the two English teachers' reading classes to answer the three research questions during the research. The two reading classes teaching in Class A and Class B have the identical reading material (which is a text titled "The Voyages of Zheng He" in the textbook) and identical teaching goals (which is to understand the passage thoroughly).

5.2.1 the teaching procedures of monomodal English reading class

In Class B, the teacher's teaching tools are the blackboard, chalks, an English textbook, her teaching plan notebook, and students' English notebooks. The teacher started the reading lesson by teaching students the new words and phrases in the passage and then make students take out their notebooks to write down good expressions in the passage. Secondly, the teacher asked students to read the passage by themselves and highlight some difficult but important sentences. After reading, the teacher invited seven students to translate them. If they could not translate it smoothly, the teacher would give some instructions. Lastly, the teacher wrote the passage's language points on the blackboard and explained them in detail. And the students copied those language points on their notebooks.

During the class, the teacher caught the students' attention when she taught key points of this class by raising her pitch, slowing her speaking speed, and making body languages such as gestures and postures.

5.2.2 the teaching procedures of multimodal English reading class

In Class A, the teacher's teaching tools are a short video clip, an audio of the passage, four pictures, a PowerPoint, seven envelopes containing cards and a piece of paper, and a computer-aided teaching software named Seewo.

For warming-up, the teacher showed a video clip related to the topic of the passage, presented the four pictures, and asked some two questions to arouse students' interest. Firstly, the teacher played audio of the passage for the while-reading part to let students' do shadowing read exercise. Secondly, the teacher showed a matching activity on the PowerPoint and asked students to scan the passage to match each paragraph's main ideas. Thirdly, the teacher asked students to work in groups. Each group has an envelope. The group leaders opened the envelope and found four cards about important details of the passage in it. They then handed the cards to their group members and finished all cards with their partners according to the teacher's instruction. Lastly, the teacher took three pictures of the students' work by using Seewo. For the post-reading part, the teacher invited students to retell the passage based on their group work and asked one question showed on the PowerPoint.

During this class, we can feel students' interest and the desire to explore more about the passage by observing their gazes and facial expressions when the teacher showed the short video clip and the pictures. However, the influence of the teacher's body language and the change of pitch and rhythm is not as strong as the senior English teacher of Class B.

5.3 Data Collection and Analysis

As mentioned above, I collected research data by statistical comparison and interviews.

For statistical comparison, I counted the times of the teachers' questions, students' voluntary responses, and students' compulsory responses (when the teacher called a specific student to answer the question) to evaluate the degree of class participation. The results are shown in the table:

Class/Times	Teachers' Question	Voluntary Response	Compulsory Response
Class A	17	9	4
Class B	13	4	7

According to the table, the percentage of voluntary response is about 52.9% in Class A, which applied multimodal English reading teaching. In comparison, Class B's percentage is about 30%, 22.9% lower than Class A. Moreover, the times of compulsory response in Class B is higher than that of Class A, indicating that the teacher plays the central and dominant role in Class B.

Besides, the average scores of the reading part in the November monthly English examination of Class A are 29.5/40, and those of Class B are 28.1/40. Compared to the scores of the October monthly exam, Class A, which taught in multimodal mode, improved 2.7 points while Class B improved 0.9 points. For this monthly exam's grand average scores, Class A was higher than Class B by 2.3 points and improved 3.8 points than the last exam.

For interviews, I conducted both the interview of the two teachers and six students equally from Class A and Class B. All interviews were conducted after the two reading classes.

From the teachers' perspectives, the English teacher of Class A thought that the multimodal teaching in the English reading class caught the students' learning interest more efficiently, and students involved in the class more voluntarily than regular classes. It was also helpful for developing students' comprehensive English ability because the video, audio, pictures integrated English reading, speaking, and listening together. But if she wants to apply multimodal teaching in every English class, it sets a very high demand for teachers to choose multimodal teaching materials such as videos and audios. And it might result in students' distraction if the material is not suitable. However, it is also hard to define what is a suitable multimodal teaching material. As for the teacher of Class B, she believed that multimodal English reading teaching is a trend for the next few decades in middle school English teaching in China. She also acknowledged that it is an excellent way to arouse students' learning desire and improve students' participation in classes. However, as an aged teacher, she thought that those educational technologies' operations are not manageable for her. Also, she explained that traditional monomodal English reading teaching would be more time-saving and efficient.

From the perspectives of students, 2 of 3 students from Class B said that it was a little bit boring, and they felt that they were passively pushed by the teacher. But the other student also thought that this kind of teaching style (which is monomodal English reading teaching) is more direct and more appliable for English examinations. All three students from Class A excitedly answered the interview questions, and they found that English reading classes are more interesting and vivid than before. Moreover, because of the fun of learning English, they said that they spent more time after class in English reading voluntarily. They reported that they could answer questions in the class correctly and easier for them than before, which gave them a sense of achievement. However, they said that the teacher sometimes moved the PowerPoint so quickly that they didn't have enough time to take notes.

5.4 Findings and Discussion

To respond to the research questions, we can conclude three main findings based on the analysis of research data:

English teachers of China middle schools apply multimodal teaching in English reading classes via various modern educational technologies such as computer-aided teaching software, videos, audios, and pictures in the above case. However, English teachers will encounter operation and multimodal resources problems, especially for aged English teachers.

English teachers can arouse students' interest and effectively catch their attention, which will further contribute to students’ multiliteracy, if they use the multimodal English reading teaching appropriately (such as choosing appropriate resources and operating them smoothly). Also, multimodal English reading teaching is helpful to turn students' attitudes of learning for English teachers to the attitudes that they learn for themselves, enhancing their learning autonomy. Besides, multimodal English reading teaching is also beneficial to promote students' multiliteracy because the students of Class A not merely increased their scores of the reading part of the November monthly exam but raise their overall scores in the case.

Although the multimodality in English reading teaching is more productive and fruitful than traditional monomodal teaching in this case, we also have many troubles and problems about how to further improve the effectiveness of multimodal teaching in English reading classes at middle schools in China. For example, as the three students from Class A said in the interview, students could not follow the teaching pace all the time. They would forget some key points of the reading class because the multimodal teaching resources gave them fleeting impressions on their visual sense and auditory sense. Besides, some irrelevant multimodal resources will result in students' distraction. For teachers, multimodal teaching is not very easy to manage, and they might have to spend considerable time learning and operating. And they may focus their teaching on their PowerPoint or other multimodal teaching resources but not their teaching content.

According to the findings, I provide three suggestions to further improve multimodal teaching effectiveness in English reading class at middle schools in China. Firstly, English teachers could frequently apply multimodal teaching to reduce English reading difficulties for students. And English teachers could update their knowledge as well as educational technologies periodically. Secondly, middle school English teachers should take multimodal teaching resources as a teaching aid and tool. Too much emphasis on the resources might divert middle school students' attention from the teaching key points and teaching contents since students in this mental development stage don't have strong self-control ability as adults. Finally, teachers who get accustomed to using the traditional monomodal teaching method could learn to use multimodal teaching to stimulate their desire to participate in the class. As the case study has shown, the degree of students' voluntary participation and involvement in Class A is much higher than that of Class B, which helps to foster students' self-learning awareness.

6.CONCLUSION

By associating the theoretical framework of multimodality in pedagogy in social semiotics, I compared the two kinds of English reading teaching procedures and interpreted the teachers' production by collecting data of practices of the classes and interviewing students and teachers after the class. This can help teachers to combine multimodal resources effectively in a coherent way to convey and deepen the conceptual meaning of English reading classes in middle schools in China. And I also proved in the case that multimodal English reading teaching is beneficial for students; multiliteracy. Still, this essay has many limitations, such as the sample size is too small, and the research period is only one month. For further study, it is necessary to explore what can be considered good multimodal English reading teaching resources from the multimodality perspective.

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Enhancing the Synergy of Ideological and Political Education in Colleges and Universities——Take Shandong University of Arts as an Example

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Abstract: Ideological and political education is an important responsibility of colleges and universities. In order to enhance the effectiveness of ideological and political education in Colleges and universities, we should strengthen the collaborative construction of ideological and political education, carefully build a professional education system, enrich the connotation of campus culture, and innovate the educational mode of social practice, enhance the coordination of ideological and political education in colleges and universities.

Keywords: Colleges and universities; Ideological and political education; Coordination; Path

INTRODUCTION

At the National Conference of ideological and political education in Colleges and universities, General Secretary Xi Jinping pointed out that we should persist in taking the moral education as the central link, and integrate the ideological and political education throughout the whole process of education, so as to achieve all-process and all-round education, striving to create a new prospect for the development of higher education in China.

Since the Eighteenth National Congress of the CPC, Shandong University of Arts has basically followed the important speeches of General Secretary Xi Jinping, especially the speeches on the higher education and the ideological and political work in colleges and universities. SDUA held high the great banner of Xi Jinping's new socialist ideology with China's characteristics and took the moral education as the fundamental task, guided by the cultivation and promotion of socialist core values, and actively implemented "strengthening the collaborative construction of ideological position + meticulously building professional education system + enriching the connotation of cultural education in campus + innovating educational mode of social practice", so as to build the pattern of the Great Ideological and Political Education, and to enhance the synergy of ideological and political education.

1.INTENSIFYING THE CONSCIOUSNESS OF IDEOLOGICAL AND POLITICAL EDUCATION, STRENGTHENING THE COLLABORATIVE CONSTRUCTION OF IDEOLOGICAL POSITION IN COLLEGES AND UNIVERSITIES

Colleges and universities are the main front of spreading socialist ideology, and also responsible for carrying out the Party's educational policy and ensuring that there are successors of socialism with Chinese characteristics. In the network era, colleges and universities should constantly "build positions" and "compete for positions" through top-level design and grass-roots practices. Combining with the reality, Shandong University of Arts strengthens the construction of ideological position, so as to be duty-bound, responsible and conscientious.； First of all, we should strengthen teacher training in ideological and political education, focus on the improvement of their political literacy, professional ability and teaching methods, and strive to build the teaching stuff who really learn, understand, believe and use Marxist theory; We should reinforce the construction of teaching materials, strive to construct the discipline system and teaching material system of philosophy and social sciences with Chinese characteristics; continue to carry out teaching reform, with not only classroom teaching's main role, but also outside campus activities' advantages, so that all kinds of professional courses and courses in ideological and political theory can go hand in hand. We should strengthen the guidance and management of various academic lectures, professional forums, and academic salons, etc. Under the organization of the scientific research department, together with the secondary colleges, the Youth League Committee and other departments, "Qilu Grand Forum"-- the cultural sub forum activity of Shandong University of Arts are held one session per month on average, and more than 100 high-level lectures have been organized so far.

"Fighting for position" is to seize the network media. The young undergraduates surf the internet, thus politics and "color" should be on the Internet. With the goal of creating "Three Red" (red net, red micro-blog and red lesson) network education platform and the reform of career planning education, we should promote college students to establish a correct view of life, guide teachers to actively learn new technologies and occupy the position of online public opinion. In 2017, Shandong University of Arts attached great importance to the construction of network media propaganda position. Closely linked with the reality of the university, the stories of SDUA were told, the positive energy of campus was transmitted, and a bridge between the university and the social communities was built. In 2017, the official account of SDUA in WeChat posted 282 articles, with the total number of readers reaching 1.03 million, a net growth of 9490 people in the whole year, and more than 5000 backstage replies, a maximum reading of nearly 60000 people of one article. In 2017, its influence ranked in the forefront of Shandong province, ranking first for many times, 10th in China for once and 11th in China for once. In the position construction, we should not only repair the "information highway" of network media, but also fasten the "safety belt" for the college students driving on it.

We should strengthen and improve the teaching methods of ideological and political courses, carry out necessary ideological struggle, and prevent western countries from using the Internet to infiltrate young students with anti-Marxism and anti-socialism. Persist in the organic combination of knowledge imparting, value shaping and ability training, deeply study and grasp the rich connotation, value orientation and scientific methods of the Marxist theoretical system and the theory of socialism with Chinese characteristics, scientifically use new media means, and enhance the persuasiveness, affinity and appeal of ideological and political courses. In terms of mechanism construction, the university should make overall planning of resources, build well the organization, and provide personnel. Besides, it is important to gradually improve the system that university leaders, secretaries and presidents of secondary colleges teach ideological and political courses and Party courses; and university leaders, secondary college leaders, counselors and class teachers listened to the ideological and political courses.

2.ELABORATELY BUILDING A PROFESSIONAL EDUCATION SYSTEM TO REALIZE THE ORGANIC INTEGRATION OF TEACHING AND EDUCATION

The ancients said: "Teachers, therefore proselytize, instruct, and dispel doubt." Teaching and educating people are both important, and teachers' jobs. All classrooms should play the role of educating people, and all teachers should shoulder the responsibility of educating people. But teaching and educating people are not only from the concept, but also needs to truly achieve organic integration combining with professional practice. SDUA deeply excavates the connotation and elements of moral education in professional courses, designates moral education guidance based on different disciplines, and constructs the moral education mode and the "six arts education" system embodying the characteristics of different disciplines and SDUA. In this system, the ideological guidance and value establishment are integrated into the teaching of each course, so that the organic integration of professional education, ideological and political education can come to fruition. We should attach importance to the advantages of artistic practices of art majors, organically combine professional artistic practice with ideological and political education, and meticulously create the distinctive characteristics of "educating people with literature, painting, music, dance, drama and film".

We should enhance general education, build a core general course system with both moral and professional attributes, and cultivate students' common value cognition, cultural consensus and spiritual quality in professional education. The system of professional teachers serving as the head teacher and the young teachers as part-time instructors is to achieve the unity of teaching and educating people. In the construction month of teachers' ethics and working style every year, the Propaganda Department of the university's Party committee organizes and conducts the selection activities of College Students' good teachers and helpful friends among the professional teachers. This activity is aiming at encouraging teachers to teach, to be paragons of virtue and learning, and has achieved remarkable results.

3.ENRICHING THE CONNOTATION OF EDUCATING TALENTS WITH CAMPUS CULTURE, AND ENHANCING THE CULTURAL CONFIDENCE OF TEACHERS AND STUDENTS

Cultural heritage is an important mission of a university. It is the concentrated embodiment of the university idea, characteristics and value pursuit, which can reflect the unique temperament and character enchantment of a university. Campus culture is mainly oriented by education, with spiritual, environmental, behavioral and institutional culture as its main contents. ADUA adheres to the fundamental task of moral education, organically combine cultural construction with education, strengthens cultural inheritance and innovation with cultural education function being intensified, and gradually enhances the cultural confidence of both teachers and students. We should also persist in educating people with culture, take the advantages of cultural resources, integrate the excellent traditional Chinese culture, Qilu culture, revolutionary culture and advanced socialist culture into education, and cultivate the moral quality and cultural quality of teachers and students with the core concepts, traditional virtues and humanistic spirit. It is also necessary to create conditions for setting up compulsory and elective courses in excellent traditional culture.

In order to guide students to read more and better books, we carry out the Chinese classics reading project, organize campus cultural activities such as Honoring Excellent Chinese Culture, Youth Chinese Culture Gathering, “Chinese Culture Talents” Challenge, Analects of Confucius Competition, opera performances and so on. We should make full use of Shandong red culture, vigorously carry forward Yimeng spirit and Shandong spirit in the new period, enhance the study and education of the history of CPC (the Communist Party of China), the people’s Republic of China, the history of reform and opening up, and the history of socialist development, and integrate the education of national spirit (with patriotism as the core) and the education of spirit of the times (with reform and innovation as the core) into education. Theme educational activities are organized in memorial activities of important historical events, patriotic education bases, national public memorial ceremony, and various revolutionary historical sites, martyrs’ cemetery, as well as memorial halls, etc.

To celebrate the 60th anniversary of its foundation, the excellent traditional culture of SDUA is intensively summarized, and the SDUA culture and spirit are vigorously cultivated and carried forward. Besides, “The activity plan for building a civilized campus”, is formulated and implemented, aiming at creating a civilized, harmonious and safe campus, actively cultivating an excellent atmosphere of university, teaching and learning, and advocating fresh and healthy atmosphere. Furthermore, colorful and positive cultural activities are organized and carried out such as university students’ festivals in science, technology, culture and art, the construction of campus culture --- “one college, one brand” is promoted, so that a cultural brand with great effect, wide influence and strong demonstration can be advanced, which will constantly improve the campus civilization. In addition, the educational function of university motto, university song and university history should be strengthened; cultural facilities such as school library, School History Museum, museum, art gallery, concert hall, and theater should also be properly utilized.

IV. Innovating the social practice mode and enhancing the practicality of the unity of knowledge and practice

Social practice is an important way for college students to understand the society, increase their ability, contribute to the society, exercise their perseverance and cultivate their characters. In May 2014, when President Xi Jinping delivered a speech at the Discussion Forum for teachers and students in Peking University, he stressed that university students should equip themselves with ideals and the core values of Chinese socialism, study and practice with correct thinking and value orientation. At the same time, colleges and universities are required to “extensively lunch the construction of civilized campus, promote campus cultural activities with various forms, positive and elegance, and widely carry out all kinds of social practice”.

SDUA reinforces the construction of campus culture, so as to form a positive education atmosphere; strengthens the coordination among all the departments, colleges and staff organizations to form a joint force of education. It adheres to the combination of education and productive labor, systematically designs the system of practical education and teaching, classifies and formulates the practical teaching standards, and scientifically set the proportion of practical teaching. The construction of practical teaching base is enhanced, the close combination of teaching, scientific research and artistic practice creation is promoted, and the close cooperation between schools and society is also boosted.

In order to guide students to learn knowledge, receive education, serve the society and increase their ability, social practices are organized based on its annual plan. Social activities are also included in the management of students’ credits. As a result, students can further understand and experience national, provincial, social and people’s conditions, and enhance their sense of social cognition and responsibility. Furthermore, the voluntary service of learning from Lei Feng is perfected, and the public welfare activities are carried out extensively. Every year , all kinds of voluntary activities are lunched by voluntary organizations such as “Quancheng Volunteer” College Students’ Art Troupe, “Love Station” “Drama’s Love” and “Youth in Design”, achieving good social repercussions. Further, SDUA implements the “report card of second class” system in the League organization, promoting the standardization, curriculum and institutionalization of university students’ quality development. It also strengthens students’ military training and national defense education, improves the effectiveness of military training, enhances their national defense awareness and discipline awareness, tempers their strong will.

Moreover, “Career development” should be focused. A series of courses such as entrance education, career planning, workplace etiquette and entrepreneurship guidance are offered to help university students clarify their career goals, reasonably plan their career development path, strengthen the education and guidance of career outlook, and enhance their sense of social responsibility and mission. Based on the graduate education classroom, employment and entrepreneurship salon, students’ career development ability is expected to be improved. The “top leader” responsibility system is implemented, to ensure that all work is in its place. Establish tutor resource bank of employment and entrepreneurship, combining the "coming in" and "going out" to help graduates develop employment channels.

Finally, innovation and entrepreneurship are the key role. Enhance innovation and entrepreneurship education, create innovation and entrepreneurship college, specify innovation and entrepreneurship education plan, open innovation and entrepreneurship education courses, establish innovation and entrepreneurship lecture hall, organize various innovation and entrepreneurship activities such as SDUA employment and entrepreneurship competition, take the advantage of the "Golden Seed" incubation base for Shandong cultural, creative and industrial talents and Shandong university students' innovation and entrepreneurship demonstration Base, promote the new development of practical education.

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Research on the Application of Line and Color in The Space of Parents' Growth and Mutual Assistance

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Abstract：In combination with the spatial form, the interior design should not only consider the construction and function of the building, but also reflect the design thinking in the design. Integrate the space and bring users the same or different feelings, so that the designer, architecture and experiencer are closely linked together. There are inherent design methods and rules in children’s space, so I start with the” research on the application of linear lines in indoor space” in children’s indoor space. Study how to bring more comfortable early education experience to experiencer through straight line and curve shape design, so as to achieve the education experience of teaching through lively activities.
Keyword: early education; Children’s space; straight line and curve shape

1. INTRODUCTION

1.1 research background

The promotion of urbanization and the opening of the two-child policy make people realize that the education industry can have more income, and the career prospects are more clear. According to the American psychologist Bloom's long-term follow-up survey of more than 1000 children over the years, the development of human intelligence in the first four years is equal to the sum of the next 13 years. In 2021, China's urban population will reach 913 million, and the urbanization level will reach 64.1%. The urban population pays more attention to education than the rural population, which leads to the number of early education institutions in cities far more than in rural areas. As China's early education industry is still in the early stage of development, there are still many problems in all aspects. Domestic children's basic activity space is limited in the limited education space, and the interior furnishing design tends to be single or standardized design, and the type of activity space is only to do some interactive games in the closed space, which plays a limited role in the exercise of 0-6-year-old children's ability in all aspects. This leads to such questions, which aspects of early education space affect the rationality and interest of the design, and promote the development of interior space.

1.2 purpose and significance of the study

The main purpose of this study is how to make a positive contribution to children's early education, provide a professional theoretical guidance and training place, provide professional help for expectant mothers, and have a place to communicate with others. The results will make more flexible planning and personalized design of space interface, and provide reference for the development of early education space.

2. THE APPLICATION OF LINEAR IN THE INTERIOR SPACE OF EARLY EDUCATION CENTER

2.1 Concept, classification and characteristics of linear

The formation of the concept of line is related to material materials. "Shuo Wen" mentioned them: linear, wisp, metal, cotton, hemp, silk and other slender materials that can be twisted. Later, we often come across another definition of "line" in learning, which is the meaning in geometry: it refers to the graph formed by the arbitrary movement of a point, including straight lines and curves. In addition to the concept of material and geometry, there are many lines, such as the quantifier "one", as abstract concepts - line of sight, lifeline, etc.

We usually divide lines into two broad categories: straight lines and curves. Line: the fundamental element that forms geometry, consisting of an infinite number of points and components of surfaces and, in turn, bodies, without endpoints. Intuitively, curves can be regarded as the trajectory of particle movement in space. Compared with straight lines, curves are much more complex in nature, and they are also one of the most expressive and dynamic elements in space. It is more varied and decorative than simple lines and curves. In The Analysis of Beauty, William Hogarth said: Straight lines and curves combine to form composite lines[1].

In interior design, the use of linear in this process is indispensable. The interlacing of lines and lines determines the shape of the surface, and the enclosure of the surface forms the form of the body, and then constitutes the most basic frame of the space. By changing the direction, curvature, thickness, quantity and arrangement of the line to determine the characteristics of the interior design and the degree of change of the shape, describe the contour of the space

and also represent the dynamic and direction.
2.2 The application of linear lines in the interior space of the early education center
Straight line in space can reflect a sense of direction or a kind of dynamic force, such as up or down, reasonable use of the particularity of the line to create a visual and psychological illusion, the size of the space has therefore changed, that is to say, you can increase the height and width of the space from the vision. At the same time, the straight line also has the obvious function of dividing functional areas. Different functional areas correspond to different activity Spaces. When different functional areas are in the same interior space and cannot be separated by all partitions, it is necessary to use linear modeling to distinguish.
The designer in an early education center in Beijing uses real wall to break up the functional area of activity area and toilet, with wooden grid partition will surround a recreational area, had safety effect at the same time. Stylist uses straight line to break up the gimme that adds ground to raise in central activity area divided two different functional Spaces again, smallpox also cooperates the partition design of longitudinal space, droandelier serves as a dot to add a clever for the space of the whole again.
Qingdao Jiaxi Early Education Center. In the figure, the designer uses lines and colors as a means of integrating the space. Wide and long face through the whole space, so that the metope into a space in a unique linear modeling, blue and green linear and the white ground is different to distinguish the functional space, harmony and unity. Such design makes originally big and empty interior contracted on the vision a lot of. In stark contrast to the effect of the previous case.
The most prominent feature of the interior design of the two early education centers in Beijing and Qingdao is the use of linear lines as design elements. Horizontal and longitudinal crisscross make stiff hexahedral space vivid rise, use in large area MASS-TONE while won't make spatial borderline fuzzy fusion.
2.3 Application of curve in indoor space of Early Education Center
Curve in interior design can bring people a relaxed and pleasant feeling, and play a role in adjusting the atmosphere of the space; while matching with the straight line design, it can add a kind of elegance to the interior and improve the quality of the space.
The white facade of the herring baby early education center in the picture is simple and bright. According to the age of children in the center, the designer has opened windows of different heights on the wall to ensure natural lighting, and it will not interfere with each other indoors and outdoors. At the same time, it is convenient for parents to observe their baby's learning and entertainment outdoors, increasing the number of teachers, children and parents The interaction between the two. Curved windows and doors with blue lines make the whole space quiet and soft.
Family box is an early education center in Beijing, located in the CBD residential area of Beijing. Its creativity comes from colorful trees. The whole space is divided by 12 colorful columns. The white wall is still the main tone of the space color, and the edge of the wall is painted with a variety of colors, which adds different color tendencies to the white wall and makes the functional differentiation of the space more obvious. The linear shape of the curve makes the space lively, and the collocation with the straight line enriches the level of the space.
2.4 the use of linear color in early education space
Linetype plays an important role in interior design. The coordination of linetype, color and light determines the overall style and atmosphere of the design scheme. As a part of the basic elements of interior design, color is the most vivid and rich language to express feelings, and color is particularly important in children's psychological development. Dr. alsoule, a child psychologist, conducted a follow-up survey on children's color among 152 children aged 2-5. The results showed that color and line have their own unique meanings for children. Research shows that color is related to children's psychology[3]. Lines can bring more changes to their psychology and reflect certain psychological activities. In the study of linear and color in the space of early education, we should use the knowledge of children's psychology and ergonomics to study.
In the space design of early education, the results of Eliot W. At the age of 1, vision is in its infancy, focusing on the ability of discrimination, and the ability of color perception is weak, so we prefer patterns with strong colors and clear outlines [2]. Next, children's perception of color and boundary is enhanced, and the use of color quantity should not be too complex. Pattern design should be more specific, and the treatment of details should be increased.
The color selection of the whole large area such as wall and floor should avoid using pure color, which can improve the brightness of the space and increase the children's sense of oppression. Online modeling decoration uses pure colors to decorate in a small area, which can increase the interest of the space. At the same time, it can stimulate children's vision, heart and other different development needs with different colors, and it can avoid the damage of children's optic nerve and brain nerve caused by the use of a variety of colors in a large area for a long time.
3.CONCLUSION
Lines of different shapes and forms have their own characteristics and meanings in interior space. One of the meanings of designers' existence is to decide the posture of lines in space according to the decoration needs and structures of different Spaces, and to create decorative effects. Straight lines have a sense of

direction and separation. Different forms of straight lines can also be used to divide different functional partitions while increasing spatial dimensions visually. Curves in the space with its unique form to increase the interactive space and gorgeous sense. Colour and linear collocation rich spatial level, give a person with different tendency in the heart. These play a pivotal role in the design of early education space.

In early education center of the thickness, density, reasonable use of linear arrangement can make whole and interior space function zoning is more flexible and reasonable, to reduce the use of solid wall and partition, space more fully, increase the ratio of natural light, comply with the design specifications of the winter solstice the underlying window full of sunshine is not less than three hours. Linear shape can also make us in the vision of the space to carry on more abundant change, show the space greater charm.

We should refer to the excellent experience of predecessors, dig out the unique role of linear in interior space in various fields of art, analyze and apply it, and can be expanded to more design fields. There are many characteristics of linear in interior design, and there are some secrets that we have not excavated yet. Through the in-depth discussion of this paper, the author has a deeper understanding of the application of linear in interior space, especially in early education space.

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Data Mining Technology in the Comparative Analysis of Chinese and Western Cultural Aesthetics in the Era of Big Data

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Abstract:With the continuous advancement of the era of big data, people's efficiency in data collection is gradually accelerating, at the same time, the data information is also expanding. In the current era of complex and disordered data, people urgently need to be able to quickly find data tools, data mining technology(DMT) was born here. DMT is applied to various fields because it can quickly find useful information in massive big data database and use its own intelligent system to judge the value of information. With the continuous development of economic globalization, the relationship between various countries is more and more close, and the aesthetic culture between China and the west is also in the exchange and collision. Many scholars have carried out a comparative study of Chinese and Western cultural aesthetics. The purpose of this paper is to make a comparative analysis of Chinese and Western cultural aesthetics with the support of DMT. In this paper, DMT is used to collect and sort out the relevant data of Chinese and Western cultural aesthetics for comparative analysis, to clarify the application process of DMT. This paper also analyzes the differences between Chinese and Western cultural aesthetics from the perspective of language aesthetics and the view of universe and nature, and analyzes people's understanding of Chinese and Western cultural aesthetics and the application times of DMT in Chinese and Western cultural aesthetics by using questionnaire survey data. The results show that 52.4% of the people have a certain understanding of Chinese and Western cultural aesthetics, but there are still 33.24% who do not. On the other hand, with the blessing of DMT, the number of statistical analysis of Chinese and Western cultural aesthetics is as high as 1020 times in an hour, which shows that DMT has a great impact on the comparative analysis of Chinese and Western cultural aesthetics.
Keywords: Data Mining; Chinese and Western Cultural Aesthetics; Aesthetic Analysis;Big Data

1.INTRODUCTION

In the era of big data, the influx of massive information makes the Internet full of information data, and the interaction of information makes the data explosion [1-2]. For massive data information, people can't help thinking about how to quickly find useful and qualitative information [3-4]. In this case, DMT came into being. The emergence of DMT has led to the revolution of information development and utilization. It no longer takes a lot of time to quickly find favorable information and mine demand knowledge from massive data to help make decisions [5-6]. Culture is unique to each nation, rich in its own social history, a comprehensive manifestation of humanistic attitude. The cultural gap between China and the West has always existed, and the reason is nothing more than the influence of various social, geographical and humanistic factors on people, and the difference is predestined [7-8]. In Chinese and Western literary aesthetics, different cultural characteristics also form different concepts and thoughts, and may hold different views on the same kind of things [9-10].

On the research of DMT in the era of big data, many scholars have good research results. Chien CF proposed that data mining has a very wide range of applications, especially in market analysis, medical diagnosis, business decision-making, industry control and Internet. Data mining is not a new concept, but data mining is a comprehensive interdisciplinary, which has a very broad application and development prospects [11]. Naukkarinen and Ossi believe that due to the increasing amount of information in today's society, new requirements for data mining are put forward. While analyzing huge data, the performance of algorithms is required to be higher. Through the research of association rules in data mining, it can better serve for decision-makers and managers [12].

Based on the background of big data era, this paper studies the application of DMT in the comparative analysis of Chinese and Western culture aesthetics. This paper studies the Chinese and Western cultural aesthetics mainly from the DMT and the western culture aesthetics itself, through understanding the DMT its use process to prove the feasibility of using DMT. On the other hand, through the literature study of the comparison between Chinese and Western cultural aesthetics, the differences caused by the cultural aesthetics between China and the West are discussed from the perspectives of language aesthetics and the view of universe nature. The paper also gives examples of the algorithm model, Euler distance algorithm and K-means clustering algorithm used in DMT to prove the accuracy of DMT. At the same time, this paper uses questionnaire survey and data analysis to study the current understanding of Chinese and Western cultural aesthetics and the application of data mining to Chinese and Western cultural aesthetics.

2.DATA MINING AND THE RESEARCH OF CHINESE AND WESTERN CULTURAL AESTHETICS

2.1Application Process of DMT

For data mining, we must first analyze its application fields, including all kinds of knowledge and application goals. In order to effectively use the technology of data mining, the most important problem is to have a clear definition of the problem to be solved. In addition, the effective definition should include the measurement standard of data mining effect. When the needs of users are clear, we need to evaluate the existing data to determine whether the existing DMT can solve the needs of users. After confirming that it can meet the needs of users, the next step of data mining method and corresponding mining plan are determined. By analyzing the existing data, there may be a large number of redundant, fuzzy, incomplete and even false data in the data. Cleaning and preprocessing the existing data to get high quality data is the basic preparation of data mining, that is, effectively using the real and useful information in the data to remove the false, noisy and useless data. Data preparation is mainly divided into two stages: data selection and data conversion. Implementation is divided into data mining and data interpretation. Data interpretation is to show the mining results to users in a certain form, and use appropriate visualization technology and knowledge representation technology to show the mining results to users in a suitable form, so that users can easily understand the mining results and evaluate their effectiveness.

2.2 Comparison of Chinese and Western Cultural Aesthetics

(1) Comparison of language aesthetics

Chinese belongs to Sino Tibetan language family, which is ideographic. The traditional Chinese language and culture are relatively specific. Chinese belongs to ideograph, while English belongs to Pinyin. The pictograph, reference and understanding of Chinese characters conform to the image thinking of the Chinese nation. English Pinyin is related to the abstract logic and linear thinking of Western nations. The parallel structure of English sentences is realized by using a large number of grammatical techniques such as abstract nouns, prepositions, conjunctions and clauses. Chinese sentences are short and use less connectives. The relationship between sentences focuses on the internal semantic connection. Chinese sentences emphasize meaning, not structure. In Chinese, there are many sentences without subject, and some sentence subject is not obvious, so Chinese sentence structure is very complex. While English sentences emphasize sentence structure, most English sentences need subject and predicate. What English highlights is the subject; except for ellipsis, every English sentence must have a subject. In addition, Chinese syntax emphasizes parataxis. This feature makes the anaphora in sentences vague in form. In Chinese text, the subject of some sentences can be omitted, otherwise the whole text is not smooth and coherent, and some subjects are difficult to distinguish at a glance and need to be pondered by readers.

(2) A comparison of the views of the universe and nature

Traditional Chinese philosophy holds that heaven and earth are in one, and that nature and man are interrelated and interacting as a whole. Holism is the basic point of Chinese traditional values, which emphasizes the whole standard and the whole is above everything. Every member of society must fulfill his social ethical obligation. As far as China and the Han nationality are concerned, for the word "nature", in people's eyes and ideas, nature is equal to justice and correctness. While Westerners think that freedom, equality, democracy and civilization are the survival principles of Western society. Individualism is the core content of Western values. Individualism values advocate individual standard and require individual rights, individual freedom, individual struggle and individual happiness. Therefore, personal values and social values are the key to open the British and American culture and Chinese culture. Different values produce their own unique national psychology.

2.3 Related Analysis of DMT

(1) Euler distance algorithm

Eulerian distance algorithm is used to solve the linear distance between two points, which is suitable for the situation that each vector standard is unified. This way of calculating distance affects the final result of data classification in DMT. This kind of classification decision in big data uses the nearest similar sample to judge the category and divide the data, which is conducive to the classification and integration of DMT. The specific formula is as follows:

$$d_i(X_i^{(a)}, X_i^{(b)}) = \sqrt{\sum_{i=1}^{n}(X_i^{(a)} - X_i^{(b)})^2} \quad (1)$$

The data obtained by using the algorithm is close to the category of n samples, which can ensure the accuracy and accuracy of data mining to a certain extent, and directly reflect the positioning and classification of data in massive data.

(2) K-means clustering algorithm

K-means clustering algorithm is the most commonly used data processing method at present. Through training samples x (1), X (2), X (m), the final result of each x (I) is the value of set classification.

K-means algorithm is to cluster samples into K clusters:

$$\mu_j := \frac{\sum_{i=1}^{m} 1\{c^{(i)} = j\} x^{(i)}}{\sum_{i=1}^{m} 1\{c^{(i)} = j\}} \quad (2)$$

After collecting the results of clustering analysis, K-means algorithm classifies and organizes similar data members in some aspects. This is the classification data we need, which is used in DMT.

3.EXPERIMENTAL STUDY

3.1 Subjects

In order to study the comparative analysis of DMT in Chinese and Western Cultural Aesthetics in the era of big data, this paper takes the DMT and the differences between Chinese and Western cultural aesthetics as the research content, and proves the reliability of DMT by analyzing the common DMT and understanding the use methods of DMT. In addition, it also analyzes the differences between Chinese and Western cultural aesthetics and understands data mining the application of technology in the differences between Chinese and Western cultural aesthetics.

3.2 Steps of Experimental Methods

This paper mainly uses literature review, questionnaire, chart analysis and data analysis to study the application of DMT in the comparative analysis of Chinese and Western culture aesthetics. This paper studies the Chinese and Western cultural aesthetics mainly from the DMT and the western culture aesthetics itself, through the understanding of the commonly used DMT, understand the DMT and its use process to prove the feasibility of using DMT. On the other hand, through the literature study of the comparison between Chinese and Western cultural aesthetics, the differences caused by the cultural aesthetics between China and the West are discussed from the perspectives of language aesthetics and the view of universe nature. The paper also gives examples of the algorithm model, Euler distance algorithm and K-means clustering algorithm used in DMT to prove the accuracy of DMT. At the same time, this paper also studies the current understanding of the Chinese and Western cultural aesthetics and the application of data mining to the Chinese and Western cultural aesthetics.

4.EXPERIMENTAL RESEARCH AND ANALYSIS

4.1The Understanding of Chinese and Western Cultural Aesthetics

In order to understand the current people's understanding of Chinese and Western cultural aesthetics, this paper specially adopts the questionnaire survey method, through the issuance of 200 questionnaires, to investigate Chinese and Western cultural aesthetics, in order to understand people's understanding of Chinese and Western cultural aesthetics. The survey data are summarized in Table 1.

Table 1.Questionnaire on understanding of Chinese and Western Cultural Aesthetics

understand	14.36%
A little understanding	52.40%
Do not understand	29.64%
hear nothing	3.60%

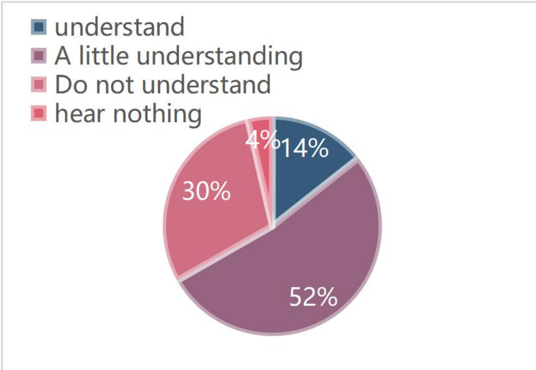

Figure 1. Questionnaire on understanding of Chinese and Western Cultural Aesthetics

As shown in Figure 1, through investigation and research, people have basic understanding of Chinese and Western cultural aesthetics, accounting for 52.4%, but 33.24% of the population still have no understanding of the correlation between Chinese and Western cultural aesthetics.

4.2 Application Analysis of DMT

DMT has been developed for a period of time, and its application maturity is also higher. The best proof for this is that DMT is applied to all aspects. This paper mainly discusses the application of DMT in Chinese and Western cultural aesthetics. It mainly collects the application times of various data mining technologies in Chinese and Western cultural aesthetics within one hour. The results are shown in Table 2.

Table 2.Application times of DMT

	Number of search applications	Analysis application times	Total number of collected apps
Analysis of association rules	475	388	863
Classification analysis	387	396	783
cluster analysis	463	434	897
statistical analysis	523	497	1020

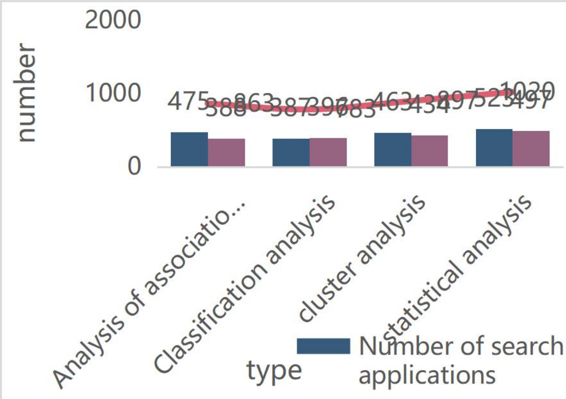

Figure 2.Application times of DMT

As shown in Figure 2, it can be seen that in this hour, the most searched DMT is statistical analysis technology, up to 1020 times, followed by cluster analysis technology, association rule analysis technology and classification analysis technology. It is also obvious that the application gap between various technologies is not big.

5.CONCLUSIONS

Based on the background of big data era, this paper studies the application of DMT in the comparative analysis of Chinese and Western cultural aesthetics. This paper studies the Chinese and Western cultural aesthetics mainly from the DMT and Chinese and Western cultural aesthetics itself, through understanding the common DMT, understand the process of DMT, to prove the feasibility of using DMT. On the other hand, through the comparison of Chinese and Western cultural aesthetics, this paper discusses the differences between Chinese and Western cultural aesthetics from the perspectives of language aesthetics and universe nature. This paper also illustrates the algorithm model, Euler distance algorithm and K-means clustering algorithm used in DMT to prove the accuracy of DMT. At the same time, this paper uses questionnaire survey and data analysis to study the current public's understanding of Chinese and Western cultural aesthetics and the application of data mining technology in the study of Chinese and Western cultural aesthetics.

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Research on Cultural Differences between the Western and the Eastern and the Aesthetic of British and American Literature

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Abstract: The cultural differences between the Western and the Eastern have always been a topic in the appreciation of world literary works. The culture of a region represents the common values and beliefs of the people in this region. The culture of the East has always been mysterious, obscure, and implicit, which is related to the thousands of years of feudal history and freehand brushwork of the oriental people. On the contrary, it is the straightforwardness, enthusiasm, and liveliness of Western culture, which is related to the ideological revolution that liberates freedom, such as the Renaissance that the Western people sing for others. Based on the background of cultural differences between the East and the West, this paper introduces the cultural differences between the East and the West, focuses on the analysis of the impact of cultural differences on the appreciation of British and American literature, and explores the impact of cultural differences on the aesthetic appreciation of British and American literature.

Keywords: Cultural differences; Literary aesthetics; The Western and the Eastern

INTRODUCTION

For a long time, the Western and the Eastern have different influences on all aspects of life and literature due to the differences in geographical, humanistic, and historical development. It is these differences that make the appreciation and analysis of literary works more accurate and objective in the process of literary appreciation. While reading the different literary works of the East and the West, we are also exposed to the cultural background of the East and the West, which helps to broaden the readers' knowledge of cultural development process, and enables readers to have a deeper understanding of culture, and enhance the readers' ability to appreciate British and American literature.

1. THE CULTURAL DIFFERENCES BETWEEN THE WESTERN AND THE EASTERN

1.1 Differences in the language

Language are the forms of expression by which humans communicate with each other. Generally speaking, each region has its own regional language. Language is a tool of communication between people. People cannot communicate with each other without language. They express emotions and convey ideas through language. In the Oriental Chinese language system, the language is evolved from pictographic symbols, and more attention is paid to the expression of the artistic conception of the language. Every word in the Chinese literary works is worthy of the reader's attention, and the author of literary works wants to express the meaning most. While in the Western language system, Latin characters are used as the basic unit. In terms of language expression, what is expressed to people is the most direct and essential meaning, which also lays the foundation for the free, open and direct characteristics of Western culture [1].

1.2 Differences in cultural customs

As the old saying goes, "winds are different within 100 miles; customs are various within 10 miles." The rural proverb is not contrary to the expression of the differences between Eastern and Western cultures and customs. Customs are unique habits in the life of an ethnic area. The different lifestyles of the East and the West naturally give rise to significant differences in customs. The differences in the customs of the East and the West are not only manifested in life, but also in their respective literary creations. For example, the Chinese New Year is the most important festival in China. There are lights and festoons, red lanterns, red couplets, and red firecrackers everywhere. On the other hand, in the West, the birthday of Jesus--Christmas is their most solemn holiday. People in Christmas day will dress up the Christmas tree and prepare gifts. The differences in customs between the East and the West have also created the way of expressing festival customs in their respective literary works [2].

1.3 Differences in literature and art

Focusing on the artistic aspect, Eastern and Western art also shows the differences between Eastern and Western cultures vividly. The art of the former focuses on "freehand abstraction" and emphasizes a creative mood and artistic conception, while the art of the latter is "realistic and concrete", it pays attention to is a kind of sensory audiovisual realism [3]. For example, in traditional Chinese literature, the classic Tang poems, Song poems and Yuan operas are all expressed in a short narrative length to express the feelings that the author wants to express the most. Readers may have different experiences after tasting. However, in Western literature, even the most

Ancient poems also spend a lot of space to enrich the narrative content, simply and directly express the author's thoughts and feelings, and bring readers into the poems and experience with the author.

2. DIFFERENT PERSPECTIVES OF THE APPRECIATION OF ENGLISH AND AMERICAN LITERATURE UNDER THE CULTURAL DIFFERENCES BETWEEN THE EAST AND THE WEST

2.1 Expressing the spirit of literature

Based on the differences between eastern and Western cultures, the observation points and reading feelings of the same literary works are different between the eastern and Western readers. This paper takes the Old Man and the Sea by Hemingway as an example. Western readers have a deeper feeling for the "tough guy spirit" of the protagonist Sandia in the text. Through the implicit meaning of the text, the author Hemingway felt loneliness and confusion after the two world wars. He also showed the complicated psychological activities of the old people in the face of the deep sea and the bravery and fearlessness in the struggle with sharks. The reader reads that the author vents all kinds of dissatisfaction with capitalism, and the personal emotion of the author is the catharsis in the text. On the contrary, the eastern readers' view of Sandia is related to the reality oppression and the resistance of the people in American society. It also shows the strong and brave spirit of the protagonist and shark, and the spirit of daring to face is the spirit of struggle that American society is eager to appear.

2.2 Reflecting the social status quo

Through the full understanding of culture, it is necessary to grasp the development of social and cultural development in the East and West, deepen the deep experience of appreciating British and American literature, and understand different ideological spirit and values in British and American literature. Literary creation is based on the current situation of the real society, and it adds exaggerated writing techniques and unique narrative perspective on the basis of reality. However, the different society between the East and the West leads to different understanding of the appreciation of British and American literary works [4]. For example, the British dramatist Romeo and Juliet, a play written by Shakespeare, is based on the Renaissance period, during which the Western feudal society gradually disintegrated and the thought of the bourgeois anti feudal struggle became the main idea. When appreciating the drama, Western readers have more understanding of humanism advocating "happiness in the present world is higher than everything, and the purpose of life is to pursue personal happiness and freedom", and expresses appreciation for Romeo and Juliet's dare to resist and dare to pursue freedom. In the East, readers combine the freedom equality advocated by western society with Romeo and Juliet's love for freedom, and see the heroines' desire for love and the courage to break the secular world.

2.3 Reflecting the expression of literary appreciation

From the literary point of view, the British and American literature reflects the evolution of the western countries in the development of literature, and it is also the witness of Western civilization. The literature differences between the East and the West are especially significant, which has a great influence on the appreciation of British and American literature. The appreciation of literary works by oriental culture is to emphasize the micro and the macro, while the British and American literature often describes the macro scenes more deeply and carefully, which may cause misunderstanding to the British and American works. For the appreciation of English and American literature, the East and west culture cannot be limited to the perspective of their own cultural appreciation. For example, when the eastern readers refer to "plum orchid and bamboo chrysanthemum" in the English and American literature, they think of the praise to the quality of the chrysanthemum in the oriental culture, which in fact has no profound implication in the British and American literature.

3. CONCLUSION

With the advancement of the historical process, the cultural differences between the East and the West are more widely reflected in the appreciation of British and American literature. From the perspective of their respective cultures and history, the emotions and styles expressed by the writers are different, which also provides different appreciation angles for our readers. In fact, readers' appreciation of British and American literature opens a door to the appreciation of British and American literature, giving readers a new understanding of the appreciation of works, so that readers can promote Eastern and Western culture and literature when reading and appreciating British and American works. In addition, readers' appreciation of British and American literature opens a door to the appreciation of British and American literature, which makes readers appreciate British and American literature. With a new understanding of works appreciation, readers can promote the exchange of eastern and Western cultures and literary works when reading and appreciating British and American works. The literary works reflect the cultural differences between the East and the West.

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Analysis on the Path for Integrated Development of the Construction of the Belt and Road and Regional Economy

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Abstract: With the continuous development of our country's economy, our country's road of economic reform has ushered in a new turning point under the influence of the global economy. China proposed and implemented the construction of the Belt and Road. This concept not only explains the significance of the ancient Silk Road to the development of modern China, but also has an important impact on the sustainable development of our country's economy. This paper analyzes the path for the integrated development of the construction of the Belt and Road and regional economy.
Keywords: The construction of the Belt and Road; Regional economy; Integrated development

INTRODUCTION

According to our country's economic construction needs, in order to better promote the economic and cultural exchanges and capacity adjustments of countries along the Belt and Road, and to eliminate restrictions on our country's regional economic development, China has put forward the grand concept of the Belt and Road. In this case, in order to better achieve the goals of this concept, we need to conduct a scientific and reasonable analysis of the challenges and opportunities involved in to achieve a balanced development of the regional economy. The development of the Belt and Road and the integration of regional economy are affected by many factors. This requires in-depth research on the path for their integrated development, which is of great significance to the sustainable development of the Chinese economy.

1. WHAT IS THE BELT AND ROAD

The Belt and Road mainly includes the Silk Road Economic Belt and the 21st Century Maritime Silk Road, which is a brand-new development concept derived from ancient economic development. The Silk Road in ancient China used the bilateral and multilateral mechanisms owned by China and other countries and the regional cooperation platform to establish long-term economic cooperation with some countries along the Belt and Road to establish economic integration and economic integration development model. The creation and construction of cultural exchanges is a good prerequisite for the stable development of the regional economy.

From a macroeconomic perspective, the construction of the Belt and Road is a scientific plan for the coordinated development of our country's economy. Because the main characteristic of market economy development is openness, this idea opens up a new way of thinking to think about the openness of our country's economy, provide clear guidance for the economic structure and regional economy, as well as the development of regional economy towards openness, tolerance and balance. In the development of our country's economy, various factors have become more active in many policies under this concept, and the allocation of market resources has been optimized. This is the gradual improvement of our country's market economic system, which has promoted a more balanced environment for the regional market. The concept also highlights the spirit of the Silk Road.

2. ANALYSIS OF THE DEVELOPMENT PATH

2.1 To transform and upgrade the industrial structure

In the development of regional economy, the transformation of the industrial structure and the modernization of development are important links and important measures in the construction of the Belt and Road. Cities along the route should optimize the overall industrial layout with the Belt and Road Initiative as the background to promote the transformation and modernization of the industrial structure of the region. The industrial structure of the three northeastern provinces is actually similar. The modernization of the industrial structure is relatively slow, and the reliance on intensive extractive industries is relatively high, and the revitalization of the economy in the Northeast has always been the focus of national attention. The construction of the Road should focus on the active optimization and modern development of industry, and upgrade the structure of the three northeastern provinces. First of all, the import and export structure of the region should be optimized, the excess capacity should be transferred to the underdeveloped areas, and some cities along the line should actively participate in the construction of diversified cities. Second, we should strengthen the construction of communication channels, actively introduce advanced external technologies, promote industrial modernization, simplify administrative approval procedures, continuously improve financial subsidies and tax incentives mechanisms, and encourage and mobilize high-quality and efficient development of local enterprises. Third, foreign investment should be encouraged to actively participate in the construction of upstream and downstream industrial chains, especially green industries should be developed with the help of the environment or policies, in order to promote the rational optimization of the industrial structure and promote the transformation and modernization of the industry to green development.

2.2 To pay attention to the construction of infrastructure in key areas

Only by developing the regional economy can we ensure the good regional infrastructure and promote the orderly and efficient development of the regional economy. In the western region which is vast but sparsely populated and has a fragile ecological environment, the government should play a leading role in supporting the central and western regions. When implementing political support for eastern and central China, it should also tilt support to the west. First of all, the government must pay attention to the construction of transportation infrastructure in western provinces. For example, due to the limited local funds and lack of funds for the construction of Xinjiang transportation infrastructure, relevant transportation and financial departments should rationally plan expressway and railway projects in accordance with national preferential policies. In addition, it is necessary to establish an effective partnership to actively realize the cooperation between various departments of local government. The transportation department and other departments should do a good job of adequate planning and evaluation of project funds. Projects can be set up as commercial and non-commercial projects, and the first project can be invested through social forces. Through the government's macro-consultation and market-oriented work methods, the optimal allocation of resources and the acquisition of benefits can be realized. Third, it needs to expand the possibility of financing, reform the investment and financing system and mechanism, use the establishment of state-owned enterprises as the main means of investment and financing, and actively introduce social forces to participate in the acquisition of construction resources. Finally, we can establish state-owned companies as the main investment and financing units. We must change the way of fund distribution, continuously revitalize existing funds, make full use of the leverage effect of financial resources, and make full use of the advantages of funds and the investment and financing capabilities of state-owned enterprises at all levels.

2.3 To make a reasonable division of functions in the area

On the basis of the Belt and Road structure, it is necessary to accurately locate the functions of each area. For the current unreasonable division of regional functions, it is necessary to reposition the regional functions according to the overall situation, promote the effective connection of upstream and downstream industries, and recognize the additional advantages and coordinated development of the regional economy. Although China and other countries have strengthened high-tech cooperation and promoted the development of technology-based enterprises, there is still a big gap with the highest international level. When redistributing regional functions, we should pay attention to the overcapacity of eastern cities, strengthen resource development in the western region, clarify and analyze the local characteristics of each region, and realize the combination of development characteristics. The development of China should include key economic development areas such as the Yangtze River Delta and the Pearl River Delta. Some secondary cities with development potential in the eastern and central regions can build urban and rural development communities to promote the development of surrounding cities. In addition, we should use SWTO's management tools to comprehensively analyze the development background, national culture and social etiquette of the countries along the route to analyze the advantages and disadvantages, opportunities and threats of their development. Furthermore, it is necessary to develop targeted plans for countries along the route to promote the effective docking of upstream and downstream industries to achieve coordinated regional economic development.

2.4 To improve the coordinated development mechanism of regional economy

Due to the differences in economic development in the central and western regions, contradictions of economic development will inevitably arise in the process of integrated development. If these contradictions cannot be resolved during the Belt and Road process of regional economic development, it will directly affect our country's economic development. In order to ensure the stable development of regional economy, it is necessary to use the mechanism to promote the coordinated development of regional economy, adjust and improve the contradictions in the development of regional economy, and find the countermeasures to solve the contradictions, so as to ensure the coordinated development of regional economy. At the same time, it is necessary to set up coordination departments in each region, so that they can manage from the natural ecology, economic development, industrial norms and other aspects, so as to ensure the coordinated development of regional economy.

3. CONCLUSION

Finally, the Belt and Road Initiative is conducive to the better development of our country's economy. In this environment, regional economic integration has become inevitable, but the fundamental differences between the East and the West will hinder the development of regional economic integration. Therefore, in promoting regional economic integration, we should not only integrate the existing regional economic integration, accelerate the development of economic strategy, but also strengthen regional cooperation and communication, improve the regional coordination mechanism, and improve the development of regional transportation, optimize and adapt to the regional industry, and promote the better development of our country's economy.

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A Comparative Study of the Graduation Resources of Chinese and American New Year Greeting Message from the Perspective of Appraisal Theory

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Abstract: Based on the sub-system of appraisal theory-"graduation resources", this paper selects new year greetings message from China and the United States as the research corpus. With the help of UAM corpus tool 3.0 corpus statistical software, this thesis uses the method of a combining of quantitative and qualitative analysis methods to conduct research. This research adopts quantitative analysis of the distribution characteristics of force resources and focus resources in the corpus, and explores the reasons; this paper uses qualitative analysis of interpersonal meaning of graduation resources and then the value of graduation resources to the study and practice of political discourse is discussed.
Key words: Graduation resources; The New Year Greeting Message; Interpersonal meaning; Political discourse

1.INTRODUCTION

The new year greeting message, speeched by the president, summarizes the work progress of the past year and conveys new year's wishes to the people. There are great differences in the content and format of new year's greeting message between China and the United States. As far as Chinese New Year's greeting message is concerned, the content of Chinese New Year's greeting message roughly includes four parts: the first part is to convey greetings and wishes; the second part is to summarize the work of the past year; the third part is the prospect of new year's major work and policies; the fourth part is to elaborate the international situation and diplomacy. But since 2013, President Xi Jinping's new year greeting message is out of the ordinary. Firstly, it is language style that presents the characteristics of individuality and colloquial; Secondly, content expands from development, peace and reform to common belief, people's happiness and the fate of human community. Different from China, American leaders are good at making speeches. New Year's greeting message are widely spread through TV, Internet and other media, thus Chinese New Year's greeting message have received little attention. Although many scholars have studied new year's greeting message from multiple perspectives, there are few studies on Chinese and American New Year's greeting message from the perspective of graduation resources. The comprehensive analysis based on the two is rare. Based on the comparative study of graduation resources, this study not only shows the similarities and differences of the language use characteristics between the two countries, but also provides the possibility for mutual understanding and win-win cooperation. Because new year's greeting message is a type of political discourse, this study also provides a new perspective for the comparative analysis of political discourse.

2.THEORETICAL FRAMEWORK

Appraisal Theory

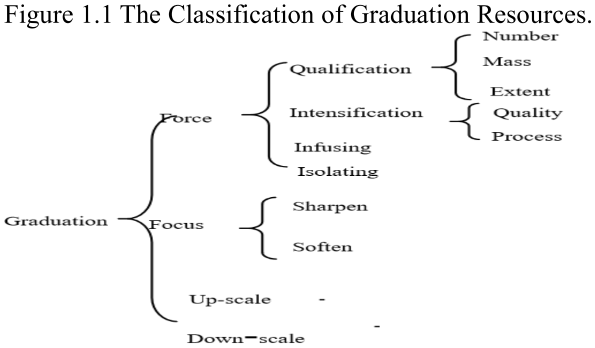
Appraisal theory is the development and innovation of systemic functional linguistics in interpersonal meaning, in other words, it is the further development of mood system and modality system. Appraisal theory focuses on how discourse expresses various attitudes through evaluative lexical and grammatical resources. The evaluation system is divided into three subsystems: attitude, engagement and graduation (Martin, 2000; Wang Zhenhua, 2001; Martin & white, 2005). The attitude subsystem is the core of the graduation system, which is divided into three kinds of resources: affect, judgment and appreciation; the engagement subsystem is divided into two kinds of resources: monoglossia and heteroglossia.

Graduation System

Graduation resource is divided into two subsystems: force and focus. The former is used to adjust the change of attitude meaning, including raising and lowering; the latter is considered to be the description of sharpening or softening of the person or thing.

Force resources and focus resources are two subsystems of graduation resource. According to the applicable objects, force resources can be divided into quantification system and intensification system. The quantitative system is used to evaluate number, mass and extent; the intensification system is used to evaluate quality and process. In addition, according to the similarities and differences of expressions, force resources can be divided into isolating and infusing. Finally, up-scale and down-scale represent the two directions of force resources and focus resources.

Figure 1.1 The Classification of Graduation Resources.



2.RESEARCH METHOD

Research Questions

(1)How are the force resources and focus resources distributed in the new year greeting message of Chinese and American leaders?

(2)What are the main reasons for the differences in the distribution of language force resources and focus resources in Chinese and American leaders New Year greeting message?

(3)What are the similarities and differences of the New Year greeting message of Chinese and American leaders in realizing interpersonal function based on graduation resources?

Research Corpus

The corpus of this study is selected from New Year greeting message delivered by leaders of China and the United States. Chinese New Year's greeting message is official English versions of Xinhua news agency.

Data Collection and Analysis

This study uses the method of quantitative first and then qualitative. Firstly, this research uses the corpus software UAM corpus tool 3.0 to mark and count the subsystems in the graduation resources in order to ensure the accuracy of the data. In order to ensure the credibility and effectiveness of the corpus, the corpus of this paper is downloaded from the official websites of the two countries http://www.gov.cn; US website: http://www.whitehouse.gov. The new year's greeting message of China and the United States are 5 years each, with a total of 10 new year's greeting message.

Table 2.1 The Summary of Research Data.

	China New Year Greeting Message	America New Year Greeting Message
Number	5	5
Years	2017,2018,2019,2020,2021	2012,2017,2018,2019,2021
Number of Words	6243	2432

3.THE RESULTS AND ANALYSIS

Table 3.1 The General Distribution of Force Resources and Focus Resources

	China	America	Total
Force	489 67%	242 33%	731 100%
Focus	75 65%	40 35%	115 100%

From table 3.1, it is clearly seen that the force resources in Chinese New Year greeting messages are higher than those in American New Year greeting message; and the focus resources in Chinese New Year greeting messages are also higher than those in American New Year greeting message. This has something to do with the different ways of speaking and thinking habits of the leaders of China and the United States. Under the influence of dichotomy, western countries pay more attention to analytical thinking and tend to decompose the whole into parts; however, the idea of "integrity" has become the main feature of Chinese traditional thinking mode. As a subsystem of the graduation system, graduation resources play an important role in reflecting the interpersonal functions of discourse. This paper will discuss the functions of graduation between Chinese and American New Year greeting message and their similarities and differences through specific examples.

The Choice and Function of Force Resources.

Table 3.2 The statistic of Force resources

	China	America	Total
Qualification	422 70%	184 30%	604 100%
Intensification	67 54%	58 46%	125 100%
Infusing	30 51%	28 49%	58 100%
Isolating	29 57%	22 43%	51 100%

Table 3.3 The Statistic of Qualification Resources

	China	America	Total
Number	377 70%	160 30%	537 100%
Mass	6 55%	5 45%	11 100%
Extent	39 67%	19 33%	58%

Table 3.4 The Statistic of Intensification Resources

	China	America	Total
Quality	38 51%	36 49%	74 100%
Process	29 57%	22 43%	51 100%

It can be seen from table 3.2 that the qualification level graduation resources and intensification level graduation resources in Chinese New Year greeting message are higher than those in American New Year greeting message; similarly, the infusing resources and isolated resources in American New Year greeting message are lower than those in Chinese New Year greeting message. intensification system is to grade the quality and process, while qualification system is to evaluate the number, mass and extent of concrete and abstract entities. This paper makes a detailed statistical analysis of them. It can be seen from table 3.3 that the qualification resources representing number and extent in American New Year greeting message are obviously lower than those in Chinese New Year greeting message; the quantitative resources representing mass in Chinese New Year greeting message are not obviously different from those in American New Year greeting message. It can be seen from table 3.4 that there is little difference between the intensification resources of quality and process in Chinese New Year greeting message and those in American New Year greeting message.

Eg1: Many figures…,many relays …many scenes…, all these vividly illustrate…against the pandemic. (China,2021,Number)

Eg2: We transformed…tens of thousands…and millions and millions of masks….(America,2021,Number)

Example 1 is selected from the 2021 New Year greeting message in China. In 2020, the world faced a major public health event of COVID-19 pneumonia and the Chinese people jointly fought against the virus and finally won the victory. In example 1, the adjective “many”, the adverb “all” and the pronoun “these” are used to quantify the strength of attributes. In addition, example 1 adopted a parallelism sentence pattern to strengthen the tone, highlighting the ideas that President Xi Jinping wants the Chinese people united and friendly. When confronted with national crisis, Chinese people went forward and went forward, and finally overcome difficulties. Example 2 is selected from the new year greeting message of 2021 in the United States. In the example sentences, “tens of thousands” and “millions and millions” are used to illustrate the quantity. The appearance of these quantifiers strengthens the quantification of physical things, and further improves the expression meaning of language.

Eg3: The small red boat…bore the…the nation.(China,2021,Mass)

Eg4: We… a $3 trillion…largest financial…history.(America, 2021, Mass)

Example 3 is selected from Chinese New Year greeting message in 2021. The full name of CPC is Communist Party of China. 2021 is the 100th anniversary of the founding of the Communist Party of China. In the 100 years of ups and downs, the Communists have led the Chinese people to prosperity and prosperity, so as to realize the great rejuvenation of the Chinese nation. But such a great party was just born on a boat in Nanhu, Jiaxing, Zhejiang Province This is in sharp contrast to the great achievements made by the Chinese Communists. The translation realizes the qualification of concrete objects through adjectives indicating the size of the ship, thus vividly conveying the wishes of the state leaders. Example 4 is a New Year greeting message from the United States in 2021. This is the last New Year message issued by US President trump before he leaves office. The three trillion US dollars in the example sentence are used to stimulate the economic development of the United States. This plan includes two parts, namely, infrastructure construction and basic education construction. COVID-19 in 2020 has greatly affected the economy of the United States. The economic recovery after the outbreak is imminent. In the translation, the superlative “large” is used to quantify the attribute, emphasizing the great support of the United States to the economy this time.

Eg5: Hong Kong… its long term prosperity and stability.(China,2018,Extent)

Eg6: That's…in. That's … always known.(America,2012,Extent)

Example 5 is selected from China's New Year greeting message in 2018, Hong Kong returned to the embrace of the motherland in 1997. By 2017, Hong Kong has returned to the motherland for 20 years. Over the past 20 years, the people of the mainland and the compatriots of the Hong Kong Special Administrative Region have worked hand in hand to share the same destiny and breath with the motherland. Hong Kong has such a solid backing as the mainland, so it has always maintained a prosperous scene. The use of the adjective “long” in the example sentence to quantify the attributes profoundly shows that Hong Kong has been prosperous for a long time and its development is still stable. Example 6 is a new year greeting message from the United States in 2012. At that time, the president of the United States was Obama, who was the only black president in the history of the United States. During Obama's term of office, all aspects of the United States showed a prosperous scene, thus the American people have always been very confident. In the example sentence, Obama uses the Adverb “always” to strengthen the quantification of attributes, which fully reflects the high self-confidence of the American people, which is the self-confidence in the heart.

Eg7: In 2020, …moderately prosperous…eradicating extreme poverty.(China,2021,Quality)

Eg8: There's…2012 will…even more change. (America,2012,Quality)

Example 7 is taken from the Chinese New Year greeting message of 2021. The year 2020 is the last year of China's fight against poverty. With the joint efforts of Party members, cadres and the whole nation, China has eliminated extreme poverty and achieved common prosperity. In the process of getting rid of poverty and becoming rich, a large number of heroes have emerged. They are all great men of this era and deserve our admiration. The Adverb “moderately” is used to modify the well-off society. Building a well-off society in an all-round way is a proper term for institutionalization. The extreme adjective “extreme” is used to modify poverty. It shows that China is determined to get rid of poverty and let all poor farmers get rich. It also fully shows that the Communist Party of China is dedicated to the happiness of the people and the Chinese government has been on the road. Example 8 is from the New Year's message of 2012 in the United States. This year is the first year of Obama's re-election. Since Obama took office in 2008, the economy of the United States has been green all the way and has made great progress in all aspects. The Adverb “even” is used in the translation to modify more changes and strengthen the attributes. This also shows that President Obama has brought a lot of changes to all aspects of the United States.

Eg9: We have also made…the past year.(China,2019,Process)

Eg10: He also cited several accomplishments…and repealing…care law.(America,2018,Process)

Example 9 is taken from China's 2019 New Year greeting message. The year 2019 is the penultimate year of China's fight against poverty. The work of poverty alleviation has almost come to an end, and various tasks of poverty alleviation have been completed one after another. The Adverb “also” is used to modify the verb “made” in the translation, which fully shows that good results have been achieved in the work of poverty alleviation. These achievements are accumulated little by little, which are inseparable from the efforts of poverty alleviation cadres and common people. The use of adverbs can strengthen the process of poverty alleviation. Example 10 is a new year's message from the United States in 2018. The content of the example sentence is president Trump's ardent expectations for 2018. He was a businessman before he became president and had no political experience before. President Trump's eyes are more about interests from the perspective of businessmen, so in order to make the company enter the United States quickly, he adopted a series of measures, such as tax reform and health care reform. The use of the Adverb "also" to strengthen the attribute process shows that President trump has adopted many ways to realize the interests of his businessmen, but only a part of them is listed.

Table 3.5 The Statistic of Focus Resources

	China	America	Total
Sharpening	52 70%	23 30%	75 100%
Softening	23 58%	17 42%	40 100%

It can be seen from table 3.5 that the sharpening resources in American New Year greeting message are lower than those in Chinese New Year greeting message, but the occurrence probability of softening resources in Chinese New Year greeting message is basically the same as that in American New Year greeting message.

Eg11: The…Macao indicates…two systems" is fully applicable, achievable, and popular.(China, 2020, Sharpening)

Eg12: And we…economic recovery…Americans are still struggling to get ahead.(America, 2012,Sharpening)

Example 11 the new yeargreeting message from China in 2020 shows that Macao returned to the embrace of the motherland in 1999. Since Hong Kong and Macao were once separated from each other, their political system, cultural atmosphere and social formation are different from those of the mainland, so they need to be managed with different policies and guidelines. The “one country, two systems” mentioned in the example is the policy created by Deng Xiaoping in order to achieve the goal of China’s reunification. At that time, the policy was put forward in response to the Taiwan issue, and it was also the system adopted by the Hong Kong and Macao Special Administrative Regions later. The use of the Adverb “fully” in the translation fully illustrates the feasibility and applicability of the “one country, two systems” policy. Since then, Macao's economy has grown steadily and the people live and enjoy their business. “One country, two systems” is not only the best solution to the Macao problem, but also the best institutional guarantee for Macao to maintain long-term prosperity and stability. In terms of economic construction, Macao gradually stepped out of a window and bridge which not only keeps it as the opening up of the mainland, but also plays the role of its World Tourism and leisure center, thus enriching and deepening the specific contents of theoretical and practical innovation of “one country, two systems”. Example 12 is selected from the new year greeting message of the United States in 2012. The financial crisis broke out in the United States in 2007. The financial crisis of the United States spread to the whole world, and the whole world shared the difficulties together. On January 20, 2009, the new president of the United States, Barack Obama, was sworn in. When President Obama came to power, he faced such a huge challenge. In 2012, in his second re-election, the economic situation of the United States is not optimistic, and many American citizens are still struggling. President Obama mentioned this point in his new year's message. The translation uses “still” to not only express his concern about the current situation of the United States, but also convey his hope for a better life in the United States. With the joint efforts of the United States and other countries around the world, we finally got through the financial crisis.

Eg13: Thanks to…China's GDP…close to 100 trillion yuan…10,000 US dollars.(China, 2020, Softening)

Eg14: And in many ways…what kind of country we want to be…grandchildren to grow up in.(America, 2012, Softening)

Example 13 is selected from China's new year greeting speech in 2020. 2020 is the last year to fight against poverty. In this year, China's GDP and per capita GDP have been growing steadily. The “close to” in the example talks about the meaning of attribute as a vague language. RMB 100 trillion and US $10000 are quite a lot of money, so the target language is modified with such modifiers. Example 14 is selected from the 2012 New Year greeting message of the United States. The “kind of” in the example, as a fuzzy focus resource, weakens the author's position on the point of view. This is because President Obama said that what kind of country the United States will become in the future is an unknown number, which requires the joint efforts of the American people. For the uncertain things, the translation uses fuzzy language to weaken the meaning of the discourse.

Conclusion

Based on the theoretical framework of graduation resources, combined with the methods of quantitative and qualitative analysis, this paper makes a comparative study of Chinese New Year greeting message and American New Year greeting message. With the help of corpus statistical tools, this research makes horizontal annotation of graduation resources in English versions of Chinese and American New Year greeting message. The results show that: 1) the proportion of force resources and focus resources in Chinese New Year greeting message is basically higher than that in American New Year greeting message; 2) according to the specific classification of force resources and focus resources, the resource types of American New Year greeting message are generally lower than that of China, but some of them are equal. All these are due to the huge differences between China and the United States, the different national conditions and policies of the two countries, and the different ways of speaking and living habits of the leaders of the two countries. As a type of political discourse, new year greeting message, due to its unique role and particularity, are translated in many ways by using graduation resources which are not equal to the original form to better present the expression effect of the translation. In a word, graduation resources play an important role in realizing the interpersonal function of discourse.

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A Study of Washback Effect on Learners in The IELTS Academic Speaking Test

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Abstract: The article focused on the washback effect in the academic speaking test of IELTS. The two main research questions focused on the article: What kind of washback effect in the academic speaking test of IELTS? Beneficial or harmful? Moreover, how does this type of washback is reflected with test takers? The methodology was designed by using a structured interview from qualitative research. Furthermore, a questionnaire survey was conducted among five test-takers who had taken the IELTS test for various purposes. The results indicated that the academic speaking test of IELTS had a beneficial washback effect. Participants point out that the score of the speaking test can accurately measure their speaking ability. In addition, their speaking ability could maintain a stable level after the test.

Keyword: Washback, IELTS, Academic Speaking Test.

1.INTRODUCTION

Tests are an essential part of education. Besides, to measure the ability of test-takers to be examined, they are often used to promote teaching and learning. An accurate test can facilitate the progress of teaching and learning and have a beneficial impact, while an inaccurate test can also have a harmful impact on test-takers. This is the beneficial washback and the harmful washback proposed by Hughes [4]. The purpose of the test is not to test itself but to measure whether the performance of test-takers is or isn't up to the standard. Take the International English Language Testing System (IELTS) as an example. IELTS is one of the world's most famous international standardized proficiency tests for English. Its purpose is to measure the English proficiency tests for people who study or work in countries and regions where English is the language of communication (IELTS Handbook 2007). IELTS has a high recognition range and a large number of participants, especially in China. In recent years, the number of Chinese people through IELTS studying abroad and emigrating has been increasing. However, there are few studies on the washback of IELTS test-takers, especially on the academic speaking test. The academic speaking test has always been a difficulty of learning for Chinese test-takers, but it is also the basis of daily learning and communication after going abroad, so the washback effect of the academic speaking test in IELTS will be focused on in this study.

2.RATIONALE

Hughes [4] pointed out that washback is about the effect of testing on teaching and learning. It consists of beneficial washback and harmful washback. But in this field, there was little research on washback of the academic speaking test. When keywords about "IELTS" and "washback" had been searched in a comprehensive academic search engine, there were only 101 search results for it. In the 101 searched results, just a few results focused on the academic speaking test itself to explore the effect of washback on teaching and learning.

Research by Karim and Haq [5] aimed at the comprehensive evaluation of the IELTS speaking test. It mainly used the criteria of Hughes [4] to evaluate the reliability and validity of the IELTS speaking test. From the research, Karim and Haq [5] pointed out the advantages and disadvantages of the speaking test of IELTS and put forward suggestions. Karim and Haq [5] believed that although IELTS has some shortcomings, it is a test that has validity and reliability as a whole. Ge [3] referred to washback in his research on the IELTS speaking test in addition to evaluate validity and reliability, but the data source in his study was mainly collected from IELTS teacher by interview. However, the data collecting in the study of the washback effect should include not only teachers but also students on teaching and learning. Therefore, this study will be focused on the perspective of test-takers.

According to previous studies on an academic speaking test of IELTS, we can find a gap which is that just a few studies start from washback to study the effect of the academic speaking test on teaching and learning. This study hopes that test-takers can be the centre of study to research the washback effect in the academic speaking test. To sum up, the research questions were put forward.

What kind of washback effect in the academic speaking test of IELTS?

How does this type of washback is reflected with test takers?

3.METHOD

3.1Design

Structured interview from qualitative research was used to investigate the effect with test-takers. The question items of the interview were designed according to the research questions. All interviewees will be required to enter the same independent interview room and will be asked the same questions in the same order. In anticipation of all possible situations, the design of the interview question items covered every aspect of the IELTS speaking test as comprehensively as possible. The interview process was strictly designed in accordance with the principles of structured interview proposed by Denzin and Lincoln [1]. In the process of the study, the interviewer should not explain the study and questions, interrupt the interviewees, hint or guide the interviewees to answer the questions. The interviewer will strictly follow the research guidelines and not play on the spot. For example, change the word of the questions, temporarily add questions or add answer options. The interviewer will face all interviewees with an objective and neutral attitude. Finally, the interview data will be collected with the transcript for analysis.

3.2Participants

The participants were five students were four females and one male, who had taken the IELTS test before. All participants graduated from China's public university and obtained a bachelor's degree certificate. The selection principle is to make the external factors of participants as diverse as possible. For example, among these five people, some have participated in the long-term IELTS speaking test preparation course, some have participated in the short-term IELTS preparation course, and some have not participated in the IELTS preparation course. The five participants had different times to take the IELTS, performance and purposes. Before taking IELTS, everyone's English proficiency is different, especially in the part of the speaking ability of English.

3.3Materials

According to the interpretation by Denzin and Lincoln [1], the interview content was designed with a structured interview. Because in structured interviews, "the interviewer is required to play a neutral role" [1], the intervention of the interviewer in the interview content is relatively small. The advantage of structured interviews is that they can objectively show the attitudes and views of interviewees on the question items. Therefore, structured interviews are selected for research.

There were 13 interview questions in the interview. The first three questions were mainly to acquire the times, frequency, score, purpose of participants in the IELTS test, and the satisfactory performance of interviewees. The next ten questions focused on the academic speaking test. The complete question items will be shown in the appendix.

During the interview, the interviewer will repeat or translate question items into Chinese for the reason of incomprehension of the interviewees, but the interviewer cannot over-explain the question items. The answers which interviewees obtained in the research topics were also unified and concise. Interviewees did not have a specific understanding of the purpose of the study. Interviewees were allowed to answer interview question items in Chinese.

4.INTERVIEW DATA COLLECTION

In order to run the experiment, the following steps were used.

Stage 1. Select five participants. In order to explore the internal relationship between the washback effect and testing and learning, the five participants were tried to make the inconsistent in test objectives and speaking ability. The conclusion of the same washback effects existing in the study needs to be proved, even though the components of each participant were different.

Stage 2. An independent, quiet, undisturbed interview room was prepared as the interview question items were prepared. Two cameras were placed in the interview room. One was for shooting close shots, which was above the shoulder of the interviewees, and the other one was for shooting the same close shots, which was above the shoulder of the interviewer. Both cameras record sound and pictures at the same time. The camera shooting mainly highlights the speaking contents, attitude and simple movements of the interviewees and interviewer. The video of the interviewer was filmed to prove that the words and behaviour of the interviewer remained objective during the interview.

Stage 3. All video data will be retained for future reference (to submit if necessary). All voice data will be transcribed into English for data analysis.

4.1Results

Among the five participants, the purpose of participant A, B, C and D was to obtain the qualification to study in English-speaking countries. Therefore the IELTS scores of the target schools must be attained. Participant E took part in the test to improve her English oral ability. First, take participant E as an example to illustrate her situation. It was found that participant E had taken two IELTS, with the final statement performance of 6.0 and the final speaking performance of 5.5. Although the purpose of participant E was to improve her speaking ability, she did not achieve her goal score and gave up trying it again. The reason was that she got an opportunity to exchange in Australia after her second time to measure her ability. She thought that it could speed up and effectively learning spoken English.

The difference between participant A and D with other participants was that they did not participate in the IELTS speaking preparation course. Only through self-study to pass the speaking test.

The speaking test settings will be analyzed firstly. Five participants thought that the IELTS test setting was reasonable. Participants believed that the topic selection of the IELTS speaking test was usually routine. For example, the topics in Part one always is about movies, weather, holidays, cities and so on (IELTS Handbook 2007). Since these topics are commonly used in life, they can be used to train speaking ability in preparing for the test.

"The IELTS spoken English test performance criteria are very clear, and the performance results are relatively accurate. But test takers and examiners carry out the form by one-to-one, which will bring more psychological pressure to students, and may also affect the performance of test takers. One of the aims of IELTS is to select people who can adapt to and live in the English environment, and the topic of IELTS speaking test is generally more common, which reflects the original intention and purpose. I think through the practice of IELTS oral English, my speaking ability has improved, because Chinese students don't have a lot of opportunity to speak English, IELTS preparation in speaking test has promoted me to speak English."

Participants who had participated in the IELTS preparation course also mentioned that as a result of the clear outline of the IELTS speaking test and the stable content of the test, IELTS speaking teachers in common teaching also mainly focused on common life topics of vocabulary and phrase training to improve speaking ability of students.

"On the one hand, the teacher helps us to organize the theme and carry out targeted training. Teachers, like examiners, answer as well as the examination process, and then analyze which aspects of the simulation test are not good, let's practice more. We will be given some examples to analyze the structure and ask us to recite."

On the one hand, the teaching method of teachers improved the oral communication ability of students on some common topics, but on the other hand, it may also solidify the thinking mode of students.

Of course, the IELTS speaking test has its limitations. The main form of the IELTS speaking test is one-to-one question and answer between examiners and test-takers. But the examiners always are a guide to think, and test-takers answering the questions are the main part of the test. The role of examiners in the test is to evaluate the performance of test-takers, more than to communicate with test-takers. In this case, the authenticity of the test will be affected in common oral communication in which two or more people are involved. Oral communication is completed in an interactive environment.

"I think the difficulty of the exam is that after giving a topic, there is only a short preparation time, but one person needs to speak a long time to the examiner."

"There is little communication in the test process, which is rarely encountered in daily life. For example, I talk to a person. When I talk about a topic with someone, if I forget something, this man will help me to replenish, rather than waiting for me to answer without saying anything."

Of course, the disadvantage is only a small part of the IELTS speaking test.

Generally speaking, thinking from the perspective of test-takers, the IELTS speaking test has a beneficial impact on teaching and learning because of its reasonable test design, appropriate choice of subjects, refined and clear examination syllabus. This result answered the first research question raised in the study: the washback effect in an academic speaking test of IELTS is beneficial washback.

About the second research question: how does this type of Washback reflect with test takers? Previous studies have shown that IELTS is a validity and reliability test [1]. Regardless of the purpose of taking the test, test takers all want to pass the test to get a good result or to measure language ability. Therefore, test takers will be trained in the design and content of the test. Through this kind of practice and training, we can acquire the speaking ability to pass the test.

4.2Discuss

The conclusions obtained from the study are consistent with previous studies, which all believed that the IELTS speaking test has a beneficial washback. Starting from the comparison of performance and ability, the participants thought that IELTS performance criteria were clear, and the performance results were relatively accurate. Participants believed that speaking test performance could accurately measure their speaking ability. In addition, after the speaking test, the changes in English oral ability were different but not complicated. Simply speaking, the speaking ability of participants remains unchanged or improved speaking ability compared with test performance, but there is no retrogression of speaking ability by participants. On the other hand, it proved that the IELTS speaking test is a beneficial washback.

4.3Limitation

The limitation of the study was that there were only five participants, which was not universal in the strict meaning. Participants were selected and did not conform to the random principle of the study. In the process of the study, the shortcomings of the speaking test were just pointed out, but how to solve the problem was not considered.

4.4Conclusion

Through the analysis of interview data, we found out that there were a little nibs in IELTS academic speaking test. However, data analysis showed that the IELTS academic speaking test affected teaching and learning, which is a beneficial washback. This study focused on the impact of test on teaching and learning. But factors from test takers such as motivation and attitude should not be ignored. To sum up, the washback effect in the academic speaking test of IELTS is beneficial washback, which is reflected in many aspects of test takers' learning.

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Research on Innovative Methods of Financial Risk Management in Enterprises Based on the Background of New Economy

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Abstract: The development of Chinese enterprises is greatly driven and influenced by social economy. Under the current market environment, the competition between enterprises is becoming more and more fierce, which not only hinders the good development of enterprises themselves, but also increases the risk of financial management of enterprises and increases the corresponding management difficulty. Therefore, enterprises need to increase their investment in the risks and management problems that may exist in financial management, and explore their solutions and take effective measures to prevent risks as much as possible and avoid the problems of hindered development of enterprises. This paper analyzes the possible problems of financial risks in enterprise management and provides corresponding solutions.
Keywords: Enterprise; Financial management; Risk; Method

INTRODUCTION

In the current rapid development of market economy environment, the opportunities and challenges faced by the development of enterprises are the same. If they can not effectively face the challenges and prevent various risks, the development of enterprises will be vulnerable to immeasurable losses. The financial management of enterprises involves a wide range and is relatively complex, so the causes of financial risk are more extensive. Therefore, in the process of development and operation of enterprises, we should fully understand the causes of financial risks, and pay full attention to financial management, and optimize enterprise management through the development and improvement of the corresponding financial management mechanism, so as to avoid related financial risks as far as possible, so that the company operates well and develops rapidly. [1]

1. TO CONSTRUCT A PERFECT ACCOUNTING SYSTEM AND TO POPULARIZE THE RISK AWARENESS IN AN ALL-ROUND WAY[2]

The improvement of internal control system of enterprises requires to strengthen supervision over enterprises. First of all, we should improve the internal supervision conditions of enterprises. The rationality of the establishment of business organization, the definition of title, the responsibility of financial situation and the specific financial business process are the main contents of internal control of enterprises. To strengthen coordination and communication, strengthen coordination among financial departments, financial departments and other departments can help to establish links, establish feedback mechanism and find problems in time. In addition, we should implement the internal control system, which involves the balance and control of the management personnel. In the practice of enterprise financial management, we should establish and perfect the accounting system to prevent and control accounting risk scientifically, and provide a solid premise for the prevention and treatment of accounting risk. First, enterprises must conform to the development trend of the times, and take the lead in determining the accounting management objectives based on their own financial management practice and accounting work characteristics. Second, enterprises should also establish and improve the budget management system. The enterprise shall scientifically prepare the budget of the current year in combination with its own development status and the final accounts plan of the previous year. It shall merge the capital reserve, flow and income and expenditure of the enterprise in advance, and effectively guide the use of enterprise funds. Third, enterprises should also establish the early warning mechanism of accounting management risk. With the rapid development of information technology, enterprises can rely on it to strengthen risk control and tracking, and realize the whole process control of accounting risk. Fourth, we should strengthen the publicity of risk prevention awareness, create a good corporate atmosphere, especially strengthen the risk management and control awareness of enterprise managers and urge them to attach importance to accounting risk. At the same time, it needs to strengthen the risk prevention ability training of financial management personnel, guide them to implement the rules and regulations carefully, comprehensively summarize accounting information, and provide perfect information data support for the prevention and control of accounting risk. [3]

2. TO IMPROVE THE INTERNAL CONTROL SYSTEM AND TO STRENGTHEN THE PREVENTION AND CONTROL OF ENTERPRISE

RISKS

The development of an enterprise is inseparable from internal control. As an important part of the development of an enterprise, an enterprise should always pay attention to changes in the external operating environment and make corresponding adjustments to the internal control system in a timely manner to ensure the integrity and meticulousness of the internal control system, make the internal control links more stringent and effectively avoid financial risks. For example, to implement the internal control of fund management, to strengthen the strictness of fund approval and review, and to promote the circulation and turnover of funds. A good system needs to be implemented and tested. After establishing and improving the internal control system, an enterprise needs to pay attention to its implementation process, grasp the implementation issues, and improve the ability to prevent and control financial risks. In the formulation and implementation of the internal control system, we should also pay attention to the results of the implementation of internal control, and strengthen the supervision of internal control, so as to improve the effect of financial risk control. Relying on internal control to reduce financial risks is far from enough. Communication and information exchange between various departments is necessary. Information transmission, actual demand and joint cooperation between departments are another important way to improve the internal control of an enterprise. Therefore, the development of enterprises should pay attention to the communication and cooperation between the various departments of the enterprise to improve the efficiency of problem solving. [4]

3. TO STRENGTHEN THE SUPERVISION OF FUNDS

In order to strengthen the supervision of corporate funds, the relevant higher-level departments must understand the financial management of the enterprise in a timely manner. In order to be able to supervise the financial department more conveniently and intuitively, it is necessary to improve the financial management methods to avoid the slack and inaction of financial staff in their work. Through strengthening the supervision of the fund flow in the financial management, we can strictly review and check the financial management work at all levels. We can effectively monitor and discover the problems that may occur in every link of financial management, and finally solve them effectively and timely. In addition, we should strengthen the supervision of the company's capital chain, combine the company's own development status, and continuously improve the company's management system, so as to reduce financial management risks. [5]

4. TO IMPROVE THE TECHNICAL MEANS OF FINANCIAL RISK AVOIDANCE

No matter what kind of financial risk, the ultimate bearer is the enterprise itself. It can be seen that the prevention and timely response of risks are done by the enterprise in advance to ensure that the financial risks of the enterprise are avoided before they appear. When formulating financial risk response measures, it is necessary to fully grasp the development of the enterprise, predict the risks that may arise, and accurately locate the risks. On this basis, we need to have sufficient financial support to ensure that there are sufficient reserves of funds to deal with risks when they arise and avoid the rapid expansion of risks out of control.

In the process of development and operation of enterprises, reasonable methods should be adopted to disperse the main business methods of the company, and ensure that the economic development of the enterprise is not supported by any products. With the help of extension and decentralization, business operations are developing in the direction of diversification. The fatal harm caused by corporate financial risks to the enterprise can also be avoided. [6]

5. CONCLUSION

To sum up, financial enterprises are mainly used for project development and financing, which effectively promotes the rapid development of our country's economy. However. There are still some problems and potential risks in the financial management of financial enterprises, such as false accounting, ineffective internal control and supervision. To solve the financial problems of financial enterprises, we should first of all improve the company's internal control system and the company's internal control environment, strengthen risk assessment, implement containment systems, enrich regulatory models, and strengthen supervision. We should implement investment according to investment analysis report, improve the quality and scale of financial analysts, strengthen financial supervision again, strengthen the implementation of financial supervision and the role of audit institutions, increase the intensity of administrative punishment, design and select appropriate financial ratios and economic analysis indicators, as well as preprocessing financial and economic variables. Finally, it is necessary to improve the professional quality of accountants and strengthen the professional ethics education of accountants and professional and technical training, improve the collection of financial information data by combining with advanced electronic information technology, improve the professional quality of accountants, as well as improving the speed and accuracy of analysis and output.

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Application of Traditional Culture in Food Packaging Design

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Abstract: Food packaging design embodies the "signature" of food as an intangible feature of food. Today, when the brand effect is highly emphasized.Unique food packaging design can convey a unique brand effect for food.How can food packaging design show new ideas?At this time, we can add some traditional cultural elements to the food packaging design.In this way, not only can it make the food packaging design more exquisite, but it can also reflect a "down-to-earth" style, and it is easier to narrow the psychological distance between consumers.Below we discuss the application of traditional culture in food packaging design.

Keywords:Traditional culture; Food packaging; Design scheme; Application effect

1.INTRODUCTION

Today, when the market economy is very developed, people pay more and more attention to product packaging design.It is essential to enhance the brand effect of the product.Among them, food packaging design is an important part of product packaging design.In modern food packaging design[1], in addition to reflecting the various attributes contained in the food, it is also required to adopt a unique artistic design plan, especially to be able to convey creativity from the design plan, so that the market competitiveness of the food can be improved from another angle.Therefore, here we specifically discuss the effective application of traditional culture in food packaging design, and specifically propose some solutions.

2.THE SIGNIFICANTCE OF INTRODUCTION TRADITIONAL CULTURAL COLORS IN FOOD PACKAGING DESIGN

Realizing innovative design and showing national characteristics has become an important issue for food packaging designers to think about and solve[2].Today, the country is constantly advocating and promoting our country's excellent traditional culture.This is also the main significance of introducing traditional cultural colors into food packaging design.In fact, the traditional cultural elements in food packaging design are themselves a very "down-to-earth" way to "advertise" traditional culture.At the same time, it also makes the packaging design scheme full of interest, full of unique flavor, so as to better attract the attention of consumers, so that consumers feel more intimate and aesthetic in the style of traditional culture, and finally let consumers can establish a resonance in their hearts.Therefore, this kind of creative design plan is becoming more and more respected by food companies.

Specifically, the significance of introducing traditional cultural colors into food packaging design mainly lies in:

(1)Convey the rich connotation of my country's traditional culture through the packaging design plan

The packaging design patterns with national colors reflect the strong charm of traditional culture.It can be said that it also embodies the profound wisdom of the Chinese nation for thousands of years, and it belongs to an important spiritual wealth in the history of Chinese civilization.Moreover, our country also has the characteristics of multiple ethnic groups, and different ethnic groups have different cultural characteristics.However, when we adopt packaging design schemes reflecting the cultural connotation of different nationalities for different food products, the rich and colorful cultural elements can convey the rich connotation of Chinese traditional culture, which makes people feel both full of freshness and thick sense of history.This look and feel cannot be replaced by other design solutions.As a result, it embodies the national characteristics of our country in many aspects and angles, and demonstrates the unique humanistic connotation.

Therefore, whenever consumers see such food packaging, they will naturally have a strong interest, so as to arouse the desire to buy the food "love me, love my dog".Of course, this is not to say that the quality of food is poor, and packaging can win people's attention.It is to say that the packaging with the characteristics of animation and national culture can make food leave a good first impression on consumers.So when consumers choose food, they will naturally choose this kind of food.

(2)Convey the aesthetic vision that reflects my country's traditional culture through the packaging design plan

Traditional culture is undoubtedly a kind of national values, especially the embodiment of national aesthetics.Although there are many ethnic groups in our country, there are differences in the aesthetics of each ethnic group.But in general, the aesthetics of the entire Chinese nation still has its own unique style that is different from other countries.Then the introduction of traditional cultural colors into the food packaging design can naturally convey the aesthetic insight that reflects the traditional culture of our country.And this kind of aesthetic vision is naturally in line with the national psychology of the public, and it can be enjoyed by the public.Then the public will be motivated to buy the products that are packaged in line with their aesthetic needs.

3.THE MAIN TETHOD OF CONVEYING THE TRADITIONAL CULTURE OF OUR COUNTRY THROUGH THE FOOD PACKAGING DESIGN PLAN

This requires designers to continue to strengthen their learning, and continue to apply the elements of my country's excellent traditional culture in the West District and reasonably apply them.The main methods of conveying my country's traditional culture through food packaging design schemes mainly include the following aspects:

(1)Achieve the integration of Chinese and Western design styles

After the reform and opening up, foreign advanced packaging design concepts were introduced into our country, which led to the rapid development of food packaging design in our country.While absorbing western design concepts, people should stick to China's traditional culture and integrate traditional patterns into packaging design, so that China's food packaging design reflects its unique culture and forms a unique style.

Therefore, based on this idea, the integration of Chinese and Western design styles is an important guiding ideology in our food packaging design.Food packaging designers should strengthen learning, in-depth understanding of the history of China and the cultural characteristics of different nations, and through inspection and other ways to more comprehensively understand the different forms of traditional decorative patterns.In the design process, designers should try more to choose a plan that better conveys our traditional culture, while avoiding the application of traditional decorations that is too abrupt.Design is a work that relies on experience and aesthetic qualities in many aspects. Designers need to actively summarize experience from many design practices, improve their design level, better integrate traditional culture in the future food packaging design, and inherit Chinese traditional culture in the food industry.At the same time, we should also actively learn the excellent elements of western design schemes and integrate them into our designs.

(2)Application of folk traditional decorative patterns in packaging design

Chinese folk traditional culture has various forms. In terms of traditional decoration, the way of folk inheritance is mainly internal inheritance and small-scale inheritance, and there is no national spread.There are many kinds of traditional decorative patterns in China. Different decorative patterns represent different meanings and represent different forms of folk art, which can become an important symbol of folk art exchange.Many traditional folk decorations have rich connotations, some entrust people's good wishes, show people's yearning for a better life in the future, and some contain deep blessings from people to each other.When applying traditional decorative elements, food packaging designers should pay attention to fully embody their meaning on the packaging, and have an internal connection with the food, so that the food gradually has the meaning of folk traditional decoration.For example, the moon cake of the Mid-Autumn Festival embodies people's good wishes for reunion. When designing the packaging of moon cake food, traditional decorative elements can be integrated to express the meaning of reunion on the packaging. While highlighting the festive atmosphere, the traditional festival culture of China can be conveyed to consumers, which is not only conducive to food sales，but also let our traditional culture in a new way to get rapid dissemination.

Nowadays, many food packaging designs reflect the shape of the food itself through specific graphic design, which not only gives consumers a more intuitive experience, but also attracts consumers through the special shape of the food.Traditional Chinese artistic modeling can be applied to food packaging design to give food packaging a layer of humanistic charm, so that the effect of food promotion will be greatly improved.The effect of traditional decorative patterns in food packaging is shown in figure 1.

Fig. 1 The effect of traditional decorative patterns in food packaging

(3)The Application of Ancient Chinese Characters and Calligraphy in Food Packaging Design

China has a long history, and the writing in different periods is very different.In addition to the official fonts, Chinese calligraphy in different periods all have their own calligraphy styles, giving birth to different schools of calligraphy, which makes the expression forms of Chinese characters rich and diverse, with high aesthetic value and humanistic value.If the designer can integrate ancient characters and calligraphy into the food packaging design, the food as a whole will show a kind of classical beauty. In the process of food sales, the spirit of traditional Chinese calligraphy has also been spread.Calligraphy is an important art form unique to China. The application of calligraphy in food packaging can fully display the characteristics of food, make the packaging more distinctive as a whole, give consumers a stronger visual impact, and increase the possibility of consumers buying.Since the reform and opening up, advanced western design concepts have poured into our country, and have had a profound impact on all walks of life in China.However, with the improvement of people's aesthetic level and my country's emphasis on traditional culture, ancient Chinese characters and calligraphy have also been promoted.The application of ancient Chinese characters and calligraphy in food packaging design can make the art of calligraphy more widely spread and meet people's more diverse aesthetic needs. In addition, the proper use of ancient characters and traditional Chinese calligraphy food packaging can also better highlight the concept of the manufacturer, improve the cultural connotation of food.

4.CONCLUSION

The use of the excellent elements of traditional culture in the design of food packaging and the integration of the elements in the excellent western design scheme is a bold innovation in the design of food packaging.In this regard, we must continue to learn and continuously improve our design ideas, so that our design schemes will have a different effect.

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An Evaluation on the Washback Effect of the Computer-Based English Listening and Speaking Test in Guangdong NMET

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Abstract—In order to cultivate more effective users of English under globalization, the Education Examinations Authority of Guangdong Province announced to incorporate Computer-based English Listening and Speaking Test (CELST) into National Matriculation English Test (NMET) since 2011. The CELST accounted for 10% in 2011 and then the proportion increased to 13.3% in 2021. Unquestionably, these reforms greatly influenced English teaching and learning. After discussing and analyzing both the positive and negative washback effect of the CELST, the author provided feasible suggestions to maintain the positive impact of the test in this paper.
Keywords: Index Terms—CELST, NMET, English listening, English speaking, washback effect

I. INTRODUCTION

The CELST has become a compulsory part of NMET in Guangdong Province, China since 2011 and accounted for 10%. In 2021, the proportion of the CELST increased by approximately 4%, which indicated a growing emphasis on the cultivation of more active English language users. Through these reforms, test developers and designers intended to avoid the phenomenon of “dumb and deaf English” by raising English language teachers’ and students’ awareness of English listening and speaking ability [1]. Since NMET is a summative and high-stakes standardized test, functioning as a gatekeeper for senior high school students to enter colleges [2], there is no doubt that CELST has a great impact on both students and teachers. However, there is a lack of studies on the washback function of the CELST. In this paper, therefore, the author evaluated the washback effect of it; in other words, examine how and to what extent these reforms affect students and teachers.

II. THE CELST IN GUANGDONG NMET

The CELST consists of three parts: Reading Aloud, Role Play and Retelling. In Part A, Reading Aloud, test-takers must read the subtitles of a video and imitate its pronunciation and intonation as much as possible. In Part B, Role Play, after watching a video without subtitles, test-takers are required to translate three questions from Chinese to English and then answer five questions based on the replies from computers. Part C, Retelling, requires test-takers to retell a story in their own words with details after listening to a monologue twice.

III. POSITIVE WASHBACK

Before the CELST was incorporated into the NMET, students’ scores failed to present their actual ability of using English as a language. Teachers spent most of the time and effort on enhancing students’ reading and writing skills but ignored the importance of listening and especially, speaking. However, ample research found that not only teachers and students but also school administrators pay more attention to English listening and speaking practice as the proportion of the CELST increased. For example, teachers connect with one another more frequently, compared with before, to discuss and develop effective teaching strategies [3], which helps ensure the positive washback effect of the CELST. In order to better support students to be familiar with the test, teachers started to apply various interesting activities into classroom, such as role play and group discussions, and employ diverse teaching materials including images, audios and videos, which facilitates more interactions between teachers and students. Unlike the preparation process of traditional paper-pencil based tests, multiple materials and activities provided by teachers create a relatively more engaging environment for students to learn English. By doing so, more opportunities are provided for the students and thus, they are more inclined to actively participate in English classes, which helps them enhance English skills expressing thoughts confidently instead of feeling awkward [3]. Given that English is a language functioning as a tool for people to communicate, the CELST greatly contributes to the improvement of students’ interpersonal skills.

Thanks to the test, a majority of students reported that they found their motivations for practicing English listening and speaking [4]. For instance, besides purely improving test scores, they realized that practicing these two aspects of English are beneficial to their future career development, in travelling abroad and making foreign friends. This can be interpreted that the washback effect of the CELST keeps influencing on students even after they take the test.

In addition to the benefits brought to students, the incorporation of the CELST also exerts a positive influence on teachers because it encourages and motivates teachers to improve their own oral English and as a result, helps them grow professionally. In other words, teachers' enthusiasm for teaching English are fostered.

IV. NEGATIVE WASHBACK

Nevertheless, the CELST inevitability has a negative impact on teachers and students. From teachers' perspective, many of them believed that this new test pays more focus on speaking English but ignore listening English since the total score of listening was dropped by more than 50% because of the CELST [5]. Consequently, it is more difficult to differentiate students' English listening ability. Although school administrators and teachers started to recognize the importance of oral English, the CELST failed to reach the expected results in terms of improving students' listening English. It is improper to define students' listening English ability by asking them to answer questions orally. The comprehensive ability in using English of students cannot be assessed by adding the CELST into the NMET.

Additionally, due to the high-stakes of its nature, gaining a higher mark is still the reason for teachers' and students' hard work; in other words, the preparation process is exam-oriented [6]-[7]. Even though teaching materials become diverse after the announcement of the CELST, authentic materials are rarely used in class. What materials are commonly being used are past tests, mock tests and other exam-related materials [6] & [8]. Specifically, in Part B, Role Play, videos in the test only provides a setting of the communication which means that the content of the listening material does not match the characters' lip movement; therefore, some students reported that it is easier to get distracted [5]. This confirmed that students found it harder to take sufficient notes while listening and that the video hindered their test performance as a consequence [9].

As for students' opinions on the incorporation of the CELST, the majority of them agreed with the statement that the test cannot measure their real ability to understand listening materials [10]. Especially for students who lived in less developed regions in Guangdong Province, limited practice opportunities and inadequate materials are provided for them due to the lack of computers, so this caused the unfairness to some degree.

V. CONCLUSION

It is hard to determine whether the positive washback function of the CELST outweighs the negative one, but there are some approaches to strengthen its positive impact on English teaching and learning. For example, in Part B, listening materials should be an episode from an authentic lecture or speech, and questions starting with the word "how" and "why" should be included which requests students to articulate their thoughts. When it comes to Part C, daily stories should be replaced by news, science and technology reports [5]. More importantly, to ensure that students' English listening ability is properly and fully assessed, question types should not be limited to story retelling. The author suggested to include multiple-choice questions, true-or-false questions, tables, diagrams and others to train students' logical thinking. During teaching process, teachers should choose topics that either can attract students' attention or are closely related to their lives, thereby motivating them to invest more time and effort in learning English. Also, providing feedback to test-takers after the test can help increase beneficial washback [2].

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Blockchain Revolution

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Abstract: Blockchain is a common topic among today's technology leaders in the financial sector. This paper provides an introduction to the impact and revolution of blockchain in the financial industry and shows the main features of this technology. Then, we present three key challenges regarding the use of blockchain technology as well as three ethical issues. Next, we discuss the development of blockchain in the financial industry. In addition, we present the real motivation of banks to explore blockchain and the problems they face.
Keywords: blockchain; financial industry; ethics, financial industry; blockchain application proposal

1. INTRODUCTION

Blockchain is a term used in the field of information technology. In essence, it is a shared database in which data or information is stored with characteristics such as "unforgeable", "traceable", "traceable", "open and transparent" and "collectively maintained". "open and transparent" and "collectively maintained". Based on these characteristics, blockchain technology has laid a solid foundation of "trust" and created a reliable "cooperation" mechanism, which has a broad application prospect. Blockchain has potentially huge applications in financial fields such as international exchange, letters of credit, equity registration, and stock exchange. Applying blockchain technology in the financial industry can eliminate third-party intermediaries and enable direct peer-to-peer matchmaking, thereby completing transaction payments quickly while greatly reducing costs.

For example, Visa launched Visa B2B Connect based on blockchain technology, which can provide institutions with a cheaper, faster, and secure way to process business-to-business transactions globally. Visa has also launched its first bitcoin debit card in partnership with Coinbase, while Citibank is testing the cryptocurrency "CitiCoin" on the blockchain.

2. THE ANALYSIS OF BLOCKCHIAN IN FINANCE AND LITERTURE REVIEW

Blockchain upgrades the current Internet version 2.0, realizing the first upgrade in the three-step process of "Information Internet - Value Internet - Order Internet"; it will even reconstruct the value credit system of society online and offline, and promote the formation of value metrics of human society in the era of information civilization through value sharing.

At the beginning of 2017, bitcoin price staged a shocking "roller coaster" type of fall, breaking through a new record high on January 5 once approaching $9,000, and quickly diving to touch $6,000. Bitcoin price fluctuations are due to a variety of reasons, but there is no doubt that the new financial technology is receiving widespread attention. In particular, the blockchain, which is the underlying architecture technology of Bitcoin, has been hailed as the "trust machine" by the industry and has become the hottest fintech in 2016. Recently, at the turn of the year, to summarize and look forward to the development of blockchain, the Guiyang Municipal Government Information Office, CCID Consulting and other organizations have released industry reports such as "Guiyang Blockchain Development and Application" and "2016 China Financial Blockchain Evolution, Application and Investment Value Study", which have comprehensively reviewed and explained the blockchain development from the perspectives of development stage, application value, investment value and overall design. Blockchain will upgrade the current Internet to version 2.0 and realize the first upgrade in the three-step process of "Internet of information - Internet of value - Internet of order"; it will even reconstruct the value credit system of society both online and offline and promote the formation of value metrics of human society in the era of information civilization through extensive consensus and value sharing. thus, building a new integrity system, value system and order rule system.

(1)Blockchain: a machine of trust[1]

Currently, the definition of blockchain varies, but CCID Consulting believes that blockchain is a distributed ledger construction technology that can build a non-tamper able and non-falsifiable distributed ledger in a decentralized system and ensure the dynamic consistency of the ledger owned by each node in the system.

Lv Xijun, founder of Netrec Technology, said: the essence of blockchain is to reduce duplication of work and error rate, improve efficiency and avoid human forgery by synchronizing transactions and bookkeeping; increase tampering cost by timeline distributed storage; reduce intermediate links, improve transaction efficiency and reduce transaction cost by synchronizing information flow and value flow; reduce management cost by running according to the same rules.

(2)The five typical application scenarios of financial blockchain.

The planned directions in terms of applications in business and finance are bills; credit authentication for small and micro enterprises; data transactions and data asset circulation; supply chain management and supply chain finance; freight logistics. In McKinsey's "White Paper on China's Banking Industry" released in mid-2016, securities issuance and trading were added. McKinsey believes that the process of securities issuance and trading is cumbersome and inefficient. blockchain technology enables participants in the financial trading market to enjoy equal data sources, making the trading process more open, transparent and efficient. chain and Nasdaq have launched trading platforms for the private equity market. Similarly, CCID Consulting's financial blockchain application does not mention corporate credit and anti-fraud. The current credit industry, especially Internet credit in general, is actively exploring the development and implementation of blockchain, which can bring a more efficient and convenient experience for credit links.

Digital Currency. Although the study of digital currency is still in its early stages, CCID Consulting points out that its arrival is already unstoppable, and blockchain is expected to play an important technical guarantee in the field of digital currency. in December 2013, the central bank and others issued the "Notice on Preventing the Risk of Bitcoin", defining bitcoin as a "virtual commodity " rather than a currency in the traditional sense. However, the Chinese central bank is now actively preparing to establish a digital currency research institute and recruiting full-time staff to conduct research on digital currencies. The key to digital currency design is to eliminate single points of failure and secure the data in the ledger. Blockchain technology integrates existing technologies, effectively eliminates single point of failure in the network through distributed bookkeeping and storage, and guarantees the consistency, security and traceability of ledger data through consensus mechanisms. At present, typical digital currencies using blockchain technology include Bitcoin, Ether, Litecoin and Ripple.

Smart Contracts. A smart contract is a set of digitally defined promises, including a protocol on which contract participants can execute those promises. The external manifestation of a smart contract is a program, within which the rights and obligations of the contract participants are defined. The tamper-evident nature of blockchain technology can guarantee the execution of smart contracts and can provide a platform for smart contracts to operate. Currently, the typical smart contract platform is Ether. However, CCID Consulting points out that the development of smart contracts also faces heavy problems: the current degree of digital assetization is insufficient, and the application of smart contracts depends on the digitization of assets, which can be programmed to complete the flow of assets only after digitization. The implementation of smart contracts themselves are still immature, and their security is still open to question.

Cross-border payments. This is currently the application area where blockchain is generally considered by the industry to be the most valuable, mainly because of the multiple pain points of traditional cross-border payments: it needs to go through the account-opening bank, central bank, overseas bank, agent bank, clearing bank and other institutions, each of which has its own accounting system, and is therefore slow and inefficient. In October 2016, the Ministry of Industry and Information Technology released the "White Paper on the Development of Blockchain Technology and Applications in China (2016)", which pointed out that the application scenario of "blockchain + payment" is especially obvious in the field of cross-border payment, which not only reduces the cost of reconciliation and dispute resolution between financial institutions, but also improves the processing speed and efficiency of payment business; at the same time, it also opens up a wide space for "small cross-border payment" which was not in line with the reality before. However, Wei Min, a payment research expert from Jingdong Financials' Strategic Research Department, said that the difficulty of cross-border payments may not lie in the technology itself, but more in the policy factors to achieve large-scale growth.

This section of the scientific literature analysis is essential for the whole paper, and the purpose of scientific literature analysis is to provide a theoretical basis for practical problem solving. The authors select 10 significant and valuable previous studies in the field and critically analyze each of them for their given perspectives, followed by an insightful research discussion on them as well as provide the different viewpoints and recommendations from this paper.

(3)Three major application areas of blockchain: reshaping the underlying architecture of government, people's livelihood, and business.

First. In government affairs, it is mainly applied to government data sharing, by building an exclusive private chain to solve pain points such as weak data sharing supervision and large data association risks; data lifting cage supervision; Internet financial supervision, such as using blockchain to record online loan customer information, protect customer privacy, verify transactions through the company's algorithm, and ensure the regulator's tracking and control of nodes. [2]

Secondly. In the aspect of people's livelihood, it is mainly applied to precise poverty alleviation, combining fingerprint identification and other technologies to realize the identification and withdrawal of poverty alleviation targets and fund management, etc.; personal data service center, realizing data sharing through user stratification, data verification, data acquisition and storage; personal medical and health data, solving the pain points of scattered, incomplete and difficult to share data; smart travel, establishing guidance chain, parking chain, charging chain, as well as vehicle leasing chain and public transportation chain to realize convenient and efficient travel.

Lastly. In business, it is mainly applied to bills, by establishing a bill chain platform of mutual trust, reducing transaction costs and realizing the traditional bill market to digital bills; credit authentication of small and micro enterprises, using blockchain and big data technology to restore the behavioral characteristics, risk portrait and credit level of small and micro enterprises, so as to form an overall intelligent risk control solution; data education and data asset circulation; supply chain management and supply chain finance, using blockchain technology to solve pain points such as large span of supply chain, lack of transparency and difficulty in investigating violations; freight logistics, solving pain points such as asymmetry of vehicle and cargo data, low efficiency, many logistics disputes and lack of credit records of drivers.

In the literature of number one, the authors evaluate the merits of decentralized finance, determine the current commercial models, as well as assessing underlying risks and limitations. Decentralized finance, which is a novel field of financial technology, has the potential to reframe the landscape of nowadays finance as well as produce a new paradigm with respect to entrepreneurs and creativity, demonstrating the commitment and limitations of decentralized business models. This paper shows that blockchain technology could decrease the cost of transfer, broaden the transaction horizon, as well as the empowerment to perform point-to-point transactions, thereby generating the new parameter for decentralized business models. 'This new paradigm generates the rise of decentralized finance, using blockchain technology to build a system of alternative finance which could be even more diffused, creative, interoperable, boundary-free as well as visible.' (Anjum 2017)In addition, existing challenges were also discussed. And while many challenges still stand to be addressed, it is stated that both entrepreneurs and innovators are constantly attempting decentralized business models that would not conventionally have been feasible in the absence of blockchain technology. In case of success, the decentralized business models are likely to restructure the current sector with the potential to generate a new horizon for both entrepreneurship and innovation. Additionally, it is possible that by doing so, they might challenge investigators with new hypotheses for illustrating the underlying advantages as well as expenses of decentralization.

The second literature begins with a clear definition of bitcoin, blockchain, and fintech. It presents the value and challenges of bitcoin, blockchain, and fintech, in many industries by using a structured review and example studies of the supply chain industry. The study shows how these technologies are constantly being developed with organizations accepting them for the sake of competitive superiority. Therefore, the research on these technologies is required for organizations for understanding them better, to refine its strategy for their business, as well as to establish strategic insights for decision making. The authors argue that financial technologies like blockchain could revolutionize supply chain systems and networks in virtually every commercial sector. This paper presents a recapitulation of the diverse discoveries on this theme as well as a visualization of the technology-driven transformations. The paper draws on evidence-based research to evaluate the true implications and hidden potential of these technologies that are disruptive, as well as to explore their potential advantages and challenges by exploring application case examples. In general, this study is a baseline investigation as it provides an opportunity to assess the knowledge level of bitcoin, blockchain and fintech and its development through time. 'The proposed categorization structure launches and guides upcoming empirical studies conducted about these subjects. In this paper, Bitcoin, blockchain and fintech publications are grouped together as a whole, and key elements within each category are identified.' (Auer 2019) It greatly expands and supplements the other discoveries in this structured overview of the research stream. This study provides key perspectives for the development and execution of bitcoin, blockchain, and fintech strategies. It puts the strengths and challenges of bitcoin, blockchain, and fintech within context, benefiting the recognition of innovation chances as well as business strategic prioritization. The authors also talk about Bitcoin serving as the security and one of the best possible tools for irrevocable transfers, which minimizes fraud and ensures the dependability of transfer data in this database driven environment. The lack of intervention by the central government or any agency of intermediation explains, in part, the reason of considering why bitcoin transactions is far cheaper and faster than any other way of transaction. Moreover, 'the system is reliable considering its efficiency in terms of its accountability and transparency. Corporate directors who are looking for high level of visibility, accountability as well as improved trust stand to gain by using blockchain technology.' (Beinke 2018)[3]Key contributions of financial technology consist of reducing the cost of financial services for transactions, enhancing the service quality as well as producing more creative approaches to the financial services. In addition, the authors point out that managers who are concerned about bitcoin, blockchain or fintech would need to consider some of the challenges and problems posed by the concept. For instance, the implication of bitcoin is highly flawed due to its widespread use for illegal activities and cybercrime. Up until now, many people remain unsure regarding where and how to transact with their bitcoins due to the lack of regulation and legislation, or the incredibly poor regulation and legislation level. Additionally, trading with bitcoin is very problematic due to the fact that it has no legal status, it is not considered the value store, it is extremely fluctuating, and there are a lack of insurance standards and categorization. In terms of blockchain technology, potential users or adopters are encouraged to be mindful that it is still young, in the initial stages of development, with almost no standards. Moreover, blockchain demands for extremely high level of computing power and costly IT hardware infrastructure, together with some degree of transaction security, plus wallet operations, as well as supervisory issues yet to be resolved. This paper provides a systemic overview of published academic literature related to bitcoin, 'blockchain and fintech from 2007 to 2017 in terms of scholarly peer-reviewed literature, according to its cognitive areas of application, prospective benefits, difficulties, and sectors applicable. By representing from 2007 to 2017 baseline research, it uncovers the practical development of bitcoin, blockchain and fintech as pointed out from the peer-reviewed Studies.' (Baudier 2021)[4]In addition, it offers valuable perspectives on establishing new fields of study for the scholarly community as well as the assessment by the practitioners regarding their requirements and capabilities for the adoption of these technologies.

In the third literature, by investigating South Korean domestic cases, the author points out that the sectors where blockchain is deployed most positively in finance are broadening towards settling, transferring money, equities, and commercial agreements, as well as the presentation of blockchain in the verification section is remarkable as many verification processes based on devices owned by consumers are utilized in South Korea. Moreover, the actions to establish a restricted system based on the central bank are accelerating. Also, the blockchain is being used for transactions between banks. In addition to this, domestic financial organizations in South Korea are jointly acting through a blockchain consortium to adopt blockchain technology towards the financial sector. Finally, the author believes that the requirements of the consumer and the technical evolution are shifting. Meanwhile, the demand for blockchain technology is evolving intensely as the chance to violate the data held by the individuals extends, which is due to the strong demand for blockchain technology. [5] This paper studies the blockchain utilization based on the implementation of these investments. The author outlines the concept of blockchain technology and its ability to transform the global banking world by promoting global transfers, smart contracts, automating bank ledgers and electronic holdings. Within this context, the author first outlines the key areas of such usage of blockchain related services in banking and the comparison from global market and South Korean market. This study raises problems and solutions relevant to South Korea through the usage cases of the blockchain-based financial services abroad as well as in South Korea. This paper would be helpful for an overview of the banking industry by the application of blockchain technology and to identify the ways in which the global market differs from the South Korean market. As a result, it offers orientations on how it is supposed to be addressed.

The literature of fourth determines two applications of fintech in the study of economics and finance: disparities in crowdfunding and blockchain. Its study shows that existing research on fintech has been piecemeal and based on limited theory. In addition, crowdfunding and blockchain could be considered as two kinds of innovations that potentially subvert the conventional financial intermediaries, however not in the same manner. Besides that, 'crowdfunding platforms replace conventional financial intermediaries serving as a novel type of intermediation, but do not remove the necessity of intermediaries.' (Casey 2018)Moreover, analogously to crowdfunding, blockchain generates a new type of intermediary. Furthermore, there is also an additional factor of trust which is intrinsic to blockchain that allows blockchain to abolish the requirement for intermediaries in some financial areas, but not all sectors. This article highlights two significant emerging contemporary fintech innovations over the past decade: crowdfunding and blockchain. While FinTech has become one of the "hot" areas in the financial industry, social media and academic research, the understanding of its adoption and implications is quite restricted to the authors. This paper offers a well-rounded review of the papers related to crowdfunding and blockchain. The paper reveals that research on fintech and fintech innovation is still in its infancy, and with the exception of crowdfunding research, other fintech papers are fragmented and have little relevance to each other. The crowdfunding and blockchain could be seen as two kinds of innovations which might break the conventional financial intermediaries, with different approaches. Crowdfunding platforms replace traditional financial intermediaries as a new kind of intermediary, but do not erase the requirement of intermediation; analogously to crowdfunding, blockchain establishes new kinds of intermediation; the component of trust embedded within blockchain makes it possible for blockchain to remove the demand for mediation in some financial domains, but not all. The paper finalizes with a consideration of upcoming research possibilities and approaches towards FinTech in economics as well as in finance research.

The fifth literature argues that at a time when people are increasingly doubting their trust in financial pivots, it is appealing to have a decentralized system which mitigates the requirement for the trust, like the blockchain. The article points out the blockchain as a technology of decentralized replicated ledgers based on Bitcoin as well as those of other cryptocurrencies, offering a potentially engaging substitute for managing contemporary finance. The authors argue that the reasons for the rapid adoption of blockchain in other areas of finance are seen a decade after the release of Bitcoin. This is simply since cryptocurrencies run into minimal legal and commercial hurdles, and thus could move forward rapidly after Bitcoin addressed the issue of engineering. There are many other potential financial applications for blockchain, such as mainstream payments and settlements, securities issuance, clearing and settlement, derivatives and other financial instruments, transaction repositories, credit bureaus, corporate governance, etc. The use of blockchain in many of these areas is already technologically viable while the major challenges are related to legislative, supervisory, systemic as well as business sides. It is likely to require a period of years to surmount these legislative hurdles, which most financial intermediaries are able to use as a window of time to quickly reconstruct the trust they have lost to withstand the challenges from blockchain. Nevertheless, as to whether they could successfully reconstruct the trust or as to why they would be overtaken by the new technologies is yet to be seen. In conclusion, the author states that blockchain is a technology that is still developing and hence immature; it is difficult to forecast how successful it would be beyond the only field of cryptocurrency that has been validated for using it. ‘It takes decades for the radical new technology to achieve its complete potency.’ (Chen 2020)[6] Therefore, it is entirely feasible for blockchain to demonstrate its revolutionary nature in the future years, although its successful so far has been sporadic. And the author suggests that businesses ought to pay attention to the technology and be aware of it due to its powerful fundamental ideas and the possible impact it could well have.

3. CONCLUSION

Blockchain could stand for the reshaping of credibility, a mechanism of agreement throughout time which allows people to trust each other in the absence of community connections and credibility accumulation. Blockchain technology can enhance the efficiency and safety of financial systems, but there is still plenty of effort required to overcome the fundamental issues. Blockchain has many advantages, but it also comes at a cost. As with other technologies, blockchain can add to or reduce the weaknesses of existing institutions. The new technology is important in the new institutional economics and transaction cost economics research. Many non-market activities can be measured, exchanged, and monitored via blockchain. New institutional economists may find a new world of resource economics to study.

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Hybrid Teaching Mode Through "Online and Offline" English Teaching in Universities

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Abstract: Hybrid teaching is widely used in colleges and universities in the network teaching platform, can effectively make up for the shortcomings of traditional classroom teaching in colleges and universities at present, but because of the network teaching lack of the guidance of system theory and teaching practice, teaching in colleges and universities network platform will inevitably be in the application of some technical problems, so you need to take the design of the new teaching system. The purpose of this paper is to design a mixed online and offline teaching system based on network information technology, and to provide technical suggestions for the optimization of mixed teaching methods.

Keywords: Hybrid teaching; Universities network platform; Teaching system;

1. PREFACE

With advances in science and technology, information technology is making people's lives beneficial and fast, and the organization's technology is also making the improvement of the education industry grow rapidly. As we all know, today's classroom is constantly being replaced by a hybrid state of learning under computer technology. Modern equipment, such as computers, allows different types of students in China to sit in a similar classroom and use technology, media, and teaching materials to coordinate their learning style, thus managing their learning progress independently. Typically, we think of this as the mestizo teaching method, which largely refers to the full delivery of conventional teaching and online education (Allen, 2013).

While working in private lessons, the teacher can complete instruction and online instruction at the same time, while online instruction increases the usual instruction in the classroom. In explicit classroom exercises become the most important part. The number of teachers and the involvement of students in the Chinese state of the subject naturally consolidates the classroom and the online learning environment, which is possible, so take the work of guidance, motivation and observation of teachers on as needed and fully reflect the best.

2.CHINA'S HYBRID TEACHING MODE STATUS QUO

Hybrid teaching is a form of teaching that combines online teaching with general education and is called "online and offline". The natural combination of these two educational structures enables students to assimilate into China from superficial to deep. The rationale for university English is that current university students in China have a strong command of English so that they can utilize English communication for good use in their future research and in their lives to solve the problems of our changing social events and world communication.To achieve this goal, the inclusion of the "online and offline" cross-learning function is a basic pattern that can help university students in China learn English better and give teachers ideas to update the teaching material and the expected effect of the lesson.

Online teaching has become a basic education strategy, not an unnecessary guide. Online teaching is starting to become a cohesive classroom phase. Currently, there is virtually no product uniquely designed for online English courses. Most of the students in China's online personalization has to be done on Foundation Preparation web pages using computers, while balanced online training is usually done with Wechat, QQ and other outsiders. During class, most students in China choose to turn off the camera. It is difficult for teachers to control the condition of the class. It is proposed that the association provides the opportunity to meet the mandatory requirements for opening the Constant Over Chamber. Keep an eye on the attitudes of students in China in the classroom and encourage students in China to consult effectively to improve the teaching skills online. There are some barriers in the online classroom (Bell, 2013).

Most of the teachers who met said the facial function approach to answering questions and handling questions was easier and more convincing for students in China. Moreover, unlike classrooms and offline, classrooms in China have to deliver schoolwork cheaply and teachers have difficulty completing schoolwork. It is proposed that educational foundations participate in the allocation and discipline of the life framework. Each student has a certain level of initial focus. Every time a big task is scheduled, she gets a little extra attention. Anytime she postpones the presentation of an assignment or emphasizes the nature of the assignment, some concentration is taken from her. At a time when the score exceeds a certain estimate of the underlying score, students in China can receive a number of important prizes to collect (Brindley, 2009).

3.THE CURRENT PROCESS OF HYBRID TEACHING MODE

The "offline" teaching method has also changed a lot. It's not just about duplicating the conventional classroom in the new classroom, but also about planning and executing better classroom exercises that rely on "online", as the facts show. The hybrid mode is also believed to contribute significantly to improving learning efficiency. This paper focus mainly on the current situation of hybrid teaching mode of university English in China.

To begin with, promoting the opening of learning culture and the change of teaching management mechanism based on MOOC is the process of bringing MOOC into its own curriculum system. It belongs to the inter school sharing and application of curriculum resources, even the teaching mode international collaborative innovation. This means that the weakening of the boundaries between schools and the open sharing of high-quality curriculum resources have become the inevitable development of the times. It is imperative that learning culture is from closed to open. The system of collaborative innovation and information disclosure gradually forms a cultural tradition of sharing teaching ideas and teaching resources, plays an important role in academic exchange, thought leading and reputation improvement, and plays an important role in knowledge sharing and interactive cooperation. However, some students say they will not choose this mode again, and they think it is a waste of time and reduced learning efficiency, not much help to improve the test results. The reason is that MOOC is still outside the students' daily life because MOOC has not been integrated with the teaching system and mechanism of University.

The system and mechanism, the establishment of MOOC and university curriculum system, and the effective management system and mode of daily learning are the effective means to promote the mixed teaching reform relying on MOOC. The school should be established in function and the original teaching machine first. Different departments are specially responsible for teaching affairs related to MOOC, promoting and coordinating cooperation among schools, departments and teaching subjects, and dealing with the relationship between "Introduction" and "going out" of curriculum resources.

Second, consider the problem of the adaptation of curriculum and teaching method, and determine which courses are suitable for online teaching, which courses are suitable for traditional teaching and which courses are suitable for hybrid teaching. In addition, we should reform and innovate the data sharing system within and between schools, and formulate a system of "Cross School Selection and credit exchange", and promote MOOC based learning science to become a shared science.

The paper makes full use of the advantages and potential of learning analysis to investigate the differences and changes of various elements of university teaching system, and draws valuable inferences, and then implements effective teaching intervention. In view of the differences and individualized development of learning individuals in the information society, the need of exhibition, the teaching innovation of colleges and universities must be developing towards the direction of mixed mode. MOOC based hybrid teaching is only a meaningful exploration for this, and its ultimate purpose is to promote the integration of different teaching methods and traditional courses. The change of teaching structure provides support and service for students' personalized learning, enables open learners to experience online learning, allows conservative learners to accept traditional teaching, and allows neutral learners to try to mix learning. However, the process is not achieved in one stroke, and it needs the positive response of the teaching subject and the change of teaching system. To encourage success, let alone failure.

Before class, the teacher will make the relevant micro class video according to the working situation, and ask the students to answer the corresponding questions during the video viewing process; in the classroom, the teachers and students will ask questions according to the working situation. After the discussion, teachers should evaluate the students' learning situation and give feedback in time according to the number of answers and questions. Under the teaching mode, it is not only helpful for teachers to integrate fragmented knowledge, but also help students grasp the key and difficult points in the learning process, flexibly apply the knowledge they have learned, promote students to study actively and train students to English Language learning literacy. With the continuous transformation of MOOC, SPOC is a new mixed teaching mode in the process of English Teaching in higher vocational colleges. The construction of this model emphasizes the enhancement of online knowledge acquisition and offline skills.

Combined with the online teaching, the constructionist teaching concept is applied, focusing on the problem-based teaching, and the students' thinking is constantly developed by setting up corresponding problems; offline, more attention is paid to task-based teaching, and task-oriented through scenario simulation. Students are required to make practical use of the knowledge they have learned.

Driving SPOC hybrid teaching before class will transfer the knowledge points which occupy most of the offline classroom teaching to SPOC teaching platform in advance, so as to make students learn "adaptive" according to the personalized needs of students.

According to the teaching requirements of each stage, the characteristics of learners are analyzed, teaching objectives are refined, and "online self-learning" resources are carefully designed and published online, including teaching plan, micro course resources, task list and stage test., supplementary resources, etc. To facilitate the completion of tasks and projects by means of personal, group discussions or teamwork. Meanwhile, the author creates the practical situation of language application around the theme, provides students with the opportunity to learn and use it, enhances the students' sense of acquisition and proposes. The interest and confidence in high English learning can promote effective after-school practice and continuous learning motivation.

After class, teachers should design relevant expansion tasks around the unit theme according to the pre class driving and internalization activities promoted in the class, and according to the students' learning situation, so as to strengthen the students' language use ability.

The course evaluation links reflect the whole process of students' learning in three-dimensional and multi-dimensional way by combining teacher self-evaluation, student self-evaluation, group evaluation, teacher-student evaluation and student student mutual evaluation, so as to comprehensively evaluate the output effect of students and teachers' performance teaching effect. The evaluation content not only involves the traditional language knowledge, such as listening, speaking, reading, writing and translation, but also includes the aspects of students' preview, thinking, exercise, review, feedback, etc., which helps students improve their learning methods and enhance their learning subjective initiative, through online and offline interaction, to build an open communication channel, teachers can solve the difficulties and problems encountered in the process of students' learning in time, and help teachers optimize and improve teaching design.

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Operation method and skills of live E-commerce Streaming

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Abstract: Live streaming is a new type of e-commerce model that uses the Internet platform and the use of live E-commerce Streaming technology to display products online and trade new products through shopping guides and sales. Live streaming is the most typical feature of live stream economy. The epidemic situation in 2020 changed people's consumption concept and demand, and live streaming has become a new sales channel for many businesses. This article will tell the detail operation methods and skills of live streaming.
Keywords: Live streaming; e-commerce model; stream economy; operation methods and skills

INTRODUCTION

Like many management jobs, we use the 5h1w method to do the preparatory work and skills of live streaming.

1.WHY ------TO DETERMINE THE PURPOSE OF LIVE STREAMING

First of all, we should determine whether the purpose of the live E-commerce Streaming is to drain or gather fans, or to sell the goods.

Live E-commerce Streaming can quickly increase fans and effectively drive the growth of fans, It can also transmit product information more comprehensively, create group buying atmosphere by gathering popularity, create user application scenarios, stimulate consumers' potential demand and enhance fans' stickiness by using interactive way, etc.[1]

2.WHAT ------ DETERMINE SPECIFIC PLAN BEFORE LIVE E-COMMERCE STREAMING ACCORDING TO THE PURPOSE OF THE LIVE E-COMMERCE STREAMING.

We can make plan from the following aspect:
First: What is the selling point of the product?
Second: what kind of demanders are my customers?
Third: what are the interests of customers?
Fourth: what kind of gifts are you going to attract?
Fifth: what kind of package benefits do I use to help them live or in the community?

3.WHERE ------ TO DETERMINE LIVE E-COMMERCE STREAMING PLATFORM[2]

There are many domestic e-commerce live E-commerce Streaming platforms, such as Taobao live, Pinduoduo live E-commerce Streaming, Mushroom Street, Little red book live, Kwai live E-commerce Streaming, Jingdong live E-commerce Streaming, Tiktok live E-commerce Streaming.

Taobao live E-commerce Streaming is the platform with the highest conversion rate of e-commerce live E-commerce Streaming platform.

Pinduoduo live E-commerce Streaming is currently in the form of red envelope fission, and the number of ordinary people watching Pinduoduo live E-commerce Streaming is also easy to exceed 100000. However, how high the rate of Pinduoduo's transfer to China is depends on its platform attributes.

Mushroom street is a platform with a huge number of users in women's shopping segmentation industry.

Little red book live is a typical representative of the third stage of the development of e-commerce, that is, content e-commerce, short video e-commerce and live E-commerce Streaming e-commerce.

For Kwai live E-commerce Streaming, The third and fourth tier cities or the middle class are the main customer groups, the merchants are mainly self-employed, and the commodities are mainly local products, handicrafts, agricultural products, handicrafts, etc.

The core shopping guide regional channel on the home page of Jingdong app is also a new consumer shopping scene rising in the new retail era. Jingdong itself is the gene of e-commerce, which makes Jingdong live E-commerce Streaming the winning magic weapon of interactive marketing and efficient promotion of major brand stores.

Douyin Live, as the leader of the live field, is good at video and live experience . By interactive, strong visual impact, novel content, Douyin Live complete the suction fans with goods, the effect is particularly good.

4.WHEN ------ TO DETERMINE TIME OF LIVE E-COMMERCE STREAMING

First, we should publicize and preheat in wechat and other channels in advance to tell the fans time of live E-commerce Streaming.Two hours before the live E-commerce Streaming, we need to test four items-text preheating, video preheating, off-site preheating, and notifying fans during live E-commerce Streaming.

Second, we should inform all staff of the time of the live E-commerce Streaming so that they can prepare the tools they need.

5.Who ------ to determine the work Team

Determine the anchor, other participants and responsibilities, including backstage and interactive personnel.

A complete live E-commerce Streaming requires at least three roles as follows:
Head of operations:Design live script,Establish live E-commerce Streaming objectives, select products, apply for discounts, etc.; be responsible for live E-commerce Streaming publicity preheating, live data monitoring and summary, etc.
Anchor:It is suggested that a live E-commerce Streaming should be equipped with two anchors; two people can chat with each other and someone can answer. It's more natural than one person.
If there are no more than one anchor for the time being. Then the anchor should choose to be able to chat, have a good image and show nature in front of the camera,no stage fright.
The anchor should understand the product, be professional, influential and have rhythm.
Live assistant: Just like Weiya's assistant, she is responsible for answering fans' questions, dispelling consumers' doubts about placing orders,increase the repurchase rate. In advance, she should advance the debugging of lighting and lens. During the live E-commerce Streaming, she will help the anchor and do some marketing.She will constantly teach fans how to get coupons, how to place orders and how to pay attention.

6.HOW ------ TO DETERMINE SKILLS OF LIVE E-COMMERCE STREAMING

(1)How to improve the popularity of live broadcast
Promotion channels:Many platforms have their own official promotion channels, such as the DOU+, "click live- live promotion- now promoted",will be promoted by the same city page.[3]
Fan interaction:Fans' interaction can bring popularity to the live broadcast, including: welcome interaction, likes interaction, comment interaction, forwarding interaction, question and answer interaction, welfare interaction.
Punch in the living room:This method is used in other platforms more frequently, which is one of the ways to increase the popularity of live broadcast room.
Red envelopes:Red envelope is helpful to attract more fans to participate in the live broadcast and adjust the live broadcast atmosphere!
A:Red envelope at the beginning ------ this should be the way of attracting fans adopted by most live broadcast rooms;
B:Red package of main push money ------ increase the popularity of main push money, and facilitate the sales of main push money;
C:Live broadcast, fast broadcast, red envelope ------ conducive to the accumulation of broadcast popularity, the latest live broadcast notice.
Lottery draw：In order to enhance the popularity and atmosphere of the live room, the anchor often carries out a lottery in the live room to mobilize the audience's emotions.
A. the opening lottery ------It not only helps old fans develop the habit of watching live broadcast and attract new fans into the live broadcast room, but also help drive the popularity of the live broadcast room;
B. live lottery------also called On-spot Draw which can create a live atmosphere, ease fan fatigue, live broadcast to the climax, retain fans;
C Advance lottery ------ using for the next live broadcast forecast, it is also conducive to fans to next broadcast.
There are some notes on the drawing method:
A. Lottery notice ------Rules for broadcasting, presentation of bulletin boards or blackboard, etc., or letting fans swipe the screen and open the drawing;
B. The way of drawing------ screen drawing or backstage lottery, screen capture is generally fair, and the system of backstage lottery is more inclined to fans with strong stickiness;
C. Draw rhythm - warm up a few minutes in advance, drive fans' popularity, and then draw.
Time-limited sec-killing: It is an effective way to attract fans to participate in second kill with low price or high cost performance. For fans, it is a necessity or an attractive and cost-effective product. It is conducive to mobilize the enthusiasm and participation of fans.
(2)How to grasp customers' psychology and promote orders
Group psychology:In order to stimulate the buying atmosphere, the script skills should emphasize how many copies a celebrity is using or has sold.
Price stimulation: It includes price reduction stimulation, price increase stimulation and price comparison stimulation. It leads to the psychology of buy something of great value at a very low price, which is called "Jianlou" in Chinese.
A. Price reduction stimulation------ "The price can't be lower, we have sustain losses." "we haven't sold this price, the boss is crazy." "this live broadcast is 10 Yuan cheaper than last time."
B. Price increase stimulation------ "You have to buy it quickly, otherwise it will increase the price "."We have to raise the price immediately when the goods are sold out."
C.Price comparison stimulation------ "The price of this product is really too expensive. It's sold in the mall for XXX." "No one is cheaper than us." "We don't make money on this model, just to boost sales and give benefits to fans." "Today is the lowest in history, so we can spend a lot less money on it today."
Hunger marketing:
A:Limited sale: When starting the live broadcast, the anchor can reveal to the members in advance in the community that the number of products brought this time is not large, and there is no guarantee that every member will be able to buy it. Therefore, if you want to buy the product, you need to take the initiative to grab it, so that it will successfully create the effect of commodity scarcity. When the product is supplied in limited quantities, it can instantly increase the value of the product, increase the attractiveness of the

product, and accelerate consumers' order decisions.

B:Pre-sale malls: Pre-sale malls can open pre-sales for products that require a longer period of time to pre-sale. For example, seasonal fruits and seafood, you can use this sector to carry out pre-sales, reserve storage on demand, and gather a large amount of cash flow in advance. In order to create hunger marketing, you can open the pre-sale mall in the live broadcast, pre-order the products with the goods, and just start the pre-sale, only a small amount of inventory is left, which can drive everyone to actively participate in the pre-sale mood.

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From What Aspect the Universities in China Should Train and Foster the Quality of Students of Broadcasting and Hosting Major

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Abstract. The purpose of the study proposed is to explore what aspects need to be enhanced in the training and fostering of the qualities of broadcasting and hosting for the students of this major in China. The population studied will be both the audiences and the students majored in broadcasting and hosting in China, so that the opinions of both sides can be taken into account to generate a relatively comprehensive result. The samples proposed to use include convenience sampling and purposive sampling, and the research method is mainly quantitative in nature, with primary data collection being carried out among the audience and the student groups, based on questionnaire survey research strategy.

Keywords: universities, quality of students, , broadcasting and hosting Major

1. INTRODUCTION

In this section, I will introduce the research background and rationale of the proposed study, and will elicit the research questions/objectives to be fulfilled by this study.

In recent years, with the rapid development of the radio and television industry of China, the establishment of the national broadcasting and hosting professional scale also presents an expansion trend. According to statistics, there are about 300 broadcasting and hosting colleges and universities in China, and the number of graduates has increased from hundreds in the 1980s to more than 10,000 in 2013[1]. On the one hand, many radio and television stations cannot recruit satisfied hosts; On the other hand, many graduates of broadcasting and hosting majors fail to get employed after four years of professional study [2]. The relationship between talent supply and demand of broadcasting and hosting specialty has fallen into a dilemma, with dislocation and rupture, and talent output is seriously disjointed from social demand[3]. The problems faced by the students of broadcasting and hosting major in employment demonstrate the shortcomings of existing educational and training system, such as emphasizing theory but neglecting practice, and so on. If these problems are not solved, the consequence will be the continuous deterioration of the employment prospect of the students with this major, and the increasingly poor feelings and experiences of the audiences.

The proposed research has an exploratory nature, rather than being a descriptive or explanatory study. Therefore, hypotheses testing is not applied. Thus there are no independent or dependent variables. Instead, there are a number of research questions aimed to be answered through the questionnaire survey among the audiences and the students, which can also be regarded as the research objectives that need to be realized by the proposed research.

2. METHODOLOGY

2.1 Purpose or Objective of the Study

From the literature review, it can be judged that the researchers only explore the related problems based on their own opinions. In view of this research gap, the author of the proposal suggests that in the research designed, what aspects need to be fostered in terms of the professional quality of the students majored in broadcasting and hosting in China needs to be explored based on primary data collection and empirical research, with the participation of both the students themselves and the audiences in China. In this way, the research gap of the lack of primary, empirical research can be filled to a certain extent. Furthermore, what aspects need to be fostered for these students can be addressed relatively comprehensively through combining the viewpoints of both the audiences and the students themselves.

2.2 Study Design

Quantitative research method will be applied, and the data will be collected through primary research design. The instrument that will be used is questionnaire.

The reasons for choosing such a design are multiple. First, quantitative research method has its advantages, such as hard science, being objective, deduction to synthesize information, narrow and concise focus, analysis based on numbers and statistics which have accuracy, and the measurable and generalizable single reality involved to enhance the clarity of the research findings, and so on [4]. Second, questionnaire survey has its strengths, such as easy distribution to a big number of individuals, enabling anonymity, relatively cheap costs, honest answers acquired[5]. Third, such a design is suitable for the research proposed, because quantitative questionnaire survey can enable the knowledge about the exact aspects that are considered important by the audiences and the students themselves in terms of the qualities of a broadcaster or host[6].

2.3 Population and Sample

The population of the primary research is divided into two categories. The population of the audiences include the audiences all over China, because in this way, the sampling can be more representative of the different viewpoints of the audiences in various regions of China. The population of the students comes from the FOSSLA University of UCSL in China with the broadcasting and hosting major[7].

The sampling method is divided into convenience sampling and purposive sampling[8]. As far as the audiences are concerned, convenience sampling is applied, through the utilization of the online questionnaire survey website --Sojump in China. This is because the access to all the media audiences of China to engaged in stratified sampling, etc., is impossible. Instead, online questionnaire survey website can help attract the audiences from various regions of China conveniently without geographical restrictions[9].

The sample size will be 100 for the audiences and the students respectively. This is because the author would be content with a largest margin of error of minus or plus 10%, which means that a sample of survey of 100 would be appropriate. Doubling the sample size would merely decrease the margin to plus or minus 7.1%[10] , while a larger sample is unfeasible when taking into account the time and resources of the author.

2.4 Investigative Techniques

As mentioned above, because the questionnaire survey is descriptive in nature, and the research proposed is based on an exploratory research design, there are no independent and dependent variables in their strict sense. Instead, the variables can be reflected in the research questions listed in the above Section One, such as what are thought to be important qualities of broadcasters or hosts in the eyes of the audiences, what are their weaknesses in their major in the minds of the students, etc. The reason for measure these aspects is to elicit what aspects needs to be emphasized by colleges and universities in fostering the practical capabilities of students majored in broadcasting and hosting[11].

2.5 Instrumentation

In order to guarantee the reliability and validity of the questionnaires, increasing sample size is a good method. However, the samples cannot be very large due to the time and resource restriction of the survey[12]. Therefore, a pilot survey will be conducted so that the items can be increased or delete via alpha coefficient test to ensure the internal consistency of the questionnaire[8]. The items fitted with the concepts will be increased, while the item obviously different from other items will be deleted. In addition, abnormal values will be eliminated according to 3 standard deviations above or below the mean [13].

2.6 Data Collection

The data will be collected through two channels as mentioned above. For the audiences, Sojump questionnaire survey website will be used for the author to collect the data. For the students, the data collection will be in the FOSSLA university of UCSL. The university will be contacted by the author in person, and the questionnaires will be distributed by the author with the permission of the university and the department of broadcasting and hosting. The reason for the personal distribution lies in that the students in the FOSSLA university of UCSL are inappropriate to be approached via questionnaire survey websites[14]. The timeframe for the research and data collection will be at least 3 month after the approval of the research proposal.

3. CONCLUSION

The major limitation of the research design lies in that quantitative method may lack the depth of qualitative method [15]. In addition, the scope of the research proposed is restricted to the fostering and training of the quality of the students, and will not cover the improvement in the educational level of the teachers of broadcasting and hosting discipline in the universities.

to improve the quality of students majoring in broadcasting and hosting is related to the overall development of students and the overall level of broadcasting and hosting industry. This paper puts forward the basic quality of students majoring in broadcasting and hosting, including ideological and moral quality, professional quality, physical and psychological quality, cultural quality and so on, and puts forward specific measures and suggestions on the cultivation and improvement of quality, in order to provide reference and reference.

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Measures to Promote the Deep Integration of the Digital Economy and the Industrial Supply Chain

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Abstract: At present, China is increasing efforts to carry out collaborative innovation of supply chain, in order to better apply the supply chain and give full play to the role of supply chain.More and more enterprises have realized the role of supply chain collaborative innovation, and these enterprises are actively making layout for supply chain collaborative innovation.In the process of carrying out collaborative innovation in the supply chain, a key content is the comprehensive integration of the digital economy and supply chain management.
Keywords: Digital economy; Industrial chain; Deep integration

INTRODUCTION

At present, promoting the comprehensive integration of the digital economy and supply chain management is the core content of the collaborative innovation work of the supply chain.That is to realize the digital collaborative innovation according to the current supply chain model[1].Carrying out collaborative innovation in the supply chain can continuously improve the core competitiveness of the supply chain.At present, most of the supply chain system in our country is in a traditional pattern, restricted by traditional economic thinking and other factors[2].

1.CONSTRAINTS ON THE DEVELOPMENT OF COLLABORATIVE INNOVATION IN SUPPLY CHAIN

(1)Barriers to cooperation

In the process of collaborative innovation in the supply chain, it is necessary for relevant entities to cooperate with each other, sharing information and data among different entities, so as to realize their own interests.However, if these subjects fail to carry out effective communication, or obstacles arise in the process of communication, resulting in information asymmetry, which leads to the unstable relationship between the subjects of the traditional supply chain, the stability of the relationship between the subjects of the supply chain will be seriously affected.Generally, if there are external factors that have an impact on the supply chain, or there is inconsistency within the supply chain, it will cause the supply chain to break and seriously affect the normal development of production and operations[3]. If you want to re-synthesize the supply chain, you need to pay a high cost.

(2)Trust block

Different subjects in the supply chain are in different value links in the supply chain. There are interest demands between upstream and downstream business relationships, but there will also be conflicts in the distribution of interests.Moreover, corporate culture, corporate development goals and corporate values will also affect the way companies carry out collaborative innovation work, and at the same time will distort the rules for companies to carry out collaborative innovation in the supply chain, thereby continuously reducing the trust in the supply chain.

(3)Embedding block

The traditional supply chain is usually a system by itself, and it is formed based on the self-construction of the main body of the enterprise.Because in the process of production and operation, companies will consider relevant benefit factors and risk factors, which will prevent the company from carrying out related changes in depth.Therefore, if the supply chain wants to cross-enterprise or cross-industry embedding, it is relatively difficult and will eventually lead to "isolated chains" in the supply chain.If you want to carry out data access and sharing and data exchange based on supply chain cooperation, it will be more difficult. This situation will inhibit the spillover effect of the coordinated development of the supply chain.

(4)Liquidity block

In the supply chain, there is usually some liquidity, which is relatively important for the supply chain.Such as capital flow and information flow and so on.In the supply chain, it is necessary to ensure that these inherent liquidities are in order.However, if information asymmetry occurs in the supply chain, or the supply chain is broken, it will break the orderly structure of the internal liquidity of the supply chain.This will cause the supply chain to fail to play a regulatory role, and at the same time reduce the supply chain's demand response capabilities and agile response capabilities, thereby increasing the cost of the supply chain.

Because of these obstacles in the process of carrying out collaborative innovation in the supply chain, the efficiency of collaborative innovation in the supply chain in our country and the improvement of cooperation quality are slow, and the "segmentation effect" in the supply chain in our country appears.Therefore, if we want to eliminate the obstacles in the process of supply chain innovation and coordination, we need to promote the transformation of the driving mechanism and realize the supply chain collaborative innovation through digitalization.

2.FACTORS AFFECTING THE DEEP INTEGRATION OF THE DIGITAL ECONOMY AND SUPPLY CHAIN

In the process of digital transformation, it is necessary to have new ideas and new concepts, and it needs to have an innovative spirit, and it cannot simply pay attention to technological development.If you want to deeply integrate the digital economy with the industrial chain, you first need to update the technology.Improve the level of digitization through technological updates, thereby forming a digital path.But technology is only a tool to achieve digitalization, not the ultimate goal.Therefore, if you pay too much attention to technology, it may lead to poor guidance for the digitization of the supply chain.Therefore, in the process of digital transformation, digital value needs to be promoted and applied.

The platform economy is one of the factors that affect the deep integration between the digital economy and the industrial supply chain.Platform is an important form of industrial organization in the era of digital economy.It connects upstream companies and downstream companies in the supply chain through the establishment of an industrial cloud platform.It can also connect producers and consumers, ultimately form industrial interconnection, and improve the platform's ability to divert traffic and resource allocation.

Human resources will also affect the deep integration between the digital economy and the industrial supply chain.Because there are differences between supply chains in different companies, such as platform construction and resource planning are different.Therefore, it is necessary to give full play to the role of human resources in the process of promoting the deep integration of the digital economy and the industrial supply chain, and to fully apply the innovative potential contained in digital technology.Optimize and improve the level of big data technology and artificial intelligence technology, and reasonably coordinate the influencing factors of the supply chain, so as to continuously improve the industrial supply chain, and better promote the in-depth integration between the digital economy and the industrial supply chain.

3.MEASURES TO PROMOTE THE DEEP INTEGRATION OF THE DIGITAL ECONOMY AND THE INDUSTRIAL SUPPLY CHAIN

(1)Promote the digital transformation of the supply chain

There are many different factors in the digitalization of the supply chain, such as digital intensification, platformization and intelligence, and networking.First, the digitization of a single link point needs to be carried out in an orderly manner, such as decision-making and management.After that, the digitization of the entire chain should be carried out in an orderly manner. By fusing multiple chains, synergies can be formed, and the collaborative innovation of the supply chain should be realized, so as to improve the agility of the supply chain and increase the influence of the supply chain.

(2)Apply the innovative potential of the digital economy

In the process of promoting the in-depth integration between the digital economy and the industrial supply chain, it is first necessary to "go to the cloud". After "going to the cloud", it can be widely connected with suppliers and customers, so as to supply the enterprise's processes to the entire industry. Extend the chain and establish a comprehensive "end-to-end process".Then, by applying the data and analyzing the content of big data, the value of the data can be mined at a deeper level.In particular, it is necessary to produce digital value and realize the circulation of digital value based on blockchain smart products.Finally, by enabling the full application of the innovative potential of the digital economy, the business model will be reshaped, so as to optimize the industrial ecology, enhance its liquidity, improve the quality of cooperation, and finally realize the deep integration between the digital economy and the industrial supply chain.

(3)Improve the industrial supply chain governance system and mechanism

The structure of the supply chain itself is relatively complex. After the in-depth integration of digitalization, the risks faced by the industrial supply chain will be increased, and the complexity of the industrial supply chain will be increased. Therefore, it is necessary to develop the digital economy and industrial supply more efficiently. The deep integration between chains reduces the risks arising from the integration process.Each subject in the industrial supply chain needs to increase its own governance capabilities, deep learning needs to be carried out, and each subject needs to improve the industrial supply chain governance system.The government needs to give full play to its own role, in the process of in-depth integration of the digital economy and the industrial supply chain, better manage them, and reduce the risk of in-depth integration between the digital economy and the industrial supply chain.

(4)Strengthen the core capacity building of the industrial supply chain

The ability of the industrial supply chain to allocate resources, the ability to divert flow, and the ability to gather are the core capabilities of the industrial supply chain. These capabilities play a vital role in the process of collaborative innovation in the digital supply chain.First, the emergency management system and mechanism need to be established in the emergency system of the industrial supply chain， at the same time establish precise emergency response, important material reserve emergency response and stress human resources institutional mechanisms，the industrial supply chain is in the process of applying digital technology， strengthen the construction of multi-faceted core capabilities， such as data open sharing and multi-level supply chain network integration content.In this way, the core capacity building of the industrial supply chain will be strengthened, and the in-depth integration with the digital economy will be better developed.

4. CONCLUSION

In summary, in the process of promoting the in-depth integration between the digital economy and the industrial supply chain, it is necessary to promote the digital transformation of the industrial supply chain，appropriately apply the innovative potential of the digital economy，improve the governance system and mechanism of the industrial supply chain，strengthen the core capacity building of the industrial supply chain.In this way, the risks faced by the integration of the industrial supply chain and the digital economy are reduced, and the in-depth integration between the digital economy and the industrial supply chain is better promoted.

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Empirical Analysis on the Coordination Degree of Ecology and Economy in Qinghai Pastoral Area

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Abstract Through the evaluation of the coordinated relationship between the ecological environment protection and the economic development of the pastoral areas in Qinghai Province, it is helpful to the sustainable development of the ecological economy of the pastoral areas in Qinghai, and at the same time provides a reference for the sustainable development of the ecological economy in other pastoral areas in my country. Based on the two levels of pastoral ecological environment and pastoral economics, 28 indicators were selected to construct an evaluation index system for "eco-economy in pastoral areas", and the entropy method and multi-index weighting method were used to evaluate the ecological protection and economic development of pastoral areas in Qinghai Province from 2008 to 2018. The index is used to measure; and the coordination level of ecological protection and economic development in pastoral areas is measured through the coupling coordination degree model; at the same time, based on the current situation and measurement results of the resource endowment in Qinghai Province, the main shortcomings affecting its development are further analyzed.

Keywords pastoral ecology; animal husbandry economy; development index; coupling coordination degree; coordinated development

INTRODUCTION

The report of the 19th National Congress of the Communist Party of China proposed: "To build a Regarding the study of the relationship between economy and ecology, in 1980, the International Union for Conservation of Nature's "World Natural Resources Conservation Program" first proposed: "It is necessary to study the basic relationship between nature, society, ecology, economy, and the process of using natural resources. To ensure the sustainable development of the world." Facts have proved that the relationship between ecology and economy has always been one of the main problems that plagued the sustainable development of mankind [1]. According to the development concept of the last century, there are two main concepts: one is that economic development must be at the cost of destroying the natural environment; the other is that the natural environment must be protected and the speed of economic development must be slowed down [2]. These are two one-sided economic and environmental development concepts. Another point of view is to systematically analyze the relationship between economic development and the ecological environment, and to take into account the protection of the ecological environment while economic development [3]. In the early days, foreign economists studied and discussed the relationship between economy and ecology with the help of environmental Kuznets curve [4] and ecological carrying capacity [5]. With the deepening of related research, scholars began to construct a comprehensive evaluation index system or model for the two economic and ecological systems to systematically evaluate the relationship between the two. The methods used include comprehensive evaluation method [6], logistic regression analysis [7], coupling Model [8], gray correlation method [9].

To sum up, the research on economics and ecology in academia has been very mature, but starting from the perspective of pastoral ecology and economy, there are relatively few studies on the coupling and coordination relationship between pastoral economy and ecology.Therefore, this paper selects 28 indicators from the two aspects of pastoral area ecological environment and pastoral area economy to construct the evaluation index system of "pasture area ecological economy", and uses coupling coordination theory to comprehensively evaluate the two systems, trying to find out the factors that affect the coordinated development of ecology and economy in Qinghai pastoral area. The key factor is to provide advice and suggestions for the sustainable development of Qinghai pastoral areas and even other pastoral areas across the country.

1.COORDINATION INDEX SYSTEM

Construction of indicator system

As the birthplace of the Yangtze, Yellow and Lancang Rivers, Qinghai Province has the most prominent ecological development positioning. The ecological environment of Qinghai Province has been very fragile since ancient times. With the increase of population and the development and utilization of various resources, the ecological environment of

Qinghai Province has further deteriorated. In recent years, as the state has strengthened the management of grassland development and regulated the development of grassland tourism, the ecology of pastoral areas in Qinghai has been significantly improved. The fourth meeting of the 13th session of the Qinghai Provincial Party Committee put forward the development strategy of "one excellence and two high", which pointed out the direction for the development of pastoral areas. The economic development of pastoral areas showed a trend of diversification. Income, such as Qinghai ’ s most famous yak yogurt and other brands have also been recognized, pastures have been converted into rotation grazing, and the ecological environment of the pastoral areas has also been well protected.

1.2 Data source and processing

Standardized processing (positive indicators):

$$X'_a = \frac{X_a - X_a^{\min}}{X_a^{\max} - X_a^{\min}}$$

Standardization treatment (negative index):

$$X_a = \frac{X_a^{\max} - X_a}{X_a^{\max} - X_a^{\min}}$$

Among them, Xa is the value after standardization of the indicator, the largest original data of the a (a=1,2,3,4...m) indicator of the current year, and the smallest raw data of the indicator of the current year.

In this paper, the entropy method is used to determine the weight of the existing indicators. The entropy method is a relatively common formula for determining the weight of the indicator. The specific formula is as follows:

Calculate the proportion of the ath index value:

$$y_a = \frac{X_a}{\sum_{a=1}^{m} X_a}$$

Calculate the index information entropy:

$$e_a = -k\sum_{a=1}^{m} y_a * \ln y_a$$

Calculate information entropy redundancy: $d_a = 1 - e_a$

Calculate the index weight：

$$w_a = d_a / \sum_{a=1}^{m} d_a$$

In the formula: ea is the entropy value of the a-th index, where k=1/lnm, where m is the sample size of the a-th index, wa is the weight of the a index, and the calculation results of the index weight are shown in Table 1.

Table 1 The index system of the coordinated relationship between the ecological environment and the pastoral area economy in Qinghai Province

Target layer	Criterion layer	Index layer	Index direction	Index unit	Index weight
Pastoral Ecosystem	Ecological environment pressure	Forest cover rate	positive	%	0.062 6
		Tourist arrivals	negative	people	0.020 3
		Usable area of grassland	positive	hm2	0.029 3
		Increased area of artificial grassland during the year	positive	hm2	0.021 7
		Fenced pasture area	positive	hm2	0.029 2
		Average annual rainfall	positive	mm	0.018 7
		The annual average temperature	positive	C0	0.022 7
		Annual average wind speed	positive	m/s	0.068 7
		Annual sunshine hours	positive	h	0.039 4
	Natural disaster pressure	The proportion of grassland rodent control area	positive	%	0.083 3
		Grassland hazard prevention rate	positive	%	0.046 2
Pastoral Economic System	Social benefit	Population in animal husbandry	positive	people	0.018 2
		GDP per capita of herders	positive	yuan	0.036 0
		Pasture area per capita	positive	hm2	0.019 6
		GDP annual growth rate	positive	%	0.041 8
		Engel coefficient	negative	%	0.025 3

	Natural population growth rate	negative	%	0.030 7
	Urbanization rate	positive	%	0.027 7
	Incidence of poverty	negative	%	0.031 0
	Per capita net income of herders	positive	yuan	0.042 2
Economic benefit	Total output value of animal husbandry	positive	yuan	0.039 3
	Total output value of agriculture, forestry, animal husbandry and fishery	positive	yuan	0.034 8
	The proportion of animal husbandry in the region's total output value	positive	%	0.036 2
	Total number of livestock at the end of the year	positive	Zhi	0.023 2
	Year-end growth rate of livestock	positive	%	0.028 9
	Year-end livestock yield rate	positive	%	0.064 2
	Price index of animal husbandry products	positive	year=100	0.026 1
	Year-end livestock commodity rate	positive	%	0.032 9

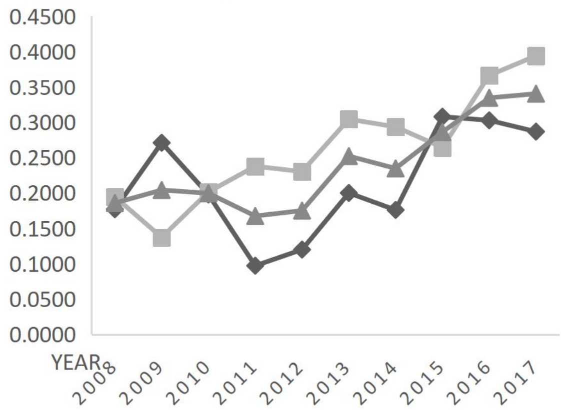
2 EMPIRICAL ANALYSIS

2.1 Comprehensive evaluation model of ecological and economic system in Qinghai pastoral area

In order to study the level of ecological protection and economic development of pastoral areas, a comprehensive evaluation model of pastoral ecological and economic systems is established. Calculate the economic development level of the pastoral area and the ecological protection level of the pastoral area, and further analyze the development gap between the two. Let T(g) represent the ecological development level of pastoral areas, and T(s) represent the economic development level of pastoral areas. X1, X2, X3...Xm are m indicators of the pastoral area ecosystem, Y1, Y2, Y3... Yn are n indicators of the pastoral area economic system.

$$T_g = \sum_{a=1}^{m} w_a x_a \qquad T_s = \sum_{a=1}^{n} w_a y_a$$

At this stage, the pastoral area's economic development vitality is insufficient and the pastoral area development is relatively small. From 2010 to 2012, the pastoral area economic development index exceeded the pastoral area ecological protection index for the first time, and the pastoral area ecological protection index declined significantly. The main reason was the lack of management in the development of Qinghai pastoral areas and economic development at the expense of ecological damage. From 2012 to 2017, the pastoral area ecological protection index showed an upward trend, and it was synchronized with economic development. This was related to the country's emphasis on ecological protection. In 2012, the 18th National Congress of the Communist Party of China was held. "Five in One" overall layout. On the whole, the relationship between ecological protection and economic development in Qinghai pastoral areas has improved, but it is still necessary to pay attention to the coordinated development of the two and take the path of sustainable development.



2.2 Coordination degree analysis of the coupling between ecology and economy in Qinghai pastoral area

2.2.1 Evaluation model of coupling degree

Coupling degree refers to the degree of mutual correlation between the two subsystems. This article uses a coupling formula to calculate the degree of coupling between the pastoral area ecology and the pastoral area economy in Qinghai Province, which can scientifically understand the degree of development coupling between the two, and then analyze the two The degree of coordination between.

This article adopts the coupling formula as the coupling formula of two subsystems, the formula is as follows:

$$c = [\frac{4(T_g * T_s)}{(T_g + T_s)^2}]^j$$

In the formula, c is the correlation strength between the two subsystems. j is the adjustment coefficient. This article studies the coupling degree model of the pastoral area economy and ecology, so j=2.

2.2.2 Coordination calculation

The degree of coupling can only indicate the degree of association between the two. To calculate the degree of coordination between the two subsystems, it is necessary to comprehensively calculate the development index and the degree of coupling between the two subsystems to get the final degree of coordination. The formula for calculating the degree of coordination is:

$$D = \sqrt{cT}$$

With reference to the existing research on the division of coupling coordination degree, and according to the actual development of Qinghai pastoral area, this paper divides the coordination degree into the following types. When $0 \leqq D \leqq 0.29$, it is the severe imbalance stage; $0.3 \leqq D \leqq 0.39$ is the mild imbalance stage; $0.4 \leqq D \leqq 0.49$ is the imminent imbalance stage; $0.5 \leqq D \leqq 0.59$ is barely coordinated; $0.6 \leqq D \leqq 0.69$ is Primary coordination; $0.7 \leqq D \leqq 0.79$ is intermediate coordination; $0.8 \leqq D \leqq 0.89$ is good coordination; $0.9 \leqq D \leqq 1$ is high-quality coordination.

Table 2 Coordination degree of ecological and economic coupling between pastoral area in Qinghai Province

category	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Coupling	0.995 5	0.797 7	0.999 8	0.679 1	0.811 7	0.916 3	0.878 8	0.988 5	0.982 0	0.951 1
Coordination	0.430 1	0.403 6	0.446 8	0.337 3	0.377 0	0.480 7	0.454 2	0.531 7	0.577 3	0.568 8
Degree of coordination	On the verge of Disorderf	On the verge of Disorderf	On the verge of Disorderf	On the verge of Disorderf	On the verge of Disorderf	On the verge of Disorderf	On the verge of Disorderf	reluctantly coordination	reluctantly coordination	reluctantly coordination

3.CONCLUSIONS AND POLICY RECOMMENDATIONS

3.1 Conclusion

From the perspective of development index, Qinghai Province's pastoral area ecology and pastoral area economic development index showed a fluctuating upward trend from 2008 to 2017. The comprehensive development index has grown from 0.185 in 2008 to 0.340 2 in 2017, From the perspective of coupling coordination degree, the ecological and economic coupling coordination degree of Qinghai pastoral area can be roughly divided into two stages. Pastoral area ecology and pastoral area economy were basically in the stage of imbalance before 2013, and gradually changed to barely coordinated after 2013.

3.2 Policy recommendations

In this paper, the coupling coordination degree model is used to evaluate and analyze the coupling coordination between the pastoral area ecology and the pastoral area economy in Qinghai Province, and the degree of coupling and coordination between the pastoral area ecology and pastoral area economy in Qinghai Province can be basically obtained. In order to further improve the coupling and coordination level of pastoral ecology and pastoral economy and the sustainable development of the two in Qinghai, the development will focus on key positions. Based on the existing analysis results, this paper proposes the following two suggestions for pastoral ecology and pastoral economy in Qinghai Province :

3.2.1 Reasonably allocate public resources to achieve sustainable development

The eco-economic development of Qinghai pastoral areas should follow the path of sustainable development, focusing on the management of ecological environmental pressures and the development of economic benefits in pastoral areas. Specifically, pastoral areas should actively protect pastures, promote rotation grazing and restrictive grazing policies, and eliminate excessive breeding. At the same time, when developing the pastoral area economy, follow the path of sustainable development, such as broadening the income-increasing channels of the pastoral area people, extending the pastoral area product industry chain, and creating pastoral area characteristic brands to promote further economic growth in the pastoral area.

3.2.2 Strengthen grassland management and protection, improve grassland political ecology

Taking into account the pressure of natural disasters and the development of social benefits, it is necessary to strengthen the management and governance of pastoral areas, such as actively promoting the establishment and improvement of social security systems such as medical care and education for herders. Strict penalties should be imposed on the destruction of the grassland. The grassland plague is rampant, and measures such as medicines should be distributed to protect the grasslands and protect the ecology of pastoral areas.

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Research on the Design of Modern Cultural Creative Products Based on Cultural Inheritance

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Abstract： The design of modern cultural creative products combined with the unique artistic charm of Chinese traditional culture has had an important influence and enlightenment on various modern design fields.With the vigorous development of China's cultural and creative industries,it has not only promoted economic growth,but also provided a platform for cultural inheritance and exchanges.By drawing lessons from Chinese calligraphy fonts,auspicious patterns and traditional colors as Chinese traditional elements, this paper discusses the perfect integration of Chinese traditional cultural elements in the design of modern cultural and creative products,and provides references for the design of modern cultural and creative products.This article starts with the basic concepts of cultural creative products,reviews the development process of cultural creative products,analyzes the current situation of cultural creative products,and hopes to provide references for the design of cultural creative products in the future.
Keywords: Culture; Inheritance; Modern culture; Design research

1.THE CONCEPT OF MODERN CULTURAL AND CREATIVE INDUSTRIES

Cultural and creative products refer to cultural and creative products that incorporate certain characteristic culture,creativity and technology into product design,and use the added value generated by cultural design to attract consumers to purchase.Cultural and creative products contain huge potential economic value,involving tourism,home furnishing,agriculture and even sports and other industries,and play an important role in the development of cultural and creative industries.Cultural creative products are creative design products that contain culture, as well as a form of cultural heritage.China's cultural and creative industry started late.However,based on China's long cultural history,profound cultural deposits and the consumption prospects of China's cultural and creative products,the demand for cultural and creative products in the consumer market is growing rapidly,attracting young people's enthusiasm for the consumption of cultural and creative products.The development of cultural and creative industries has been incorporated into the national economic strategy, and high-value-added cultural and creative industries have become a highlight of domestic economic growth.Incorporating cultural spiritual connotation into the design of cultural creative products,and using cultural creative products as the endorsement of national culture can make cultural creative products have higher added value and promote the vigorous development of cultural creative industries.

2.MONDERN CULTURAL CREATIVE DESIGN DRAWS ON FOLK PAPER-CUT ART CULTURE

The level of construction and development of cultural and creative industries reflects China's cultural soft power and at the same time drives the construction of China's economy.Nowadays,the cultural and creative product design industry continues to progress,and the design concept of inheriting culture has been widely used.

With the development of the cultural creative product design industry,the inheritance of traditional culture has attracted widespread attention from all walks of life.As an important part of Chinese traditional art,paper-cutting is of great significance to the development of Chinese art design.The art of paper-cutting originates from people's actual labor and contains rich social culture.It has a high cultural heritage value.With the development of modern cultural creative product design, the application of traditional residential art and culture in modern cultural creative product design has become an important development direction of modern design.Cultural and creative products should pay attention to the cultural connotation of the art of paper-cutting,and strengthen the application of paper-cutting in the design of cultural and creative products.

Most paper-cut works have the characteristics of simplicity and high generalization, which can make people associate according to graphics and arouse the psychological resonance of the audience. In addition, paper-cut art contains profound cultural connotation and profound Chinese traditional culture in the design of modern cultural and creative products. The fusion of the two can not only inherit the culture, but also express the cultural experience of inheriting traditional handicrafts.When people use paper-cut characters in the design of cultural and creative products, they should pay attention to the use of symmetry, repetition and balance. And through the exaggerated image modeling, the expressive power of the paper-cut art form is enhanced, and the simple modeling is described in detail, so that the paper-cut modeling meets people's artistic requirements and emotional expression needs, and then creatively expresses the product design in the paper-cut modeling description emotion.

In Chinese paper-cut art, red paper is a commonly used paper-cut material. In Chinese culture, red symbolizes happiness, wealth and auspiciousness. It also symbolizes enthusiasm and warmth. In the design of modern cultural and creative products, we should pay attention to the influence of paper-cut color and the cultural connotation of paper-cut art form, so that the paper-cut color is consistent with the theme of the product, as shown in figure 1.

Figure .1 Paper-cut artwork

3.THE MODERN CULTURE CREATIVE DESIGN DRAWS LESSONS FROM THE OPERA ART CULTURE

The facial patterns in Chinese opera are colorful and vivid. Opera culture has played a vivid and exaggerated effect on the design of modern cultural creative products. Through dress, makeup, action, color can reflect the aesthetic sense of opera culture. In traditional opera culture, if we can inherit Chinese traditional culture and integrate with modern civilization in product innovation and design, we can make it a creative brand with traditional cultural characteristics. Traditional opera culture contains the spiritual sustenance of traditional Chinese culture and art performance forms, and its value to the inheritance of Chinese culture is inestimable.The design of modern cultural creative products is no longer a simple product itself, and plays an important role in the inheritance of culture.

Opera can be said to be a heritage of local culture, this characteristic culture provides inspiration for designers to design products. Therefore, the design of cultural and creative products must realize the organic combination of practicability and cultural value, and the artistic characteristics of opera should be applied to modern cultural and creative products, thus reflecting rich cultural history and unique artistic charm. The nationality is also the world. China has five thousand years of excellent history and culture. As the treasure of my country's performing arts, opera culture is the most concerned cultural creative design product.It is also the inheritance and development of rich traditional culture. The traditional cultural elements are integrated into the design of cultural and creative products, so that the value of the integration of opera culture into the design of cultural and creative products can survive in the tide of cultural creativity.

4.MODERN CULTURAL AND CREATIVE DESIGN DRAWING LESSONS FROM CERAMIC AND CULTURE

Ceramic culture creative product design is the combination of ceramic and cultural characteristics, which determines the unique product characteristics of ceramic culture in modern cultural creative product design. The development of the modern cultural creative product design industry cannot just stop at the material level of culture. In combination with the development of ceramic culture industry, personal creativity should not be simply integrated into ceramic products. In order to realize the integration of ceramic culture into the design of modern cultural creative products and to achieve real sustainable development, we must deeply analyze the spiritual connotation of ceramic culture. The development of Chinese culture has entered the era of cultural consumption. The innovative design of ceramic product characteristics should return or surpass the abstract non-primitive world to the modern life world.In this process, finding and discovering the supporting point of ceramic culture characteristic design is the historical responsibility entrusted by the times to the inheritance of ceramic culture, and it is the realistic choice of modern cultural creative products combined with ceramic culture product market.

The inheritance of ceramic culture is essentially the philosophical inheritance of the excellent cultural spirit and humanistic care in Jingdezhen's traditional ceramic culture. Without the inheritance of traditional ceramic culture, modern ceramic cultural products will have no market soil.The ceramic culture of traditional culture is that designers of contemporary cultural creative products should continue to innovate on the basis of inherited culture. Therefore, in order to protect the spiritual homeland of Chinese traditional culture, it is the inevitable requirement of innovative design of modern cultural creative products.

The design process of combining the design elements of ceramic culture with the characteristics of product innovation is also the process of transformation from traditional ceramic culture to modern ceramic culture. This process has brought many changes in ideas, ecology and values. After thousands of years of history, ceramic culture will continue to develop to a higher level of spiritual culture. Under the influence of ceramic culture, the modern cultural creative product market enters the consumer market today, pays attention to the rational return of ceramic cultural creative products, promotes the transformation and regeneration of ceramic cultural creative products, It is the most realistic thinking direction of modern cultural creative product design.

5.CONCLUSION

The so-called cultural creative product design refers to innovative products with profound cultural heritage and practical value.This kind of product should include its due cultural heritage when it is designed, and it also has all the practical value of the product itself, creating sustainable cultural and artistic value on the basis of cultural heritage.The design of cultural products must first adhere to people-oriented and humanized design.Because products ultimately serve consumers, and our objective world is constantly evolving, it is imperative to inherit culture. Under the impact of multiple cultures, inherit and protect the artistic value of culture.Therefore, the artistic method of cultural inheritance must be constantly innovated.

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Discussion on the Path to Promote the Development of Rural Finance Based on the New Normal of Economy

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Abstract: From the perspective of the gradual development of the new normal of economy, for the development of rural financial, the relevant government departments must not only solve the issues of agriculture, countryside and farmer and gradually develop to narrow the gap with the city, but also strengthen the progress of rural finance and economy. Therefore, in the context of the social market economy, the participation, promotion and support of rural finance is essential to solve the issues of agriculture, countryside and farmer and realize the integrated development of urban and rural areas. It can achieve better rural economic growth and provide more policy support. This paper mainly discusses and emphasizes the concept of new normal, and explores the formation of a diversified financial system on the basis of defining the importance of the development and construction of our country's rural financial economic system under the new normal, so as to promote the sustainable development of rural finance.
Keywords: New normal of economy; Rural finance; Development strategy

INTRODUCTION

In the concept of new normal of economic development, the agricultural development of rural farmers is closely related to our country's social construction and national development. Rural finance plays a key role in the development of rural economy, and it is in a central position and plays an active role in the development of agriculture, countryside and farmer. Under the new normal of economy, the development of financial industry is inseparable from the revitalization of the rural economy. However, in the rural areas of China, finance develops relatively slowly, and there is a lack of relevant support policies, which leads to the large difference between agricultural trade transactions and financial resources and urban areas. Rural agricultural development and individual merchants encounter relatively difficult problems with loans. Therefore, under the new normal of economy, discussing and proposing how to promote the long-term and healthy development of rural finance is a key issue facing our country.

1. NEW CHARACTERISTICS OF THE DEVELOPMENT OF THE RURAL FINANCIAL SYSTEM

1.1 Low threshold for rural finance

First, in the context of the normal development of the new economy, in order to promote the development of rural finance, the barriers to entry of rural finance have been gradually lowered, and the relevant financial supervision system has been strengthened accordingly. At the same time, the high-level design of the rural financial system has also been advancing with the times, strengthening the supervision and control of rural financial order and risks, realizing a market-oriented economy. And the diversification and internationalization of rural financial market make the traditional rural financial development system get a broader space for development.[1]

1.2 Changes in subjects and needs

At present, the major rural financial providers tend to be diversified, including financial institutions in rural countries, non-profit and non-governmental organizations and Internet financial institutions. They together form a richer financial development environment. The rural financial system has become a new direction of the financial system of China. Especially in the new context, the growth of traditional industries such as coal and real estate in rural areas has slowed down the pace of economic backwardness. The reform of the rural financial market continues to be deepened and the process of new urbanization is accelerating, and the process of urban-rural integration is accelerating. And there is still a broader development prospect in rural financial market.

1.3 The practical significance of the construction of the rural financial system under the new normal

In the new financial development economy, the country has provided more investment policies for the rural financial market and farmers, allowing rural farmers to have a greater say in economic development, control their investment capital, and enjoy the benefits of financial development. For farmers, it is useful to realize capital gains and narrow the gap between rich and poor. On the other hand, the national policy will also implement new urbanization standards to provide more resources for rural finance, especially rural small and micro enterprises based on agriculture. New policies will be issued to provide support to increase investment in the agricultural industry and expand the demand for rural services to help the emerging rural industries grow bigger. It is also the development of the rural financial system.[2]

2. DEVELOPMENT STRATEGY OF RURAL FINANCE BASED ON THE NEW NORMAL OF ECONOMY

2.1 To strengthen the government's macro financial guidance

Due to the imperfection of rural market and the pursuit of profit by capital, the market compensation mechanism can not narrow the gap between urban and rural areas. Therefore, it is inevitable for the government to intervene in the development of market economy. The role of market regulation is that funds must be transferred from poor areas, resulting in the concentration or large distribution of funds in developed areas and their industries and enterprises with good economic benefits. In addition, it leads to the overflow of investment and resource benefits, directly leads to a large amount of outflow of rural funds, and further expand the rural financial gap. In order to promote the development of rural finance, governments at all levels should adapt to the new normal, make timely and orderly pre adjustment and fine adjustment, improve the adaptability of rural finance, give full play to the power of the government in the private sector, and actively promote the communication between financial institutions related to agriculture. Therefore, the government should give full consideration to the rural financial construction, do a good job in the design level, increase the service for agriculture, rural areas and farmers and the proportion of loans, encourage and support financial institutions to promote rural development, actively explore characteristic financial products, standardize and guide the financing of rural cooperatives, and take effective measures to strengthen the construction of cooperatives.

2.2 To increase government financial and tax support

There are too many problems in the history of our count's agricultural development. The government should adhere to the directional control, improve the agricultural friendly agricultural support policy system, promote the effective interaction and connection between financial policy and rural financing, implement and improve the preferential tax policies for agricultural loans, directional expenditure subsidies and other incentive measures, and promote the development of resources Effective utilization. The government should improve the professionalism of financial fund management measures, such as ensuring interest rate subsidies, repaying loan revolving fund and risk pool, expanding financial subsidies and other policies, implementing preferential tax policies, so as to support the development of rural finance, improve the incentive mechanism of agricultural investment, and make full use of the interest rate when the government issues loans to credit guarantee institutions to support the development of rural finance. The mechanism of interaction between financial support funds and agricultural financial support funds realizes the transition from direct management of appropriations to fund and project management, increases the amount of agricultural support funds, makes strong capital investment, and promotes the coordinated development of rural finance.[3]

2.3 To improve preferential rural financial policies

In the stage of social and economic development, our country's policy does not reflect the tendency to rural areas, and does not provide too much policy support. Due to the natural environment, market mechanism and economic foundation, the development of rural finance is far behind the development of cities. The city's financial development has gradually matured, their financial market can effectively adjust financial activities to resist the risk of economic decline, but the rural areas can not adjust the economic risk in time, and the financial institutions can not promote the development of rural areas. Therefore, the government must improve the preferential policies for rural finance and expand the scope and coverage of services, so as to implement low-interest rural loans to meet the needs of rural enterprises for development funds. Therefore, the government must improve the rural financial preferential policies, expand the scope of services and coverage. The implementation of low interest rate rural loans, so as to meet the needs of rural enterprises for development funds, on the basis of ensuring that the risk in the control range, encourage rural individuals and individual businesses to loan to lending institutions.

3.CONCLUSION

Based on the perspective of the new normal of economy, the development of the rural financial economy is the current top priority. To effectively ensure the stable development of the rural economy, it requires to continuously research the characteristics of the new normal financial and economic development, formulate and promulgate relevant supporting policies, and provide strong resource support to rural agriculture and micro-enterprises to meet the needs of rural financial development, and further promote the development of rural financial stability and progress.

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The Modernization and Reconstruction of New Pattern of Educational Governance System of China in the New Era Based on the Allocation of Educational Power

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Abstract: With the continuous deepening of the reform of our education system, the modernization and reconstruction of our educational governance system under the background of the new era has been carried out. Among them, the allocation of educational power is optimized at a deeper level to continuously promote the development of education in China. Under the background of the new era, the proposal of modern educational concepts is of great and far-reaching significance for the development of the cause of education in China. Therefore, this paper briefly discusses the modernization and reconstruction of the new pattern of educational governance system of China under the background of the new era from the perspective of the allocation of educational power.

Keywords: Educational governance; Modernization; Educational power

INTRODUCTION

The Third Plenary Session of the Eighteenth Central Committee of the Communist Party of China mentioned the promotion of the development of the modernization of the national governance system and governance capabilities. At the same time, it also put forward clear requirements for the deepening of comprehensive reforms in the education field. Therefore, in the context of the development of the new era, the social atmosphere of informatization, globalization and democratization is becoming increasingly strong, and the management power of education also needs to be more rationally and scientifically controlled, so that the subject of educational governance can be more diversified, and the government, society, schools and other diversified subjects can participate in the process of educational governance. These subjects are all in different fields and can look at the issue of educational governance from different perspectives, so that the means to promote educational governance have also been diversified, and the modern development of new pattern of our education governance system can be promoted.

1. THE SUBJECT AND CHARACTERISTICS OF EDUCATIONAL GOVERNANCE POWER UNDER THE BACKGROUND OF THE MODERNIZATION AND RECONSTRUCTION OF EDUCATIONAL GOVERNANCE

1.1 Educational governance power of the government

In the educational governance system, the power of the Chinese government has administrative attributes, and it can exercise certain administrative powers in the education governance of our country, so as to give full play to its own administrative power to promote the smooth development of the work of the education governance system in our country. In the social development of the new era, the development of education in our country needs to rely on the administrative functions of government education governance to manage and control it to a certain extent. At the same time, in this process of management and regulation, only when the government has given education the administrative power of governance can its own value and significance to education governance be realized. Among all the dominant positions of educational governance, the government's management power is in a leading and priority position, which has the legal effect of the country on educational governance. In addition, it has the characteristics of compulsion, efficiency and priority intervention. The unique characteristics of the government's educational governance power enable the government to better exercise its own power without being interfered by other departments and units, so as to speed up the modernization and reconstruction of our education governance system. At the same time, when the government exercises the administrative power of educational governance, it needs to exercise its power in strict accordance with relevant national laws and regulations to ensure the openness and fairness of educational governance.

1.2 Educational governance power of the school

As an indispensable subject in the development of educational governance, the school's educational governance power has quasi administrative attribute, which can be micro adjusted in coordination with the government's macro-control. As the practice base of education and teaching in our country, the school has a lot of experienced teachers and has a say in the actual teaching situation. As one of the school managers, teachers can put forward valuable practical suggestions for the development of school educational governance, which has a big role in promoting the development of educational governance. The school is a national institution, and its educational governance administrative authority has the same legal power and status as the government, and its educational governance work must be carried out legally in accordance with the national laws and regulations. Within the scope of management power permitted by law, the school can administratively deal with the behavior subject interfering with the daily education and teaching work, so as to properly exercise the legal power of the law in the management power of educational governance.[1]

1.3 Educational governance power of the society

Both the government and the school have certain administrative power in the educational governance, but the domination of the society in the educational governance belongs to the market, which plays the supervision and intermediary role of the market in the educational governance. The development of Chinese economy and society is not who can lead its development direction, but only the "invisible hand" of the market is controlling the trend of market development. In order to make use of various powers to promote the continuous improvement of educational governance system, the government, as the domination of educational governance, will allocate part of the education governance power to the society according to the actual situation of the social environment, and use the "invisible hand" of the social market to meet the diversified development of education and mobilize the participation of social subjects in education. At the same time, we should make use of the mutual supervision of various social subjects to continuously improve the quality of education related activities and meet people's demand for spiritual culture in the rapid development of the new era.

2. THE BASIC PRINCIPLES OF EDUCATIONAL GOVERNANCE POWER UNDER THE BACKGROUND OF THE MODERNIZATION AND RECONSTRUCTION OF EDUCATIONAL GOVERNANCE

2.1 The guiding principle of clear rights and responsibilities

Under the background of modernization and reconstruction of the new pattern of our educational governance system in the new era, the allocation of educational governance power should adhere to the guiding principle of clear rights and responsibilities, which is also the basic guiding principle of educational governance power under the background of modernization and reconstruction of educational governance. Clarifying power and responsibilities is to better carry out various tasks and jointly perform their duties for the reform and improvement of our educational governance system. Only in this way can we better avoid shirking each other for the exercise of power and responsibility, disturbing the development of daily work, and hindering the process of Chinese educational governance. Therefore, in order to smoothly promote the distribution of power and responsibility of modern educational governance in China, it should be analyzed from various angles. For example, from the horizontal analysis, the government, the school and the society need to clarify their respective rights and responsibilities, and exercise their respective powers and assume the required responsibilities. Then from the vertical analysis, the distribution of power and responsibility needs to clarify the hierarchical relationship, clearly define the boundaries of educational governance power at all levels, and prohibit the power of each level from crossing or missing.[2]

2.2 The guiding principle of nonlinear transfer

Under the background of modernization and reconstruction of the new pattern of our educational governance system in the new era, the allocation of educational governance power should adhere to the guiding principle of non-linear transfer. The principle of non-linear transfer indicates that it is strictly forbidden for one of the two to follow the other in the distribution of educational governance power. The government has the dominant position and priority of the power of educational governance, and has a certain allocation right to the power of educational governance. However, in the process of the distribution of educational governance power, we should deal with the binding between the power and the responsibility, so that the power can be implemented reasonably and efficiently, and the responsibility can also find the subject that needs to be undertaken timely and accurately, so as to ensure the smooth development of educational governance.[3]]

2.3 The guiding principles of decentralization legislation

Under the background of modernization and reconstruction of the new pattern of our educational governance system in the new era, the allocation of educational governance power should adhere to the guiding principles of decentralization legislation. China is a country under the rule of law and ruled by law, with law as one of the foundations for the country's work. The government, school, and society are the three main rights subjects in educational governance. Each subject belongs to different fields and status. The legal provisions of various subjects need to be legally restricted according to their own characteristics. The country can escort the development of educational governance power of each subject by formulating corresponding laws and regulations, and it can also impose corresponding constraints on each subject to accelerate the modernization and reconstruction of new pattern of our educational governance system.

3. CONCLUSION

In summary, the modernization and reconstruction of new pattern of our educational governance system in the new era requires a clear definition of the status of the three subjects of the government, schools, and society, as well as the three main principles of the educational governance power of each subject, namely, the principles of clear rights and responsibilities, that of non-linear transfer, as well as that of decentralized legislation. While fully exercising the power of educational governance, each subject needs to actively assume corresponding responsibilities, so that each subject will perform their duties for the modernization and reconstruction of the new pattern of our educational governance system, and work together to continuously improve our educational governance system and promote the sound development of our education.

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A Study on Feminism in Nothing But Thirty

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Abstract: This paper focuses on the urban emotional drama Nothing But Thirty premiered by China Eastern satellite TV on July 17, 2020, and studies the multiple pressures of Chinese modern urban female representatives in marriage, love, childbirth, work and so on, as well as how they carry forward under the heavy pressure. Starting from the connotation of feminism, this paper focuses on the analysis of the three 30 plus female representatives in the drama, their difficulties in seeking a better life in modern urban life, as well as their perseverance and courage to face the difficulties of life.

Keywords: Nothing But Thirty; feminism; carrying a heavy load forward

1. INTRODUCTION

Nothing But Thirty is an urban emotional drama directed by Zhang Xiaobo and acted by Jiang Shuying, Tong Yao and Mao Xiaotong. From the perspective of three 30-year-old women, the play tells the story of urban women encountering multiple pressures at the important age of 30. The play was premiered on July 17, 2020 on Dongfang satellite TV and was broadcast simultaneously on Tencent video. Gu Jia, a middle class full-time wife, is impeccable in all aspects. She has a strong character. She successfully transformed her husband from a fireworks programmer into a manager and herself into her husband's facilitator. When facing family crisis, she chose to face it bravely. Wang Manni, as a "Shanghai drifter", is a typical "empty nest youth". She firmly believes that she has both beauty and brain, and is always worth better. She is never willing to make do with her feelings and life. She believes that through her own efforts, she can live a better life. After experiencing the multiple blows of love and work, she is still hopeful for her life. Zhong Xiaoqin, an easygoing local girl, is a post-it girl. She is a standardized majority. She is married to her husband who has a stable job. She keeps an ordinary job and is at ease to be an ordinary wife. But because of the trivial and boring marriage life, she finally decided to divorce her husband on her 30th birthday night and started a colorful single life.

FEMINISM

Feminist movement is mainly divided into free feminism, radical feminism and existential feminism. Liberal feminism advocates rational thinking and believes that human beings generally have the ability of logical reasoning and scientific judgment. Women should receive equal education and be treated equally. It appeared in the 18th century. Radical feminism is a kind of relatively free thought, with more in-depth progress, trying to find a way for women to get rid of oppression, including marriage, childbirth, physical, psychological and other aspects. Existential feminism mainly developed in the late stage of the Second World War. It is the psychological reconstruction of people after the disaster of the war. It aims to awaken women's self-awareness of existence and advocate women's brave pursuit of freedom and happiness [1]. The urban emotional drama Nothing But Thirty is a shot in contemporary Shanghai, China. The three protagonists in the play are representatives of three different types of modern urban women. They have different personalities, different jobs and different families, but they are all 30-year-old urban women. They are all under multiple pressures of marriage, love, work and so on. They have been perplexed and disappointed, but they finally choose to go forward bravely and face up to the pressure and difficulties. As the representatives of contemporary urban feminism in China, they are shining with women's brilliance, pursuing a beautiful life, being optimistic and strong in the face of difficulties, showing smart and flexible in getting along with others, and are optimistic towards life. They are typical representatives of existential feminism.

FEMINISM IN NOTHING BUT THIRTY

3.1 Wang Manni: A Maverick Rebel

Wang Manni is a maverick rebel, convinced that she is beautiful and smart, and is always worth better, but she also has her own troubles. As an afield girl who are working hard in Shanghai, her first problem is survival. To get a foothold in the big city, Shanghai, one must first rent an affordable house. In order to have a rented apartment in the center of the city, she has to spend more than half of her salary. She has self-esteem and filial piety. She always tells her family good news instead of bad. She sends her parents 2000 yuan a month for living expenses, however, she can eat instant noodles for half a month. She has a high standard for love. She would rather lack it than abuse it. She is eager to meet men with good conditions, but she could never accept a married man. She has a clear mind about love and doesn't believe that the rich young man she met on the cruise ship is sincere to her. Although she later accepted Liang Zhengxian's pursuit, she still maintained the independence of economy and personality. She insists on paying her own rent and buying gifts for her friends by herself. She's never the same as those rich's girlfriends. She doesn't want to gossip with those mistresses. She prefers to sit next to Liang Zhengxian to learn business knowledge, even though she doesn't understand the terms, she still try to record them on her mobile phone. After learning that Liang Zhengxian had a girlfriend who had been together with him for seven years, she decided to end this fairy tale love. Even though she had been hurt deep in this love affair, she still didn't want to compromise with life. She refused to keep up with his ex-boyfriend (a coffee shop owner), refused to accept the civil servant introduced by his parents in his hometown. After seeing what life he wanted, he returned to Shanghai. After earning enough tuition, she chose to continue her study abroad. It is believed that when the girl comes back, her life will be more wonderful.

3.2 Gu Jia: A Perfect Wife

Gu Jia is in the upper pyramid. She has transformed her husband from a fireworks programmer into a manager and herself into a perfect full-time wife. However, when facing family crisis, she chose to face it bravely.

3.2.1 Strict Figure Management

Gu Jia is running in many scenes during the TV series. At seven in the morning, she was running in the city. In the afternoon, she does yoga in the gym. Her excellent figure management reflects her self-discipline. She doesn't allow herself to waste her life in comfort zones. She loves sports, but it's not just for keeping fit. In the play, Xiaoqin accidentally gets pregnant and asks Gu Jia if it's difficult to raise a child? Gu Jia said frankly that it is difficult. Since Ziyan was born, there has been one less woman named Gu Jia and one more mother of Xu Ziyan. In order to take care of her child better, she dare not get sick. In order to keep healthy, she must keep on exercising. Every day, she is busy enough, even the time to go to the toilet will be written into her schedule. For the sake of her husband's health, she even accompanies her husband with a dinner break, others do not understand, they think she only wants to lose weight, only she herself knows, she just wanted her husband to be healthy.

3.2.2 A Strong Character

Gu Jia, who appears on the screen as a full-time wife, she gives a new definition to the full-time wife in the new era. She never really left the workplace. Before giving birth, she started a fireworks company with her husband from scratch. After giving birth to the baby, she seems to be family oriented, but she knows the operation of the fireworks company well, and her opinions on major decisions of the company are important. She has a strong mind and a clear goal. In order to become her husband's helper, she keeps learning new business knowledge. For the development of the fireworks company, she can put down her position, please the upper class wife, and successfully help the fireworks company out of the crisis. She has a strong sense of safety and bottom line thinking, she is eager to make profits, but always put safety in the first place. She opposes her husband to produce the easily explosive blue fireworks, although they are gorgeous and beautiful. She sees the danger of fireworks production, regardless of her husband's opposition, she insists on expanding a new business, to join the tea factory management. Despite all the difficulties, she firmly believes that spring will come one day. However, her pursuit of perfection gives her husband too much pressure. And their happy marriage life appears an invader then. When Gu Jia knows that finally, she does not escape and chooses to face her bravely. She is brave enough to fight against that family saboteur, Youyou, and she successfully beat back her in the end. Then she insists on divorce with her husband, who hurts her deep. But after learning about the explosion of their fireworks factory, she chooses to help her husband to solve the problem of the fireworks factory first. After her husband goes to prison, Gu Jia and her son leave the city for tea mountain. She always knows what to do, to leave a way for herself and her child, because she never forget her identity as a mother. This identity helps her become a strong, brave soldier. She could never flinch.

3.3 Zhong Xiaoqin: A Post-it Girl

Zhong Xiaoqin is a local girl in Shanghai. Although she was not rich, she lived comfortably. Being an office staff in a building of the property company, her work is not brilliant, her only sake is making no mistakes. She met her husband in a match-making event. They got married and lived a simple and ordinary life. However, due to her husband's withdrawn and reticent personality, communication problems continue to appear in their marriage. Zhong Xiaoqin likes raising cats and watching dramas, while Chen Yu likes raising fish. Zhong Xiaoqin is accidentally pregnant, while her husband just wants her to abortion for they haven't got enough preparation. Xiaoqin finally loses her child because of ectopic pregnancy, which makes her despair about marriage. Her husband lives as usual, as if only she had lost her child. It seems his work and even his fish are more important than Xiaoqin. On Xiaoqin's birthday, Chen Yu refuses to answer Xiaoqin's call because of his work. Their marriage finally goes to an end in the triviality of life. Zhong Xiaoqin, who is back to freedom, begins to live freely. She buys whatever she wants and falls in love with her office younger brother. She starts to write novel and enjoyed life happily. Her life begins to be colorful. However, Chen Yu, after losing Zhong Xiaoqin, finds out the beauty of Xiaoqin and begins his journey of chasing his pre-wife. After experiencing twists and turns and trying to live independently, Xiaoqin finally realizes the triviality of life and sees her heart clearly. She has been used to Chen Yu's care. Chen Yu also goes out of his own small circle and learns to communicate with Xiaoqin. They get together again, and Xiaoqin's novels have a big sale. Suddenly, her economic status and social status rise. She chooses to quit her job and becomes a professional writer. When their relationship and life become stable, they have their children again.

4. CONCLUSION

At the end of the drama, the three women said the same words, "To be continued". Yes, at the age of 30, they have gone through life's vicissitudes and tribulations, and they have all grown up in the journey of life. They still have enthusiasm and hope for life, they know their dreams and goals better, their characters are stronger and their steps are firmer. They still have a long way to go, and they can have a lot to look forward to in the future. From the perspective of women, Nothing But Thirty describes the current situation of women's life in the new era of China, and directly attacks the survival dilemma faced by urban women. It aims to share a way of solving doubts with the audience. It tells us to face up to and eliminate the anxiety of life with positive attitude and action, which is worth studying.

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Countermeasures for High Quality Development of Ecological Animal Husbandry in Yushu Prefecture

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Abstract: high-quality development, China's current economic development of the new navigation aids. Animal husbandry is one of the important industries related to the development of national economy and people's livelihood, and there are the following problems in the development of ecological animal husbandry in Yushu: weak competition of animal products, low scale of animal husbandry, weak subjective initiative of labor resources, imperfect science and technology service system and insufficient growth ability of cooperatives. Therefore, on the basis of the above, put forward countermeasures and suggestions.
Key words: ecological animal husbandry, high quality development, countermeasures and suggestions

INTRODUCTION

Animal husbandry is an important department in agricultural production. At the same time, its development is related to the national economy and the people's livelihood, is one of the important industries related to the people's "vegetable basket ", and meat, eggs and milk is an important variety of people's life needs. In 2018, the Ministry of Agriculture and Rural Affairs stressed in the "Key Points of Animal Husbandry Work in 2018" that" it is necessary to promote the high-quality development of animal husbandry and take the lead in modernization in agriculture." The Opinions of the General Office of the State Council on promoting the high-quality development of animal husbandry issued by the General Office of the State Council in September 2020 also gave important instructions for the development of animal husbandry. How to Change the Concept of Development Changing the mode of production, how to integrate scientific and technological innovation into the development of animal husbandry, speeding up the construction of modern and green industrial structure, perfecting the processing and circulation system of animal husbandry products, and realizing the new pattern of high quality animal husbandry development with product safety, high output efficiency, friendly resources and environment, competitiveness and benefit are the core issues that need to be focused on at present.

1. Establishment of a sound industrial chain for processing livestock products

The establishment of a sound industrial chain is the fastest way to increase the income of farmers and herdsmen. Increasing the added value of livestock products must be changed through processing. From the current situation of sales in Yushu, the selling price of coarse processed livestock products is low and the market competitiveness is weak. We must support processing enterprises, carry out scale production, perfect production line, and gradually form deep processing industry of yak beef, mutton, dairy products and wool products. To realize the standardized production of animal products and promote the development of deep processing of products, and to promote the connection and extension of the industrial chain of animal products processing through the form of enterprise At the same time, improve the scientific and technological content and added value of livestock products.

2. Moderate development of large-scale operations

The high quality development of ecological animal husbandry must be driven by scale, industrialization and marketization, and the promotion of large-scale industrialization of ecological animal husbandry must be based on the resource advantage of Yushu Prefecture. By adjusting the production structure of animal husbandry, combining the traditional extensive grazing mode with the modern model, the breeding methods such as house raising and captive breeding are properly developed, and at the same time, the rotation grazing system is vigorously adopted to calculate the carrying capacity of natural grassland reasonably, and to a certain extent, the breeding scale will be raised. We will speed up the cooperation of animal husbandry co-operatives in enterprises, give play to the leading role of leading enterprises, stimulate the enthusiasm of farmers and herdsmen, and adopt the "form, achieve unified production, unified processing, unified sales and technology sharing, forming industrial consortia. In the processing of animal products, we should support the application of standardized production and other technologies, and use modern means to protect the high quality development of ecological animal husbandry.

3. Strengthening rural basic education and technical

training

First, the government should increase investment in basic education in rural areas, increase the popularization of vocational and technical education, improve rural infrastructure conditions and health environment, expand schools according to the number of students in school, connect rural education with information such as science, technology and modernization, provide more generous salary for rural teachers and attract a large number of college talents to do so; Second, according to the current situation, government departments should organize and carry out professional technical training in ecological animal husbandry, invite relevant skilled professionals to come to guide them, and improve the professional technical level and professional knowledge of farmers and herdsmen. Promote farmers and herdsmen to learn to improve themselves Technical proficiency and increased acceptance of new knowledge to promote the high-quality development of ecological animal husbandry.

4. Improving the science and technology service system

It is the premise of sustainable and healthy development of ecological animal husbandry to have a perfect animal husbandry and veterinary technology extension system, and the essential condition of animal husbandry and veterinary technology extension system is the introduction of technical talents. First, the government should strengthen the research and development and introduction of livestock raising and management technology, epidemic prevention technology, seed selection technology and artificial insemination technology, and establish a livestock epidemic surveillance and early warning system and a safety surveillance and traceability system, which will help to realize all-round control of various diseases; second, strengthen cooperation with local colleges and universities, strengthen the construction of scientific and technological extension teams for ecological animal husbandry, vigorously develop self-run technical service organizations for herdsmen, and increase the introduction and testing of scientific and technological achievements in ecological animal husbandry Third, we should strengthen the publicity of herdsmen's basic knowledge of drug use, improve the use of safe and efficient vaccines, control accurate veterinary drug residues, improve veterinary drug supervision, strengthen law enforcement, improve laws and regulations, and strictly supervise the Regulations on the Administration of Veterinary Drugs and the Law on Animal Epidemic Prevention.

5. Strengthening theE contribution of colorators on the growth

First, strengthen the management of Yushu ecological animal husbandry cooperative. The government should base itself on the standardized construction of cooperatives, strengthen enterprise management, formulate relevant systems and articles of association, and further standardize the operation mechanism and management mode of ecological animal husbandry cooperatives in Yushu Prefecture. Increase the attraction and enthusiasm of cooperatives to investors and farmers, and strengthen the cooperative investment team and talent team. Second, to create a good development environment, the government should strengthen the support to the cooperative experimental base, help it to find business opportunities, reduce risks, improve the quality of products, give play to the role of resource advantages, and promote the high quality development of ecological animal husbandry. Third, the introduction of special Industry technology and processing equipment. Strengthen propaganda and training, hire experts to train cooperative personnel, and train their own technical personnel, reduce their dependence on foreign technical personnel, reduce their costs.

6. Sustaining green cycle development

First, strengthen the overall planning of agriculture and animal husbandry in Yushu, promote circular development, and adjust the agricultural structure. Adhere to the balance of grass and livestock, determine livestock with grass, strengthen the restoration of degraded grassland ecological environment, restore the grassland's own production capacity, encourage the promotion of "pastoral ecological animal husbandry cooperatives "; second, strengthen the recycling of waste resources. We will improve market-oriented business models, optimize production structures, rationally formulate subsidy standards for farmers and herdsmen, implement insurance linkage mechanisms, enhance farmers and herdsmen's awareness of environmental protection, promote the harmless treatment of feces, and strive to promote the utilization of livestock manure resources. Third, the full implementation of green farming model. Evaluation on Green Development of Animal Husbandry System, strict supervision of drug use, forage and other safety standards, promote green development supporting technology.

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Research on the Evaluation of Rural Precision Poverty Alleviation Policy in Qinghai Province—Taking Mutual Aid and Huangyuan County as Examplele

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Abstract:According to the national strategic concept of "precision poverty alleviation ", Qinghai Province has organized and implemented precision poverty alleviation projects in key poor counties and poor townships, and has achieved remarkable results in the past three years. The poor counties in Qinghai Province withdrew from the special evaluation time, heavy tasks, mainly visited the poor villages and poor households in Huzhu County and Huangyuan County. On the whole, the precision poverty alleviation work in the two counties is in place, the cadres at the grass-roots level really help to do the work, the rate of the population out of poverty and the rate of missing evaluation of the poor are lower than 2, the incidence of comprehensive poverty is lower than 3, and the acceptance of the masses is higher than 90. Has reached the overall poverty removal conditions, solved the regional overall poverty Problem.

Keywords: precision poverty alleviation; policy implementation; existing problems; problem suggestions

INTRODUCTION

At the 19th National Congress of the Communist Party of China on October 18,2017, President Xi pointed out: at present, decisive progress has been made in the fight against poverty in China. More than 60 million poor people have been steadily lifted out of poverty, and the incidence of poverty has dropped from 10.2 percent to less than four percent. At the same time, it is pointed out that in the future, the key points of the work of overcoming poverty are to resolutely win the battle against poverty, to enable the poor and the poor areas to join the whole country in a well-off society in an all-round way, to mobilize the whole party and the whole society, to persist in precision poverty alleviation and precision poverty relief, to adhere to the working mechanism of central planning, provincial overall responsibility, and city and county implementation, and to strengthen the overall responsibility of the party and government leaders We should adhere to the pattern of great poverty alleviation, pay attention to the combination of poverty alleviation with support for ambition and wisdom, carry out in-depth poverty alleviation and cooperation between the east and the west, focus on the task of overcoming poverty in areas with deep poverty, and ensure that by 2020, the rural poor population will be lifted out of poverty under the current standards of our country, and all the poor counties will be removed from their hats to solve the overall regional poverty, so as to get rid of real poverty and real poverty. This Qinghai Province 2018 poor counties out of the special evaluation and inspection project.

1.Research Background on Precision Poverty Alleviation Assessment in Qinghai Province

In March 2012, the list of key counties in the work of poverty alleviation and development of the State was issued, and the list of state-level poor counties in Qinghai Province was adjusted out of Jianza County, Yushu County and into Maduo County and Qu Ma Lai County. The final list was Datong County, Huangzhong County, Ping an District, Minhe County, Ledu District, Hualong County, Xunhua County, Zeku County, Gande County, Dayi County, Maduo County, Zedo County, Zhiduo County, Baoqian County, Qu Ma Lai County, and the adjusted number is still 15 3.

Huzhu County, Haidong City, Qinghai Province, is one of the special hardship areas in Liupanshan, The number of people living in poverty, There are many factors leading to poverty and it is difficult to get rid of poverty. The county's GDP rose from 9.81 billion yuan in 2015 to 11.07 billion yuan in 2018, The per capita disposable income of urban residents and rural residents increased from 23493 yuan and 8274 yuan in 2015 to 30015 yuan and 10748 yuan in 2018, respectively, In particular, the per capita disposable income of the poor is 2380 per cent from the end of 2015 Yuan increased to 5216 yuan at the end of 2018, an average annual increase of 30.

Huangyuan County, Xining City, Qinghai Province in 2011 into the Liupanshan poor counties. After multiple rounds of precision identification, data comparison, dynamic adjustment, The county has 58 poor villages (969 households 3073 people), There are 236 poor households and 7454 people. In 2018, Huangyuan County completed the region's GDP of 3.036 billion yuan, Growth of 7.3 per cent; Investment in fixed assets increased by 13.2 per cent; Local general budget revenue 140 million yuan; Retail sales of consumer goods totalled 932 million yuan, Increase by 10 per cent; The per capita disposable income of urban residents reached 30401 yuan, 7.5 per cent growth; Rural resident The average disposable income reached 11049 yuan, an increase of 9.6 yuan.

There are great differences in poverty factors between the poor population in Huzhu County and Huangyuan County. Among the poor population in Huangyuan County, the proportion of poverty caused by illness is more than that of mutual county; among the poor population due to lack of technology, mutual county accounts for more than Huangyuan county; in other poverty factors, the difference between the two counties is not obvious.

2.Problems in the Research of Precision Poverty Alleviation Assessment in Qinghai Province

According to the investigation, the policy of "two no worries, three guarantees" is basically satisfied. The main causes of poverty in these two counties are similar to those in other poor villages. Disease, lack of labor and lack of skills are the main causes of poverty among farmers. The formation of poverty has not only historical background, natural conditions and other objective factors, but also subjective factors such as villagers' consciousness and ability to get rid of poverty.

The transportation is not convenient enough, the location superiority difference is big

Comprehensive investigation of poor villages, the degree of convenience of transportation to a large extent affect the development of a village economy. Jiading Town Qiaotou Village in Huhu County is located at the east end of the county of Huhu Tu Autonomous County, bordering Gansu Province in the east ,76 kilometers from the county residence. It is the farthest poor town from the county seat of Huhu County. Jiading Town Qiaotou Village is deep in the mountains, traffic is relatively closed, resulting in the outside industry can not come in, the products can not be shipped out, plus the development of agricultural and sideline products and market demand partial disconnection, to a certain extent, Affected the villagers to develop agricultural and sideline products production enthusiasm.

On the other hand, Yujia Village, Weiyuan Town, Huzhu County, is located in the urban and rural areas of Huzhu County, belonging to the village in the city, close to the county seat, convenient transportation, obvious location advantages, and good overall economic development. Weiyuan Town Yujia Village villagers' income in addition to migrant workers, is mainly to breed aquaculture, especially the development of aquaculture is quite good. Farmers' cattle, sheep and pigs are guaranteed, especially cows. Fresh milk can be transported to the city at the first time and to consumers. Convenient transportation conditions and superior location conditions for farmers to increase income, rural poverty injection power.

The income source is narrow, the industrial development foundation is weak

The primary industry is short of stamina, the second product development is weak, and the tertiary industry is seriously lacking, which is the commonality of these poor villages.

In poor villages with convenient transportation and good location advantages, the main source of villagers' income is migrant workers in addition to the traditional breeding industry, and the income of migrant workers is more and more the main body of income. But in places where traffic is blocked, most of the villagers still develop seed farming, and the opportunities for migrant workers are less or not. Most of them do not have other fixed sources of income, income and wealth channels are limited. In addition, most of them do not have professional technology and expertise, have little knowledge of national policies, commodity circulation information, the latest market situation, backward agricultural production and management methods, lack of professional technical guidance, and ability to resist risks Weak.

The connection mechanism between industrial development and poor households is lacking. Synthesizing our research, most poor villages will have all kinds of professional production cooperatives, the government will take the collective shares of the village collective economy, or the villagers will take the shares with the government funds, or the villagers will take the shares with their own funds. They will receive regular dividends, to a certain extent increasing farmers' income. But most villagers do not participate in cooperative work and related production and business activities, but receive regular dividends, that's all. It is undeniable that to some extent, it has increased farmers' income and promoted industrial development, but there is a lack of effective association between industry and poor households Knot.

In addition, through our field visits, it is found that although the industrial poverty alleviation policy has taken root, the related industries or product brands have not yet been formed. Huzhu County Nanmenxia Town Qijiazhuang Village, Curcao Village and 50 Li Town Bahong Village have produced and planted Astragalus, Angelica and other Chinese medicinal materials, and regard this as a characteristic industry in the village economy, but the difference between the production and planting of Chinese medicinal materials and other Chinese medicinal materials is not obvious, and has not yet formed a brand industry related to Chinese medicinal materials.

Lack of young and strong labor force, low overall population quality

According to our survey, most young people will choose to go out to work to increase their family income, the population outflow is serious, the rest is the elderly, women, children and disabled people, their income is limited. The wage income of migrant workers is generally low, not much accumulated throughout the year, the average household income is even less. Secondly, the rural areas have a large surplus of women's labour force, who are in good health, but in addition to simple agricultural work, most of them are idle at home and have less income, which is one of the main causes of family poverty and low per capita income. How to discover the value of this part of the labor force It is particularly important.

In addition, the villagers pay less attention to education, the level of education is generally low. Even some villages have no teaching points, children go to school in villages and towns. The overall quality of the population is low.

Recommendations on Research on Precision Poverty Alleviation Assessment in Qinghai Province

Rational utilization of location advantages and continuous improvement of infrastructure construction

On the one hand, actively use their own different location advantages to develop the economy. For example, Qiaotou Village in Jiading Town lives deep in the mountains, but the tourism resources are relatively rich, which can develop the characteristic rural tourism industry, while Yujia Village in Weiyuan Town can make use of its own location advantages and traffic conditions to vigorously develop the fresh milk industry. On the other hand, improve the infrastructure construction of poor villages to create good conditions for economic development.

Speed up the cultivation of superior industries

Rural poverty alleviation should not only focus on the elimination of poverty, but also on long-term development mechanisms. Based on this, our rural poverty alleviation should pay attention to the cultivation and expansion of superior industries, form a development model with various characteristic resources in poor areas, villages and towns as the center, and radiate to the vast rural areas. Constantly cultivate pillar industries to better cope with the characteristics of market economy development. At the same time, we should actively adjust the rural industrial structure, actively look for new economic growth points, integrate the degree of farmers' organization and industrialization to help the poor, and maximize the competitiveness of rural industries.

Efforts to discover the value of women's labour force and to promote education and poverty alleviation

To achieve the overall poverty alleviation in rural areas and solve the problem of the poor, we must play a key role in education and poverty alleviation. Education poverty alleviation mainly refers to improving the knowledge or cultural quality of poor farmers, and then improving their level of economic development, so as to provide the basis for overall poverty eradication. The first is to improve the overall cultural quality of the poor, pay attention to the cultivation of rural skilled personnel, strengthen scientific and technological training for the vast number of farmers, guide them to use scientific and technological achievements in agricultural production, and strive to explore the value of women's labor force and increase their initiative, enthusiasm and creativity. The second aspect is to introduce talents in all directions, strengthen the introduction of familiar talents in the management, economic and social fields, and gradually train the skilled talents groups in the rural poor areas through the leading role of typical characters. The third aspect is to train the managers of rural township enterprises and production cooperatives to improve their management level and professional ability. Through the innovative form of education and poverty alleviation,, improve the labor skills of poor farmers, from the root to achieve comprehensive poverty eradication.

Brief summary

This evaluation and inspection work let me see the great determination and strength of the party and the state in precision poverty alleviation, precision poverty alleviation has made great achievements; see the party and the state in the fight against poverty ," the fight against poverty must not fall a poor area, a poor people ." We have seen the efforts and efforts of the Party, the state and the cadres and the masses in building a well-off society in an all-round way and realizing the great rejuvenation of the Chinese nation ," Chinese Dream ", and have paid for it.

In a word, the rural poverty alleviation work needs to focus on the details, actively discover the existing problems, and take timely measures to solve them. The formulation of the solution strategy needs to combine the development reality of the poverty-stricken areas, rely on local various superiority resources, pay attention to the education poverty alleviation, speed up the cultivation of the superiority industry, guarantee the basic people's livelihood in the poor rural area "all-round, multi-system ", lay a solid foundation for the next step of the whole people to get rid of poverty and common prosperity, and help the early realization of the overall well-off society.

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Overcoming the Quota Mind in Negotiation——How to make the cake bigger in business negotiations?

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Abstract:In negotiations, we are often confronted with deadlock and breakdown of dialogue. So we look back and think about what is preventing us from reaching solutions to multiple, creative, mutually satisfying problems?For this reason, we can generalize it in one word, called: the fixed mind —— is that for many negotiators, in their subconscious mind, they will presuppose that the total value they can get from negotiating with each other will be constant. This will lead to the so-called zero-sum game.

Keywords: fixed mind; zero-sum game; creativity; solution

1. PREFACE

What is a zero-sum game? It is like an hourglass, the total amount of sand is certain, one side of the negotiations, the other side is less.The so-called zero-sum game is the resources that the parties can allocate. When they add up, they are equal to 1%100, you have more, I have less, and the two sides will enter into a fierce confrontation.Confrontation weakens trust, undermines consensus, and suppresses creativity. So we can also get into the fixed mind in the negotiation, vividly compared to the "hourglass dilemma ".

2.WHAT IS THE QUOTA MIND IN NEGOTIATION

There is a very classic case of negotiation, from Roger Fisher classic negotiation book "negotiation power (Getting to Yes)" if you are the father or mother of two children, come home from work, your two biological children are competing for a big watermelon, if as a parent, what would you do?

In response to the above questions, some people may say: brother, aren't you older? Shouldn't you give your brother some humility? Of course, some people think that brother should let brother, because he thought of Kong Rong let pear.Some people think that watermelon can be cut evenly from the middle, half a person.Others are not evenly split, may be squeezed into watermelon juice.If you've read a classic of political philosophy: Rawls' s The Theory of Justice, you'll want to process it in a procedural re-engineering way, giving the brothers-individual responsibility, and one person first.

These schemes are acceptable, but none of them can avoid zero-sum games, so you still fall into a serious misunderstanding, that is, the so-called fixed mind thinking mode.And what is the mental model we expect to help you form? It's probably a reaction to entering the situation and seeing the child competing, your first move is not to divide, no matter how average and fair.Points, should not be the first action, what should the first action be?It should be cooperative consolidation. Because no matter how children compete for watermelon, they have to get along in their daily life, they envy each other, mutual needs, their ties, connections, needs, how can only watermelon this thing?Are they likely to cooperate? Are they likely to make both sides more satisfied by working together?

3.HOW TO OVERCOME THE QUOTA MIND IN NEGOTIATION

With this idea, you take a look, you found that the eldest son recently bought a beautiful bicycle, as a birthday gift, he is a treasure, this is his sweetheart, usually do not want to share with his brother.This increases the value available for distribution in overall resources and situations. Can we finish such a negotiation with brother? We said to our brother ," this watermelon, you take the big half, okay? Today we treat you well, you earn! There is a condition that you give up your little bike and ride it for your brother.So you actually earned it. Why? Because although the younger brother cycled, but 20 minutes will still give you ah, but watermelon is the most true, you eat watermelon into the stomach.”

Next we began to complete a negotiation with our brother. We said to our brother, Xiao Bao, you earned it today. Although we are going to give you a smaller watermelon, you will have 20 minutes to ride a bike. Think about it. How long does it take to eat watermelon? Eat watermelon for two or three minutes, but you ride a bike, but 20 minutes, this bike, usually brother never let you ride, today you can ride. The interests of both sides are not necessarily strictly fair, but they are distributed more satisfactorily.Yes, we are dividing watermelon, but you think, in the situation, is there only one watermelon, there is no other resources that both sides care about? Can the mobilization of these needs help us to achieve greater satisfaction with mutual cooperation? Many people's eyes only see line segments, I hope that students in the negotiations, not only can see the immediate gains and losses, but also after the line segment extension, the demand parties can exchange more needs. Therefore, in the negotiation, we do not rush to divide the interests, but take out the time to the brewing creation and the analysis of the overall pattern, so as to find a way to break through the "quota mind ".

Why do negotiators enter the blind zone of the fixed mind? I believe one of the important reasons is a misleading metaphor widely used when we understand negotiation and business —— which is to compare negotiation to a battlefield. We usually say that shopping malls are like battlefields, which is probably what we mean. In fact, this metaphor is very bad because it implies that we will lose and win in dialogue and negotiation. Once you care about winning or losing, you care about how much, and once you put more and less against each other, you naturally enter the fixed mind thinking mode.

Therefore, the metaphor of shopping malls, at least in the dimension of negotiation, is extremely misleading.It will allow you to devote a lot of energy to "how to divide the cake ", that is, to take advantage of the problem, rather than expanding the pattern and creating cooperation to make the cake bigger.Therefore, in business negotiation, as negotiators, we should reflect on the metaphor of comparing negotiation to "battlefield ". We should not understand the dialogue of" negotiation "as a battlefield, let alone use win or lose to calibrate the effectiveness of negotiation. Instead, we should use other words, such as better, efficient, creative, constructive, long-term, healthy and enlightening, to evaluate and calibrate the success of negotiation.

4.HOW TO MAKE THE CAKE BIGGER IN BUSINESS NEGOTIATIONS

Negotiators have done a comparative experiment to compare people with negotiating experience, such as high-ranking lawyers, corporate executives and career diplomats, who discuss the difference between the problem and the average person.

The experimenter set up two large tents on the grass, one for professional negotiators and the other for random selection of ordinary people. They are all discussing similar topics, and scholars record the whole discussion process and finally do discourse analysis. Scholars have found that professional negotiators spend twice or more time listening, asking questions and feedback, while ordinary people often use a large period of time to express their opinions and talk.

What is the problem of this experiment? This experiment shows that negotiators know how to spend more time digging out the information and interests of their opponents, while those who have not learned the knowledge of negotiation do not know the skills.

Yes, if we compare the negotiation process to cooking, then your effective excavation of interests can ensure that rice and vegetables are ready, and then we'll take a look at how we use these raw materials to make really delicious dishes —— How to turn the collected benefits into our quality, constructive problem solving solution.

Let's look at a negotiation scenario: in a procurement negotiation, we are the buyer, the other is a well-known domestic mobile phone seller. In the negotiations, the two sides for a mobile phone 10 yuan price difference, has been grinding a morning's mouth. We insist on getting the same purchase price as JingDong. The negotiations reached an impasse.

The above case is the negotiation experience that the author personally participated in many years ago: the background of this case is our website, female customers are the majority, and JingDong customer group at that time, mainly male. This is the biggest difference. Neither suppliers nor ourselves have differentiated products and services for female shoppers, and the personalized consumption trend of female consumers has been reflected in many categories, and mobile phones will be the next opportunity point. We can both make business breakthroughs by expanding the category of female mobile phones.

Then there's a creative negotiation plan: we invite each other to come up with a female phone that sells only offline, while we provide unprecedented traffic support and plan a shopping festival for female phones. In this way, the sales and profits of the female phone, have created sales records. For both sides, we can not only compete in the zero-sum game, but jointly make the profit amount bigger, the cake is bigger, the two sides get more.

The above example of negotiation gives both sides more value than expected. So, what is the way to negotiate such an outcome? The first thing we have to do is "the classification of interests ". We have to jump out of the existing negotiating pattern and see where the interests of both sides are from the larger pattern. In the above negotiation scenario, we can basically see that there are three basic types: common interests, different interests and conflict interests.First, conflict interests: between the two sides you more and less, and zero-sum game interests; second, common interests, it is a prosperous, mutual can promote each other, can jointly achieve the interests; the third interest, is different interests, Very important to one side, but not to the other.

In daily life, we also encounter some unilateral concerns, and the other side is not very concerned about the interests.We take the car as an example, for example, you bought a car, there is no difference between the two sides about the price and quality of the car, but you hope the 4 S shop can be delivered with new products on January 1, because January 1 is your father's birthday. This is a gift for your father. You want to take him to the 4 S shop and take the car together. Car is a birthday gift for your father on January 1, this matter 4 S the store will not care, the store does not care which day to deliver, it cares about you to pay as soon as possible to buy the car.

What can be done in reality to know the types of these three interests? Here's a key word ——" pack ". You can understand the concept of "packing" as a cocktail or a palette, and a lot of things can be brought in and taken out, which is a collection of package solutions that integrate the interests of both sides in this place.There are three kinds of benefit schemes, corresponding to three ways of dealing with common interests: cooperation.The treatment of different interests is exchange.The method of dealing with conflict interests is game.

Workplace negotiation scenario: when I do human resources management in the company, I often encounter some similar interview negotiation scenarios: Xiao Wang comes to our company to seek a job, I will ask him: Xiao Wang, today I read your resume, all aspects are very good, please talk about what needs? Xiao Wang began to talk: I very much hope to have a monthly salary of 10,000 yuan, which I think after investigating similar enterprises-a reasonable reward. At this time, if you are me, our salary budget is only 8000-9000 yuan, how will you respond to each other's demands?

Meet each other's needs and ask for concessions, Give and Take, this is the key to packaging this way of work. It allows the interests of both sides in the process of continuous adjustment, change, conversion. Remember my metaphor? It's like a palette, it's like a cocktail, and if you don't need it, I might give you something else, and we' ll just run in and exchange it, and finally the whole package will satisfy both of us.

5.CONCLUSION

Only the discovery of several battlefields, the discovery of "non-conflict types of interests ", can achieve win-win. Where you want to win, let you win; where I want to win, let me win; you also win, I also win, this is called win-win. so we need to focus on Enlarge the Pie, make the pie bigger, not just divide the pie.

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Arranging Production Procedure in Automotive Parts Manufacturing Industry

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Abstract:The paint efficiency in automotive parts manufacturing industry determines the efficiency of automobile manufacturing, the effective dynamic parts arrangement strategy and layout optimization technology are the key to improving the efficiency of automobile production. In this paper, the order of color change and the number of parts replacement in the painting process are prioritized to discuss the part arrangement sequence and optimize the arrangement.
Keywords: dynamic priority, greedy algorithm, Monte Carlo method, simulated annealing algorithm.

For the problem, discuss how to achieve the guide production of all parts in case of the minimum color change of parts. So we have optimized the color change times and maximum production volume as the optimization goal, and set the dynamic priority ranking model I by using which part is selected as the decision variable. First, we consider the part with the largest demand as the first part of the initial arrangement, and consider the color of the part and the corresponding bracket type. The spray decision of the latter part refers to the previous step decision, that is, the part type of the previous step. And the constraints of the color on the current decision, while taking into account the constraints of the number of brackets. Considering that this is a multi-objective decision analysis problem, we combine the greedy algorithm to set the minimum number of color changes as the highest priority, followed by the maximum number of parts produced.
For the question we discussed, according to the schematic diagram of the spraying process given in the title, there is only one spray in this line. We envisage ignoring the time factor and spraying the next sled after spraying a sled. Now only consider the number of color changes and guide the production needs, and use the spray site as a reference point to care about the constraints between the skid at the spray and the front and rear skids. In addition to the reference point, the number of skids and the maximum number of part brackets on the rail are also considered. Based on the analysis of the topic, we tried to establish the model with the smallest number of color changes and the largest number of types of parts. According to our observation, the spray color can be divided into five color systems: black (obsidian black, cosmic black), white (polar white, diamond white), blue (denim blue, sapphire blue, glory Blue), silver (iridium silver, Milan silver), red (jewel red), in the color constraints, the color system is classified, reducing the constraint complexity, combined with other constraints and using this to establish a mathematical model[1].
In the production process of auto parts manufacturers, there are many types of parts and colors that need to be sprayed in the parts spraying process. The conditions in the production process will affect the actual production plan. In this case, the next eight laps should be determined according to the guidance production volume. Detailed production sequencing plan.
Summarize the specific constraints as follows:
The color matching before and after the skid.
Arrangement constraints between parts.
Constraints on the number of different part brackets.
The total number of skids is constrained.
There are restrictions on the order of the different items in the spraying process. The specific collection is as follows:

$$X_1 = \{\text{threshold b}\}$$

$$X_2 = \{\text{threshold c}\}$$

$$X_3 = \{\text{threshold a, threshold d, after a, threshold decoration a}\}$$

$$X_4 = \{\text{radar bracket a, radar bracket b, radar bracket c, radar bracket d, radar bracket e}\}$$

$$Y_1 = \{\text{ruby red}\}$$

$$Y_2 = \{\text{Sapphire blue, shining blue, denim blue}\} Y_3 = \{\text{polar white, diamond white}\}$$

$$Y_4 = \{\text{Obsidian black, cosmic black}\}$$

$$Y_5 = \{\text{Milan Sliver, Yi Sliver}\}$$

After dividing the categories, we define the decision variables $\vec{S} = (s_i)_N$ in the process of dynamic planning. Among them $s_i \in P$ ($i = 1, 2, ..., N$, N is the total number of times to spray the slipper, $N = 8 \times 303 = 2424$) represents the i time shot, what kind of parts are to be decided. Furthermore, the only part of each part when the spraying is completed can be determined. When n times of spraying is completed, all parts (including type and color) can be determined, and the number of color changes and the number of parts to be sprayed in the eight cycles can also be uniquely determined[2]. To visually represent the placement of the brackets in the skid, decision variables$\vec{S}$,the relationship of set p. it should be noted that when planning the spray sorting, we can not fill the sled, that is, the number of brackets on the sled can be less than 6, as shown in the figure above, the i bracket are shown in the sled.

In order to count the number of color changes in the entire painting process, In case of use decision vector $\vec{S}$ we remember $C(\vec{S})$ for it.

Spraying N times remember the total number of color changes, among them, $c(s_i)$ is the number of the times of color change (0 or 1 time), when the i time spraying. Obviously, when making a color decision, there are only two cases of color change and no color change.

In the production of parts, we specify two kinds of quantity categories, the first one is the total number of production parts, in case of use decision vector$\vec{S}$ remember $W(\vec{S})$, remember total number when finished spraying parts N times (excluding transitional primer parts), among them, $w(s_i)$ is the number of parts processed for decision makings_i.The relationship between $W(\vec{S})$ and $w(s_i)$ is described in the following two ways[3].

$$w(s_i) = \begin{cases} 0, & i > 1 \wedge c(s_{i-1}) = 1 \\ 6, & i > 1 \wedge c(s_{i-1}) = 0 \wedge Z(s_i) \geq 6 \\ 6, & i = 1 \wedge Z(s_i) \geq 6 \\ z(s_i), & z(s_i) < 6 \end{cases}$$

According to the figure (4.1), we can see that the 8-lap production spray plan has to make n decisions (n=2424) in total.

For the dynamic multi-objective programming model we established, according to the minimum number of color changes in this question, the objective function of the maximum number of production types and the minimum number of bracket replacements is only limited by the bracket type and color relationship of the front and rear parts. But in reality there are often more constraints that limit the target production in our automotive parts manufacturing industry. In real life, we can't take care of all the conditions, such as the maximum number of production types in the objective function, often see the degree of scarcity of parts in the market or the extent to which parts affect the overall efficiency of the car; the minimum number of color changes in the objective function.

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Discuss how Central Banks Should Respond to Inflation Through Monetary Policy

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Abstract: central bank use various approaches by monetary policy instruments to delivering low and stable inflation. This paper demonstrates that interest rate policy is considered as the optimal method for the central bank based on inflation targeting by three reasons to explain, including controlling interest rate directly to influence market, affected region and sensibility of interest rate and reducing asset price bubbles
Keywords: interest rate policy, inflation, monetary policy, central bank

Inflation was considered as a worldwide important economic problem in a century ago (Bernholz, 2015[1]). Especially in 1970's, cumulative inflation was 103.45% from research in inflationdate website (Mcmahon, 2015[2]). Inflation is defined as "[a] general increase in prices and fall in the purchasing value of money" (Oxford English dictionary, 2018: 576[3]), which means something that cost £100 in 1970 would cost £203.45 in 1979. However, currently, it is difficult to understand that purchasing power fall almost by half, which should owe to central banks that set stabile price through monetary policy as their primary objective. For delivering low and stable inflation, central banks use various approaches by monetary policy instruments, including interest rate policy, open market operation, credit allocation, rediscount policy, deposit reserve policy and so on. There into, interest rate policy is considered as the optimal method for central bank based on inflation targeting (Davidson, 2006[4]). Inflation targeting can be defined as "[a] framework in which, a central bank estimates and makes public a projected, or "target," inflation rate and then attempts to steer actual inflation toward that target, using such tools as interest rate changes" (Bernanke and Mishkin,1997:97[5]). Mishkin (1999)[6] points out that the inflation rate has a dramatically falling trend in countries under inflation targeting framework. This essay will demonstrate that interest rate policy is optimal approach of monetary policy to respond to inflation for central banks. Firstly, the three reasons why the interest rate is considered as the most suitable way will be discussed. Then some opposing views will be summarized in this essay. Finally, the responses, which show weakness in opposing views, will be provided.

There are three reasons why interest rate policy is adjudged as optimal way to respond to inflation illustrated here. Firstly, the leading cause is that central bank can control interest rate directly, instead of other policy that control independent variable based on consumers' behaviors. Likely, bank loan policy cannot influence economic without the public lending (Dupor,2001[7]). Consequently, the central banks in different countries regard it as most common and control tool. For instant, a real case, Federal Reserve Board set the funds rate by discount rate in a narrow band between the mid and late 1970s to force banks borrow more reserves (Goodfriend,1993[8]). Since the borrow objective has an extraordinary relationship between funds rate and discount rate, leading discount rate reflect on funds rate, resulting in funds rate arise and low inflation. For this reason, the change in interest rate as deliberate target changes are considered as direct way to control finance market. In addition, the sensitivity of interest rate and huge affected areas are thought as second reason to support (Wright, 2012[9]). For example, when the Bank of England make a decision about interest rate, a great number of events and policy decisions for government, and asset portfolio and investment orientation for individual investors will be changed, such as deposit transaction, investment, oil prices, stock exchange, etc. From Keynesian conduction mechanism, the change in interest rate affects investment in multiplier by marginal efficiency of capital. Then aggregate expenditure and general income will be influenced. According to Morris and Shin (2008)[10], interest rate benefits stable production development and stable inflation in short and medium term, and equilibrium in capital market in long term. What's more, setting interest rate is used for asset if the capital market is uneven in development. Besides, Park (2013) [11]used a two-factor market model to state that business development companies and stock market are sensitive to interest rate. The last but not least, interest rate policy is supposed to an effective way to stable stabilize macroscopic economy by lessening the probability of asset price bubbles arising. Central banks can respond systematically to asset price misalignments whereby setting interest rate through smooth output and inflation fluctuations, leading to improve macroscopic economy, which is considered to over the reflection of expected inflation and output gaps (Rochon and Rossi,2006[12]). Monetary authorities increase interest rate when assert price rise to warranted level and decrease interest rate when assert price drop to warranted level, which tend to countervail the influence for these bubbles of output and inflation, resulting in the stability for macroeconomic fundamentals. Furthermore, Cecchetti et al note that, when rational consumers know the principle of leaning against the wind, it would lower the opportunity of bubbles arising, which is deemed to have benefit on stable economy.

On the other hand, the views holding no brief for that interest rate policy is the optimal way to respond to inflation are discussed. At first, according to Keynes conduction mechanism, interest rate policy works for inflation since interest rate can influence investment, and then investment affects overall demand and supply. But Da point out that its two central premises are that interest rate which central banks change can alter the investment situation and the changes in financing cost influence supply and demand of fund importantly. While the fact is that monetary authorities announce the nominal interest rate instead of real interest rate. Irving Fisher's analysis proves that the nominal interest rate could not show the real earning for investors, even it is the rate of payment or earn rate for borrowers and creditors. Mundell argues that real investment relies on real interest rate. Thus, the nominal interest that interest rate policy influenced is hard to affect investment effectively based on Keynes conduction mechanism. Besides, Rocheteau et al show that open market operation, defined as "[the] purchase and sale of securities in the open market by a central bank", from Federal Reserve Board annual report, should be considered as most suitable method to respond to inflation. Since it was used to control money supply and interest rates directly for central bank. Then the authorities are able to affect actively and directly the amount of its liabilities for reserves by sale to recoup or draw funds straightforward, which can influence economy directly and actively, resulting in the impacts on finance market are significant. By the way, the open market operation is able to blend the window discount operation and lending policy since open market operation make supply money less or more through bond transaction, which also influences the credit scale].

Admittedly, the limitations for interest rate policy are existed. There is huge different between the nominal interest rate that interest rate policy adjusted and real interest rate in which investors depend. As a result, in this respect, some scholars thought open market operation is better because supply of money can affect economy directly. However, the ability for central banks to control money supply is limitation, since the change of money supply rest with change of basic currency and change of money multiplier, the latter influenced by many factors that central cannot decide. Moreover, Oliner and Rudebusch claimed that two conditions are thought to be needed for open market operation influence bank lending. Firstly, changes in reserves by central bank and supply loan cannot be insulated completely. Secondly, it is hard for borrowers to know the changes in loan supply for bank and real costing for themselves. In addition, the open market operation has time lag, which will delay the policies' impacts.

Particularly, Keynes explains the definition of liquidity trap is "[a] awkward condition in which monetary policy loses its grip because the nominal interest rate is essentially zero, in which the quantity of money becomes irrelevant because money and bonds are essentially perfect substitutes". The public will hold all cash instead of investment when the nominal interest that has inverse relationship to bonds is very low, since they believe that interest rate will soon rise. Consequently, the monetary policy is invalid when the interest rate is very low.

In conclusion, we can conclude that interest rate policy is optimal method for central bank to respond to inflation among all monetary policy tools. Three reasons, including controlling interest rate directly to influence market, affected region and sensibility of interest rate and reducing asset price bubbles, are used to explain. However, some disapproval views by scholars are appeared to oppose this opinion. They indicate that interest rate changed by interest rate policy is difficult to reflect and influence economy accurately and open market operation should be considered as best approach. It is true that central banks' object of change is nominal interest rate instead of real interest. But the limitations for using the supply of money as intermediate objective to impact macroeconomy are more, as change in basic currency and money multiplier. Besides, open market operation working need more time and two conditions to make it function effectively. Therefore, the interest rate policy still is considered as optimal method to respond inflation based on inflation targeting. Nevertheless, it is worth mentioning that monetary policy is invalid in liquidity trap, which is considered as a limitation for monetary policy.

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On Application and Practice of Self-Determination Theory in Physical Education

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Abstract: Self-Determination Theory (SDT) is proposed by Deci and Ryan who are American psychologists. It is a theory based on the process of human self-determination motivation, and it is achievement motivation theory based on social cognition and driving force theory. Achievement motivation theory defines three types of basic needs that determine the demand of human behavior for autonomy, ability and behavior. This paper analyzes the motivation mechanism of high school students in learning physical education, and conducts extensive research on the lack of motivation of students.
Keywords: SDT; Physical education; Application strategy

INSTRODUCTION

At present, the overweight rate of students in China is increasing year by year, which brings too much inconvenience to our lives and many physical diseases. These problems should be considered. The main reason why most junior high school girls are overweight is that they don't exercise regularly, can't persist in exercise, and are not interested in physical exercises. How to promote students to participate in physical exercises regularly and increase their interest in physical exercises is a problem that needs to be considered and tried to be solved. SDT is a theory that can help people choose personal behavior according to their own preferences and interests.

1. CONCEPTUAL ANALYSIS OF SDT

The need for SDT is a functional term that is the basic way to maintain people's vitality, perfection and health. This organic trend can actually be considered an appropriate factor, which is necessary and achievable. This tendency manifests itself when bad psychological results occur under conditions of threat and deprivation. In other words, human needs are essential to mental health or well-being, and their satisfaction is assumed. This is explained by the following three facts: an important role in optimal development, all needs are prevented or ignored, leading to obvious negative results, the definition is different from most acquired psychological needs, because there are countless examples in Murray's Achievement Motivation Theory that individuals don't need to be independent, and those who explore or lower their own standards have reached psychological perfection and health. However, SDT insists that it is not feasible to ignore one's or another' needs in terms of autonomy, ability and belonging, which is not intentionally imposed on the importance of demand. All in all, mental health needs to meet these three needs, and it is not enough to meet one or both of them.

2. APPLICATION AND PRACTICE OF SDT IN PHYSICAL EDUCATION

2.1 To improve students' sense of autonomy by meeting their autonomy needs

The need for autonomy is the need for self-determination. It means that individuals can make decisions according to their own wishes when performing various activities, which gives rise to a sense of autonomy or the need for self-determination. In SDT, there are many factors that will weaken the inner motivation of students, including practical rewards, threats, instructions, stress evaluation, etc. In order to avoid the influence of these factors, physical education in colleges and universities should emphasize the formation of students' autonomous ability to meet the needs of students' autonomous learning. In teaching practice, teachers should create an autonomous learning environment for students as much as possible, and provide students with opportunities to choose teaching content. In teaching activities, teachers can choose the teaching mode of "inverted classroom", and guide students to find and solve problems through the guidance plan developed by teachers, so that students can ask questions, interact with teachers in the classroom, and break through difficult points, which can not only increase the flexibility of classroom teaching content, but also cultivate students' autonomous ability. Only when students feel capable in physical activities and meet their self-reliance needs, can they better understand the value and importance of sports classrooms and their activities, and actively participate in the activities.

2.2 To improve students' competence by meeting their ability needs

The research on SDT shows that tangible rewards, threats, instructions, stress assessment, mandatory goals can weaken the internal motivation of students. In order to meet the needs of students' autonomy in physical education, in education, special attention should be paid to the wording and methods of rewards and criticism in class. Teachers should not undermine their enthusiasm and students' correct understanding of physical exercises and extracurricular exercises through language and behavior, which will affect their internal motivation. For students, we should adopt some advanced teaching methods and create an independent learning environment for students, so that students can choose their own teaching content. The skill demand refers to the control demand of the individual to the environment. The individual can effectively and skillfully carry out certain activities, and can realize a sense of competence from the activities. In response to the best challenges in social life, there will be a sense of competence and ability. Therefore, teachers' teaching objectives and teaching contents should fully consider students' learning situation, design teaching content according to the existing ability to make students feel capable of performing sports tasks in physical education and physical activities to improve students' learning ability and self-confidence, rather than design many difficult tasks. In the process of teaching, teachers should understand students' ideas and the basis of existence, fully reflect the domination of students in learning, and play their subjective initiative. In addition, teachers should pay attention to the wording and methods of reward and criticism in the process of participation. In the activities, in order to improve the enthusiasm of students to participate in the activities, teachers need to increase students' ability and promote them to form internal motivation.

2.3 To improve the sense of belonging by satisfying the relationship needs of students

Belonging is mainly manifested in the personal connection with others and understanding others, including team cooperation and social relations. In order to achieve the common curriculum objectives, students supervise and urge each other in small-scale teaching groups. They can also connect, communicate and practice in various ways after class to increase the possibility of after class exercise and form integration with after class, which makes students gain strong sense of belonging and promote the transformation of internal motivation of participating in physical exercises. Many exercises need strong team cooperation. Therefore, the physical education curriculum should adapt to these characteristics of the project and form a small teaching group in the teaching unit. In this group, the team members have common curriculum objectives. The assessment and reward are carried out by the group itself, which can reduce the damage caused by the poor physical education learning foundation and reduce the psychological burden of for fear of physical exercise and get rid of physical education curriculum, which can form a unity, cooperation and safe classroom atmosphere. While students' needs for small groups also mean the need for belonging, that is, people want to establish close emotional ties with others, and people are interested in the surrounding environment or others. In order to obtain support, they hope to find a attachment, a sense of security, a sense of belonging and a sense of intimacy in their behavior or activities, so that students can adapt to these items and activities in physical education. Teachers can organize such groups in the physical education of higher vocational colleges, so that students can form such groups to give full play to the role of the group and make students feel a sense of belonging to the group. A group will learn together to achieve the common curriculum objectives, supervise and encourage each other, which will lead to frequent interaction and communication. As a result, students will gain strong sense of belonging and effectively promote the change of their internal participation motivation for physical exercises.

3. CONCLUSION

In physical education in colleges and universities, it is necessary to form an integrated model of inside and outside the classroom to meet students' ability needs, autonomy and sense of belonging, and emphasize that physical education teachers should be good at using innovative and appropriate teaching aids and methods in teaching, so as to promote the development of students from nothing to start and external motivation to physical activities. When students' internal motivation is formed, their interest in physical exercises can be established. We can realize the fun of physical exercises, understand the inner nature of physical exercises, actively participate in sunshine physical exercises, and achieve the goal of life-long physical exercises.

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On Exploration and Practice of Problem-Based Learning Method in the Implementation of Physical Education Curriculum in Colleges

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Abstract: With the development of the times, the importance of quality-oriented education and comprehensive education in China is increasing, and the development of higher education is changing day by day. Physical education curriculum is an important part of higher education, and its implementation level can not be ignored. It is the subject that teachers should keep discussing that how to carry out physical education curriculum in colleges and universities in a more scientific, contemporary and advanced manner. As a new teaching mode, Problem-Based Learning (PBL) mode is affecting the physical education curriculum in colleges and universities. This paper discusses the practical strategies of PBL mode in physical education in colleges.
Keywords: PBL mode; Physical education curriculum in colleges and universities; Exploration and practice

INTRODUCTION

In recent years, China has paid more and more attention to the quality of education, and improving the quality of education has become the top priority in the development of higher education. As an integral part of higher education, college physical education faces more challenges. PBL mode has changed the traditional teaching mode, which can effectively promote the achievement of teaching objectives, help the students to strengthen their physique and improve their physical condition. This paper analyzes and studies the concept, significance, problems and practical strategies of PBL mode in physical education curriculum in colleges.

1. OVERVIEW OF PBL MODE

PBL is a complete method of designing learning situations, which is often problem-oriented. It was first created by Barrows, a professor of Neurology in the United States,at McMaster University in Canada in 1969. Later, with the continuous progress of the times, it has gradually developed into a scientific and student-centered education mode. The advance and scientific of PBL mode is embodied in its three characteristics: (1) concreting and aiming. PBL mode is problem-oriented, and puts forward solutions to the problems. It takes the problems as the driving force to learn and improve the teaching efficiency effectively. (2) Cooperation. PBL mode is coordinated, participated and progressed by teachers and students. Collaborative activities are often helpful in finding, exploring and solving problems. (3) Openness and sharing. It helps students participate in relevant activities under PBL mode. In this process, they constantly improve their thinking ability and accumulate relevant experience. And the results of such practical experience are open and shared. PBL mode is different from traditional teaching method. PBL mode fully respects respects students' dominant position, gives students enough freedom to explore learning experience, and helps students develop their independent inquiry ability, while traditional teaching is based on teachers' teaching. With PBL mode, the identity of teachers is no longer the leader, but the guider [1].

2. SIGNIFICANCE OF PBL MODE IN THE PHYSICAL EDUCATION CURRICULUM OF GENERAL COLLEGES AND UNIVERSITIES

Under PBL mode, college students have been fully respected as the domination of physical education course learning. Their consciousness of physical exercises has been enhanced constantly, and the level of cooperation has been improved. PBL mode is helpful for promoting the effective physical exercises of college students, enhancing their physical fitness and improving their physical health, which has reached the fundamental significance of physical education curriculum and provides protection for students' all around development. Meanwhile, the relationship between teachers and students can be close in the process of problem discussion and solution, harmonious relationship between teachers and students can be established, which is conductive to strengthening the cooperation between teachers and students and improving the tacit understanding between teachers and students. For colleges and universities and higher education, it is conducive to the construction of comprehensive talents team in contemporary colleges and universities, promotes the modernization and scientization of contemporary higher education, realizes the prosperity and stable development of higher education, trains comprehensive talents for the country and contributes to the development of socialist modern education.

3. PROBLEMS IN THE IMPLEMENTATION OF PBL MODE

(1) The application settings are complicated, and the

learning effect is not yet obvious.

According to the survey, PBL mode has a certain degree of difficulty in the implementation of physical education curriculum, which leads to the lack of obvious learning effects. It requires further discussion and continuous reform that how to set up the core issues of each course reasonably, how to reasonably build groups and coordinate the relationship between groups, how to control the depth of students' understanding and learning related sports content.

(2) The discussion of the problem lacks certain practical verification.

PBL model requires students to study related physical education curriculum by themselves under the guidance of teachers. Physical education curriculum actually has a certain degree of practicality, and students need to go through repeated practice. The practice of physical education curriculum and exercises given by colleges and universities is relatively less to a certain extent. At the same time, the limited space makes it difficult for students to practice the problems and ideas they are thinking about, so that the discussed problems lack certain practical verification and there are certain drawbacks.

4. PRACTICAL STRATEGIES OF PBL MODE IN PHYSICAL EDUCATION CURRICULUM IN COLLEGES

4.1 Conducting questionnaire surveys and information retrieval of college students

Teachers in colleges and universities browse and consult major relevant sports databases in China, such as China Academic Journal Network, Wanfang Data, etc., to retrieve some necessary reference materials for the implementation of PBL model, so as to conduct a more comprehensive feasibility analysis. At the same time, another major reference material comes from a questionnaire survey of college students [2]. According to the research questions, we set up the questions, determine the survey objects, the number of survey people and the survey content. The survey content includes students' cognition of physical education curriculum, the evaluation of their own health, and the number of weekly physical exercises. And then the effective questionnaire is filtered out. Through the data presented in the questionnaire, we integrate the retrieval information of network big data to discuss and determine the specific implementation plan of PBL model.

4.2 Selecting different sports items to conduct experimental research on PBL mode

There are different practice methods for different sports, and the requirements for physical fitness are also different. Therefore, in PBL mode, different sports events must have specificity to related problems and related testing items. According to different physical education curriculum, specific topics are arranged for students to explore and find out the core issues, so as to optimize the effect of course exercise, and increase the number of sessions of physical education curriculum in students' curricula, encourage students to give practice, and promote PBL model to be mature in college physical education curriculum [3]. At the same time, in the physical education class, teachers can discuss related topics with students, think about solutions, and help students master related sports skills more effectively.

4.3 Summarizing and analyzing the results to improve the curriculum

Summary and evaluation is an important condition for the continuous progress of teaching mode. It is necessary to summarize and analyze the results, adjust the course density and class intensity, and formulate the reasonable and best course plan, so as to promote the selection of core topics to be scientific and realistic. In addition, we need to strengthen the exercise consciousness in the process of students' problem discussion to promote the implementation of PBL mode, and have a positive and effective impact on the improvement of students' physique and sports quality.

5. CONCLUSION

With the introduction of advanced teaching concepts, the development of higher education presents a good development trend. Adopting PBL mode in physical education curriculum has changed the traditional teaching mode, which can improve college students' autonomous learning ability and improve their health. In PBL mode, teachers should, first of all, understand and find out the relevant problems through the questionnaire survey, then conduct experimental research, and finally sum up the experience and improve the curriculum. PBL mode can provide a good way for the practical development of physical education curriculum in colleges and effectively promote the improvement of the quality of physical education.

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An Analysis of the Choice of English Picture Books and Its Application in Primary School English Reading Teaching

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Abstract: Affected by new curriculum reform, primary school English teaching is also constantly carrying out reform and innovation. Picture-book teaching method of English is also one of the new strategies. Effective application of English picture books in English reading teaching not only enhance students' reading interest, but also help improve students' reading quality. In view of this, the article discussed in detail about the choice of English picture books and the effective application in primary school English reading teaching.

Keywords: English picture book; Primary school English teaching; Reading teaching

INTRODUCTION

Reading Teaching is a quite critical part of the primary school English teaching, and it is also an effective way to obtain knowledge and information. For English reading, it is usually better to attract students with lively language and rich patterns to achieve the improvement of students' reading effect, and ultimately achieve the goal of improving primary school students' English level. For this reason, with the reasonable selection and ingenious application of English picture books, it can make English reading teaching in primary schools break through the goal, reach a new height, and make reading teaching more rich and meaningful.

1.THE IMPORTANCE OF APPLYING ENGLISH PICTURE BOOKS IN ENGLISH READING TEACHING IN PRIMARY SCHOOLS

1.1 English picture books are intuitive and can stimulate students' interest in learning.

Compared with the traditional primary school English reading teaching methods, English picture book teaching has both pictures and texts, fresh content and intuitive image. Students can acquire more knowledge after learning, so as to stimulate their interest in learning. For example, when the teacher teaches the students the third grade Happy Birthday unit, there are only two words "How old are you?" and "I'm six." in the beautiful pictures in the English picture book. The students can see clearly from the beautiful pictures of the cake and gift box that this is the little boy's birthday, and the six candles on the cake represent the boy's age. In this way, in the process of observing picture books, students can not only improve their observation ability, but also remember some of the words, so as to better improve the effect of reading teaching.

1.2 English picture books have the characteristics of life, which is helpful to the improvement of students' comprehension ability.

In the teaching of English reading in primary schools, the contents of English picture books are more diversified and close to students' life, which can broaden students' horizons, enrich their life experience and improve their self-cognitive ability. Teachers can help students understand the reading better through the living characteristics of English picture books.

For example, in the Weather course, the woman called to ask the man about the weather in London, and the man replied that it was raining. The weather is closely related to the life of the students. In the course of teaching, teachers can also take the weather in London as the background to tell students that London has a mild and humid climate and rainy throughout the year. It can not only improve the effect of reading teaching, but also broaden students' horizons, enrich students' life experience, and maximize the application value of English picture books in English reading teaching in primary schools.

1.3 English picture books have emotional characteristics, which are helpful to improve students' English reading ability.

The teaching of English reading not only needs to master the words and sentences of the article, but also needs to master the center and idea of the article[4]. The stories in the English picture books are also different, thus, they will bring different psychological feelings to the students. Therefore, when reading English picture books, students can truly connect their emotions with those in stories, thus enriching their emotional expression ability.

For example, in What Daddies and Mommies Do Best, the content mainly tells a relatively warmer family story. At this time, teachers can guide students to realize their parents' hard work, make students learn to be grateful in the process of English reading, and then realize the improvement of reading teaching emotion.

2.THE CHOICE OF ENGLISH PICTURE BOOKS IN ENGLISH TEACHING IN PRIMARY SCHOOLS

Since there are many pictures in English picture books, which are intuitive and close to students' life, it is convenient for students to understand the reading content, and it is more suitable for primary school students' understanding and English learning level, as well as psychological and age characteristics. The correct use and selection of English picture books can improve students' interest in English reading, so as to improve their initiative and enthusiasm in English reading. We can choose English picture books from the following aspects:

2.1 choose English picture books that can improve students' language expression ability to the maximum extent.

English picture book as an English reading material, English teachers should give full play to its function to improve students' reading ability as well as students' language expression ability. Choose picture books that can exercise students' language expression ability. In addition to improving students' reading ability, it is also necessary to improve their language expression ability, cultivate students' language thinking and help them express their ideas in the real environment.

2.2 choose English picture books echo with the content of the textbook

Choosing the English picture book which is close to the content of the textbook can echo with the learning of the textbook knowledge. What's more, choosing the English picture books close to the background of the textbook content would make it easier for students to understand the textbook content, promoting students' consolidated learning and memory of textbook knowledge, review and review.

2.3 English picture books should be in highly repetitive languages as far as possible

In the teaching of English reading in primary schools, if you choose some English picture books with more repetitive words and sentences, students can accumulate repeatedly in reading, deepening the further mastery of high-frequency words and sentences. Then through the reading of picture books, the continuous injection of new syntax and gradual learning will enhance the consolidation of English knowledge.

For example, in the story New Clothes, the sentence "I have got a box on my birthday.What's in it?" is used repeatedly by describing the gifts you get on your birthday. Repetitive words and sentence structures can enable students to memorize through repeated understanding and replacement, and master new knowledge as soon as possible. In addition, you can choose some stories with rhythm, such as some simple English ballads, which are easy to read and easy for students to recite and understand. For example, Sheep in a Shop, uses short and concise sentences to describe the story of five lambs choosing birthday presents in the store.

2.4The choice of English picture books should be within the students' reading ability.

Teachers should choose the English picture books that conform to the students' reading ability. The contents of the picture books should be relatively simple, the new words should be relatively few, the theme should be obvious, the attitude of the author should be obvious, and the ideological and cultural consciousness in the books should be considered whether the students can accept it or not. In short, full consideration should be given to the comprehension and reading ability of primary school students.For junior students, teachers need to choose English picture books that are relatively simple in content, for example, English picture books mainly composed of words, words and phrases, and relatively more picture books with rich pictures are good choices.[5] For senior students, teachers should pay more attention to the selection of sentence content and partial paragraphs, and interesting content. [3]So that even if students encounter words they do not know in reading, they can also guess the meaning of words by the way of pictures, so as to stimulate students' interest in English reading and improve their enthusiasm and initiative in English reading.

2.5 Choose English picture books centered on students' real life

In the teaching of English reading in primary schools, before using English picture books to teach, teachers need to make a careful choice of English picture books, and try their best to choose English picture book stories that pupils are familiar with or close to life. Stories should not only be helpful to students' learning, but also take the characteristics of their strong curiosity into account , so as to improve the effectiveness of reading teaching.

For example, Greedy Monkey tells a story about a gluttonous monkey and lists many common fruits in our lives. These things that students often see in daily life make students feel intimate and would arouse their desire to learn this knowledge. In addition, we should also consider the curious personality characteristics of primary school students. Choosing some innovative picture book stories, do not always be limited to some old-fashioned stories that are repeated every day would be a good choice. Only in this way can we attract the attention of primary school students and stimulate their interest.

3. PRACTICAL APPLICATION OF ENGLISH PICTURE BOOKS IN PRIMARY SCHOOL ENGLISH READING TEACHING

3.1 Pre-class activities

To help students make better use of English picture books to carry out reading, before formal class, teachers can play videos and songs similar to picture books to students through multimedia technology. In this way, students can be effectively guided into the state related to the topic of reading content. For example, when reading questions in English, ask students to guess what they might say to stimulate their curiosity.[4] At the same time, students can guess the content of the article according to the sudden content, so that students with poor English foundation can also understand the content of the pictures, participate in classroom activities, and improve students' confidence in English learning and interest in reading English[2].

3.2 During the reading course

In the process of reading teaching, primary school English teachers can carry out stylistic design according to English picture books before class, so that students can read English picture books with questions. This way can not only improve students' understanding of the article, but also better understand the context structure of the article and the development process of the story. At the same time, it also helps to better stimulate students' interest in reading, and finally students can focus on reading. And then better improve the reading efficiency. In addition, teachers need to provide guidance to students. When students come across new words they don't know, they can choose to skip reading or guess and translate words according to the pictures in the picture book. [1]Teacher can develop students' ability of reading the article by rough reading or skimming at the same time.When explaining the contents of picture books to students, teachers not only tell stories, but also create a good English environment through emotional changes through their body language and tone, and then infect students through feelings.

3.3 After the reading course

When the reading course is completed, the teacher will be able to arrange the after-class reading homework reasonably according to the learning content in the class, so that the students can carry out expansive reading, and then be able to form effective communication and interaction with their parents.[1] Reading homework would also help teachers understand the reading situation of students at home, and then better improve the arrangement of reading curriculum, and achieve the double improvement of teaching effect and teaching quality.In addition, according to the specific content of the reading, we can also guide the students to make sentences or carry out corresponding dialogue according to the new words or sentence patterns in the classroom, so as to strengthen the ability to consolidate and apply the knowledge learned in the classroom and improve the students' language expression ability. For those senior students who have a good grasp of English knowledge, they can continue to write stories, improve their understanding of the content of the article, give full play to their imagination, and help them complete the transformation from knowledge to ability, thus finally realizing the improvement of both the efficiency and quality of students' reading.

4.CONCLUSION

In a word, the choice of reading materials of English picture books makes up for the deficiency of traditional pure text reading books, adapts to the age and personality characteristics of primary school students, and at the same time reduces the difficulty of reading. Reading courses depending on picture books are in line with the situation that the basic English knowledge of primary school students is relatively weak. Choosing English picture books as students' extracurricular reading materials can not only improve primary school students' enthusiasm for learning English and cultivate their interest in English reading, but also cultivate students' language perception ability so as to develop good reading habits.

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Research on the Ways and Means of Inheriting Chinese Excellent Traditional Culture in Art Education

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Abstract: In recent years, with the progress and development of the times, art education has become an important part of the education system. Under the new situation, many excellent Chinese traditional cultures play an increasingly prominent role, which needs to be inherited and carried forward in art education in colleges and universities to achieve sustainable and innovative development. This thesis first summarizes the functions of art education, then analyzes the important role of art education in Chinese excellent traditional culture tradition, and then puts forward a series of ways and means for art education to inherit Chinese excellent traditional culture, in order to provide certain reference and reference value for the inheritance of Chinese excellent traditional culture in art education.

Keywords: art education; Inheritance; Traditional culture; Ways and means

1.INTRODUCTION

As we all know, colleges and universities, as the main education positions of moral education, play an extremely important role in guiding college students to improve their comprehensive quality and further form a correct outlook on life, values and world outlook. With the development of the times, art education has become an important part of the educational system of colleges and universities,Under the background of the new era, art education shoulders the great mission of inheriting and carrying forward Chinese excellent traditional culture,Colleges and universities should pay attention to it, actively explore ways and means of inheriting and carrying forward Chinese excellent traditional culture in art education, and closely combine art education with the inheritance of Chinese excellent traditional culture.

2.OVERVIEW OF ART EDUCATION FUNCTION

2.1 The function of humanistic education

It has been a long time since the implementation of quality education reform in China. At present, the core content of education is aesthetic education,As an important way to realize the comprehensive development of students, aesthetic education is embodied in art education, which is also the basic content of quality education. In recent years, with the development and progress of the times, the demand for talents is becoming more and more demanding, and the demand for comprehensive quality is rising day by day, especially humanistic quality. Offering art education in colleges and universities can greatly improve students' humanistic quality and promote students' continuous progress in ideological and moral level and aesthetic ability.

2.2 Cultural heritage function

The Chinese nation has a long history,After thousands of years of accumulation, it has formed a rich and excellent traditional culture, which is the condensation of the Chinese national spirit and an important achievement of the long-term practice of the Chinese working people. At present, colleges and universities are irreplaceable important positions for the inheritance and promotion of Chinese excellent traditional culture,Through the development of art education activities, students can be stimulated to learn excellent traditional culture, further strengthen their understanding of China's excellent traditional culture, help college students build cultural self-confidence, subtly strengthen China's soft power, and form a strong competitive advantage, so as to be invincible in the increasingly fierce international competition.

3.THE IMPORTANCE OF ART EDUCATION IN THE INHERITANCE OF CHINESE EXCELLENT TRADITIONAL CULTURE

Art education plays an important role in the inheritance of Chinese excellent traditional culture, which is mainly reflected in the following three points.

3.1 Improve the effectiveness of education

For colleges and universities, the introduction of Chinese excellent traditional culture into art education can greatly improve the effectiveness of education and give full play to the functions and functions of education. Looking at the excellent Chinese traditional culture, it has a series of characteristics such as humanism and artistry,Introducing Chinese excellent traditional culture into art education activities in colleges and universities can not only enrich the connotation of art education, but also promote the further innovation of art education activities, thus improving the actual effect of education. It is always the goal of higher education to deliver high-quality compound talents for the country and society, so in the practice of education and teaching, we must pay attention to the all-round development of students. Art education is an important part of higher education, which can promote students' all-round and multi-level development to a great extent, and it is an important way to achieve the goal of building morality and educating people in colleges and universities.

3.2 Establish cultural confidence

At present, the introduction of Chinese excellent traditional culture into college art education activities can not only enrich the connotation of college education, but also improve the interest of art education activities, which is helpful to meet the increasingly diversified and personalized learning needs of college students. At the same time, the integration of Chinese excellent traditional culture endows art education activities with more significance, which can help students to deeply understand Chinese traditional culture, establish cultural self-confidence, and build a stronger sense of national identity, self-esteem and responsibility, thus realizing the continuous improvement of China's cultural soft power and international influence. Specifically, with the rapid development of modern communication technologies such as the Internet, contemporary college students' cognition of Chinese excellent traditional culture has been weakened to a certain extent,Incorporating the content of Chinese excellent traditional culture into art education activities can effectively improve this situation.

3.3 Cultivate patriotic feelings

For colleges and universities, carrying out various art education activities rooted in Chinese excellent traditional culture is conducive to the cultivation of patriotic feelings of contemporary college students. The fundamental goal of modern education is to educate and educate people, which should pay attention to the all-round and individualized development of students,Colleges and universities are an important position for talent training, among which art education is the main activity for talent training,It is necessary to give full play to the important social function of inheriting and carrying forward the excellent Chinese traditional culture, take the excellent Chinese traditional culture as a foothold, carry out colorful art education activities, continuously expand the connotation of art education activities, continuously innovate the forms of art education activities, and strive to continuously improve the quality of art education, thus providing more and more training for the country and society.

4.WAYS AND MEANS OF INHERITING CHINESE EXCELLENT TRADITIONAL CULTURE IN ART EDUCATION

At present, if we want to inherit and carry forward Chinese excellent traditional culture in art education activities, we can follow scientific and reasonable ways and adopt a series of practical and effective ways, mainly including the following points for reference.

4.1 Implement the fundamental goal of educating people

In the whole process of carrying out art education and teaching, we should always implement the fundamental goal of educating people. First, colleges and universities should find the combination of art education courses and Chinese excellent traditional culture, enrich the content and connotation of art education with the help of Chinese excellent traditional culture, and ensure the organic integration and mutual penetration of the two. Second, when colleges and universities carry out various art education and teaching, they should continuously optimize their teaching methods,Being too professional and theoretical will constrain students' way of thinking, which is not conducive to the improvement of their subjective initiative and creativity,Therefore, the choice of teaching methods and means should not be too single, but should be combined with each student's interest preference, teach students in accordance with their aptitude, and choose the most scientific and effective teaching methods and means.

4.2 Deepen the reform of education system and mechanism

For colleges and universities, in order to ensure the actual effect of inheriting and developing traditional culture in art education, we must further deepen the reform of education system and mechanism based on the present situation and existing problems of art education. Colleges and universities should establish and improve the evaluation system of Chinese excellent traditional culture education, build a complete set of art education evaluation indicators according to their own actual conditions, scientifically measure the influence of organization and management indicators, social reputation indicators and university hardware and software indicators, emphasize and pay attention to the proportion of the inheritance effect of Chinese excellent traditional culture in the evaluation system, and ensure the quality and effect of inheriting and carrying forward Chinese excellent traditional culture in art education.

4.3 Strengthen the construction of high-level teachers

College teachers are the initiators and organizers of art education activities, and their own quality and professional level to a great extent determine the effect of inheriting and developing Chinese excellent traditional culture in art education. For colleges and universities, building a high-level teaching staff is the foundation and guarantee for inheriting Chinese excellent traditional culture. Art teachers should not only have high professional quality and teaching ability, but also have a comprehensive and in-depth understanding of Chinese excellent traditional culture,Only in this way can art education activities be perfectly combined with the inheritance of Chinese excellent traditional culture. Colleges and universities should regularly train teachers and strengthen the construction of teachers.

5.CONCLUSION

To sum up, strengthening cultural self-confidence is an important issue concerning the rise and fall of the national movement, cultural security and national spiritual independence. In the new historical period, art education in colleges and universities plays an increasingly prominent role in inheriting and carrying forward Chinese excellent traditional culture, and has become an important way to inherit Chinese traditional culture. In the practice of art education, colleges and universities should pay attention to the introduction of Chinese excellent traditional culture, so as to innovate educational forms and enrich teaching content, improve the quality of education and teaching, and promote the sustainable and innovative development of Chinese excellent traditional culture, so that the Chinese nation can stand proudly among the nations of the world for a long time.

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Analysis of Challenges and Countermeasures of Online Teaching Reform in Colleges and Universities in the New Era

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Abstract: under the background of the new era, with the rapid development of network technology, colleges and universities are committed to optimizing teaching through network technology. In this context, online teaching has become a new teaching mode. In this context, the society needs the influx of professional and skilled talents. In the online teaching reform of colleges and universities, how to use online teaching to cultivate students' knowledge ability and professional ability is the key problem to be studied.

Keywords: new era; colleges and universities; online teaching; challenges and Countermeasures

1. ANALYSIS OF CHALLENGES FACED BY HIGH-LEVEL ONLINE TEACHING REFORM

(1) The challenge of the teaching platform.

Relying on the development of "Internet +" technology, colleges and universities need to face the challenge of the teaching platform in the process of reforming online teaching. In the process of online teaching through teaching platforms in colleges and universities, there are often platform freezes, network freezes, server crashes, and slow loading speeds. The main reason is the insufficient maintenance of the online teaching platform and the large fluctuations in the network. When students receive knowledge through the network, the teaching effect will be affected. If there are hidden quality problems in mobile equipment and computer equipment, there may be a lot of noise in the teaching process, and even other factors affecting teaching. This is a more prominent problem in the process of online teaching reform in colleges and universities.

(2) Failure to unify the teaching platform

Currently, software with online learning functions includes DingTalk, Wisdom Tree, Tencent Classroom, WeChat Group, etc. There are many teaching platforms, and each teaching platform has its own unique functions. In the process of guiding students to conduct online teaching, teachers of various disciplines are affected by the teaching resources of various disciplines and need to choose different teaching platforms. Therefore, colleges and universities have given teachers the right to choose freely in terms of teaching platforms, and students need to learn on different teaching platforms at the same time [1]. Frequent replacement of teaching platforms will cause many unnecessary troubles to students, and students' personal factors will also affect the development of online teaching. For students who use mobile phones to study, they need to consider the memory of the mobile phone and ensure that the mobile phone will not freeze due to memory consumption.

(3) Lack of teacher-student interaction

Because online teaching is a new teaching model, in the process of reforming online teaching in colleges and universities, teachers are not yet proficient in operating the platform, and they still need to face many difficulties in the specific teaching process. For example, when the teacher network is affected, it will affect the smooth development of online teaching; in the online teaching mode, there is a lack of active interaction between teachers and students; Students cannot provide feedback to teachers on online teaching. Even some teachers often fall into the embarrassing situation of cards in the process of guiding students to learn online. Therefore, colleges and universities still need to continuously cultivate the ability of teachers to teach online. In the online teaching process, due to the lack of effective teacher-student interaction, teachers cannot understand the actual learning situation of students, and the distance between students will gradually increase. For the same teaching content, some students cannot absorb it better, and the effectiveness of online teaching is lower than that of classroom teaching. In the process of online teaching, teachers cannot effectively supervise students, and students' self-control often leads to skipping and absenteeism. Various factors are challenges that colleges and universities need to face in the reform of online teaching.

2. ANALYSIS OF THE METHODS TO SOLVE PROBLEMS IN THE REFORM OF ONLINE TEACHING IN COLLEGES AND UNIVERSITIES

(1) Unify the teaching platform and improve the quality of online teaching

Under the background of the new era, if colleges and universities want to reform the current teaching model, they must unify the online teaching platform, throw out the cumbersome steps in the current online teaching, relieve the pressure of students' network equipment, and let students accept this new teaching model ideologically. In the process of choosing a teaching platform, it is mainly to choose a teaching platform with complete functions and easy operation to promote the stability of the teaching platform. In the reform process, although colleges and universities cannot guarantee the quality of the students' network, they can improve the stability of the teacher network. Therefore, it is necessary to increase the investment in the network and server, improve the stability of online teaching, and avoid the occurrence of network jams to the greatest extent. With the help of big data systems, colleges and universities can collect various information about teachers and students in the online teaching mode, and analyze the rationality of the online teaching mode. The big data system can also support colleges and universities to analyze network quality, which is helpful to solve various factors that affect network quality. In the process of continuing to build the online teaching quality management system, in the process of reforming the current online teaching model, colleges and universities should reform the quality evaluation system, promote the progress of college informatization, and improve the quality and efficiency of online teaching as a whole [2].

(2) Improve teachers' online teaching level

In the process of online teaching of college teachers, their level needs to be strengthened, so it is necessary to improve the level of teachers' online teaching. In order to improve the quality of teaching and effectively give play to the role of college teachers, colleges and universities can conduct skills training for teachers for online teaching. In daily teaching, colleges and universities should actively bring out the teaching advantages of the teacher team, cultivate a group of elite teachers with online teaching advantages, ensure the full implementation of online teaching, and carry out online teaching reforms in a planned and purposeful manner. Colleges and universities should strengthen the training of teachers' network technology, so as to provide high-quality online classrooms for the majority of students, and realize the innovation and reform of online teaching. In the process of online teaching, teachers should develop close communication with students, and supervise students' behavior based on the main role of students. For students with different learning situations, teachers can assign corresponding roles or design corresponding topics on the teaching platform to help students consolidate their foundation. Respect for students is demonstrated through online learning, and the initiative of students is effectively stimulated. In the process of online teaching reform, teachers should strengthen the guidance to students, further standardize teaching discipline, so that students can quickly adapt to the new teaching mode and master good online learning methods [3].

(3) Supervise the quality of online teaching

Under the background of the new era, the online teaching mode of colleges and universities takes a large proportion. To promote the improvement of the overall teaching quality, the quality of online teaching must be supervised. Colleges and universities can establish a network supervision group, and adopt a regular and spot check method to construct a systematic supervision system. The supervision mainly focuses on classroom discipline, teaching behavior, attendance rate, absenteeism rate, and teaching effectiveness. At the same time, it is necessary to observe whether teachers have the ability to rectify the order of the classroom. The network supervision team can also play a role in supervision for teachers' online teaching preparation. In the context of actively building a network supervision group, colleges and universities should also build a supervision and evaluation system to expand the scope of supervision to the whole school. The closed-loop supervision and evaluation system helps teachers give feedback on students' conditions, and lays a good foundation for teachers to adjust teaching methods, progress and content. Only on the basis of mastering the effects of online teaching, universities can promote the reform of online teaching and bring the effects of online teaching into full play.

Conclusion: To sum up, domestic colleges and universities have established online teaching models long ago, but in terms of the recent online teaching carried out nationwide, the current online teaching models still have certain drawbacks. While major universities are committed to reforming online teaching, they will still face huge challenges, especially higher requirements for various hardware devices. Although colleges and universities cannot improve the learning conditions of students as a whole, they can start with teachers and lay a good foundation for teachers to carry out online teaching.

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Rediscovering Desdemona from Feminist Viewpoint

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Abstract:The fact that critics have held drastically different views on Desdemona, the heroine in Shakespeare famed tragedy Othello, begs the question whether the woman succumbs to the male dominance. This paper intents to provide a feminist insight into the character of the heroine, revealing Desdemona's defiance and rebellion against the arbitrary patriarchal system before her marriage and her unremitting struggles for women's rights within marriage, which results in her downfall in the end.

Keywords: Othello, Desdemona, Feminism, Patriarchal System, Marriage.

INTRODUCTION

"During Shakespeare's life, women were considered to be more lustful than men" [1] and Desdemona has been labelled by some critics as an example of female sexual aggression. For instance, Julie Thompson asserts: "Desdemona shows her lusty nature when she insists on consummating her marriage and accompanies Othello on a military mission to do so." [2]Opposite to the demonization of Desdemona is the tendency to romanticize her by critics such as Dr. Johnson who observed in his Notes on Othello (1765): "'... the soft simplicity of Desdemona, confident of merit, and conscious of innocence, her artless perseverance in her suit, and her slowness to suspect that she can be suspected, are such proof of Shakespeare's skill in human nature.'" [3] This emphasis on the heroine's divine femininity has been challenged by feminist critics such as Tracy Leung who demonstrates the masculine sides in Desdemona's character and proves her equal to Othello to the point of serving as an essential support for the construction of the Moor's male identity. [4]

Kolin pinpoints feminist criticism has freed sexuality from the "oppressive opposition that classified women as evil/lecherous and men as noble/powerful". [5] From this perspective, Desdemona is no longer dismissed as an Italian exuberant of sexual desires nor is Othello held up as the exemplary noble savage. Desdemona's lewd image is in fact set up by Othello baseless fantasy, as Gayle Green wrote in 1979, "Throughout [Othello] we hear men telling us what women are, and what strikes us most about their terms and definitions is their inadequacy." [6] This essay attempts to restore the true nature of the heroine, to reassess the iconoclastic Desdemona and to rediscover the subversive presence of the heroine who defies societal assumptions in patriarchy and phallocentric marriage.

1."FEME COVERT" IN PATRIARCHY

"Call up her father,
Rouse him, make after him, poison his delight,
Proclaim him in the streets; incense her kinsmen,
And, though he in a fertile climate dwell,
Plague him with flies" [7]

Readers' first impression of Desdemona doesn't come her own actions but an incriminating allegation of two villains who seeks to humiliate his father in public so as to bring angry family authority upon the adventurous and audacious girl. This quotation implies tactic fact that patriarch is the source of authority in then family lives, as Traub explains:

"Patriarchy in the late sixteenth century referred to the power of the father over all members of his household_ not only his wife and children, but servants or apprentices. The father was likened to the ruler of the realm…. Legally, a woman's identity was subsumed under that of her male protector; as a 'feme covert', she had few legal or economic rights."

As an unmarried woman, Desdemona is expected to succumb to her father's custody. In Shakespeare's time, any erotic behavior without the sanction of father or church was considered a transgression, and the virginity, after economic position, was the most important determinant of unmarried women's status.[9] Iago's dramatized allegation is built upon the much-feared retribution of premarital sexual intercourse. The harsher these words are, the more disgraced and embarrassed the old gentleman, Brabantio, will feel in front of the neighbors, and consequently, the more severe he has to be in his judgement of his runaway daughter.

Hence, it's only natural that when Desdemona is found absent from home in the dead of the night, without her father's knowledge, let alone allowance, the old father suddenly turned indignant about his daughter's deception and betrayal. The patriarch father has been ignorant of his own daughter's true nature until he comes to believe that it's out of his daughter's own will to go away with a black old man and that there's indeed a gap, a void of understanding between him and Desdemona.

In his mind, Desdemona was a maid of quite character, of still spirit, a shy and timid girl who could under no circumstances "err against all rules of nature" but for the "some mixtures powerful o'er the blood" that Othello has wrought upon her. Unconsciously, he has set up an ideal model of femininity in his mind, a traditional model of perfect woman who will defer to the patriarch authority and will willingly play a passive role in the maintenance of the father-centered system, raising no discordant voice against it, pursuing no individual achievement.

To battle against fate, take adventures, and win honors and glory for himself is an exclusive province of men, according to the then social norms, not a possibility for women who could only justify themselves through a decent marriage. In other words, it's men's natural right and responsibility to fight for his life, but it's a transgression of gender roles for a girl to have the same craving for adventures and fights against fate, because women are meant to worship their "lords" in their cruel battle against fate, and content themselves with the role of a cheer-leader for their male counterparts' success or a sweet comforter if their "lords" fail to win the battle—— they're forbidden to be "warriors" themselves, or "lords" of their own fate.

Hence, when Desdemona inclined her ears, with serious attention, to Othello's narratives, Brabantio is unaware of his daughter longs for adventures, her desire of becoming a "fair warrior" to test her power in the "downright violence and storms of fortunes" [, shoulder by shoulder with her husband, rather than "be left behind a moth of peace".

When given the rights of speech in the drama, Desdemona made clear her intention against the tyranny of patriarch:

"You are lord of all my duty,
I'm hitherto your daughter. But here's my husband;
And so much duty as my mother showed
To you, preferring you before her father,
So much I challenge, that I may profess
Due to the Moor, my lord."

In this snatch of dialogue, it can be inferred that Desdemona's mother has refused to comply with Desdemona's grandfather in the marriage with Desdemona's father. Having benefited from the riotous feminist will himself, Brabantio now turned a conservative to guard against his own daughter's pursuit of freedom beyond the despotic patriarch system. To cut her father to the quick, Desdemona is wise in marshaling her mother's case as a potent evidence of viability of women's free choice. If her mother was right in her choice to marry her father, she will be on the right side to follow suit.

To be denied of respect and deference by his own child in public, Brabantio becomes furious, desperate, and cruel; he only regrets having giving his daughter a too much "liberal" upbringing. In the old authoritarian father's eyes, it only takes a free choice in marriage to condemn his beloved "jewel" into a degraded woman who elopes with a socially discriminated black general. The father can't get over his bruised feelings, his jeopardized reputation and his personal authority in face of his own daughter; for him, life has been turned upside down by his daughter's secret marriage with the least likely candidate in his eyes.

Brabantio thinks himself deceived by his daughter's quiet and obedient appearance at home, blinded to his daughter "wild" nature, which threatens to overturn the male-dominated social hierarchy. In the drama there's little direct nor private dialogue between the father and daughter, neither is there any evidence to show them in any communication after Desdemona's marriage, which bespeaks the lack of understanding between the father and the daughter. The grudge against his daughter's revolt is so deep in the father's heart that when he dies at home, he doesn't make up with his daughter, nor does he desire her presence at the death-bed. It's only when Desdemona dies that the news of Brabantio's death is broke by Gratiano.

Brabantio ended his miserable life in sorrowful love of his daughter. Unforgiving as the old father insists to be till the end of his life, he cares deeply about his daughter in his stiff manner, nonetheless. Due to his failure to communicate with his daughter, he refuses to know his daughter, to break through the social frames yoked on his neck to accept his daughter as an emerging feminist. Ture to form, the old conservative father chokes his own love with the smothering blanket of false social expectations.

2.A SOCIAL CONTEST BETWEEN FEMININITY AND MASCULINITY IN MARRIAGE

"Early modern England was a culture of contradictions, with official ideology often challenged by actual social practice. Competing versions of masculinity and femininity vied for dominance." In this drama, the heroine, once getting rid of patriarch oppression, sets off to wield her power on her marriage. She is recognized by Cassio as "our great Captain's Captain", a woman "in th'essential vesture of creation Does tire the ingener." [18] Her awaking feminist power is openly celebrated by her husband when they meet in Cyprus, Othello addressing to her: "O, my fair warrior!" And Desdemona replies: "My dear Othello" [20] to accept the subtle change of position between the couple: in the beginning of their marriage, social norms spells that she is obliged to show her obedience and submission to her husband, as she felicitously addressed Othello as "my lord" [21] before duke and her father but now she dares to give her love a true name, calling her husband by his name directly in public, implicitly expressing her unspoken desire to be on the bar with her husband, if not to be his "Captain."

Desdemona is the incarnation of an emerging feminism, proud of her own triumph over the repression inflicted by patriarchy, eager to try her own hands in the maneuvers of the political world, yet inexperienced in the fraud power mechanism steered by men still. In her pursuit of the real power belonging to women, she misjudges the three men approaching her, holding a too rosy view of all these male power-seekers: Othello, Cassio and Iago. As a most pragmatic coward, Cassio, comes to use her beauty and love as a devious pitch for his recovery of fortune, yet he himself dares not to face and own up to his mistake before the Moor; though recommended by Othello as "full of love and honesty," Iago is "a most profane and liberal counsellor," a "slanderer" [24] in Desdemona's eyes, but she fails to penetrate into his demonic motive behind his slight cynicism; her fatal mistake, however, lies in her ignorance of her own husband's brutality in sexual satisfaction, rash credulity in making decisions, and innate fear of his own weakness.

Before her marriage, Desdemona worships Othello's valiance and honors in spite of his old age, black skin and low social status. She fancies that to plead for Cassio's case is to assert her power in her marriage and to win herself a right of decision in the politic of marriage, so she takes up Cassio case of "friendship" [25] with a deadly seriousness. Restless as she is to derive an accurate answer to the simple question when Othello will call in Cassio and address his problem, Othello dodges her confrontation with tactical submission:

"I will deny thee nothing,
Whereon, I do beseech thee, grant me this:
To leave me but a little to my self."

The fact that she can't prevail her husband in such a simple case as Cassio's, teaches the smart Desdemona that the time to conquer her husband has not come yet. Therefore, she reassures his husband his control of their marriage so as to gain more time for her feminist cause. At the end of this collision, she seems to give up temporarily her effort in obtaining predominance in marriage by the announcement that "Whate'er you be, I am obedient." Left to himself, Othello commends his wife's strenuous struggle for influence upon him unwittingly:

"Excellent wretch! Perdition catch my soul
But I do love thee! And when I love thee not,
Chaos is come again."

Experienced in the violent battles and rough seas, Othello is sensible to the quality of a competent warrior in his wife, which will lead to domestic conflicts no less fierce than the wars with Turks. He works hard to repress his instinctual response to fight back her verbal siege on one hand, and on the other, he tries to placates himself with his lingering love of Desdemona. But nature eventually overwhelms cultured love in his last predication that when his love yields, he subliminal fierce revenge and the violence will prevail as he has always been at wars. The line that "Chaos is come again" is couched in present tense, rendering Othello's threat more imminent and looming large in the horizon. The word "again" serves as a window to the hero's abyssal inner world where commotions and chaos is a haunting apparition that used to reign there and now springs to resume is sovereign. As Traub summarizes: "Chaos- whether political, domestic, or psychological, and whether experienced as positive or negative- is the basic element through which Shakespeare's protagonists realize their identities."This announcement preludes the revelation of his true hidden character.

Conscious of his wife control over him, the old Moor has never really been softened or tamed by his honeyed love. In reverse, the old man takes his wife as a delicate thing to satisfy his lust: "That we call these delicate creatures ours/ And not their appetites!" For him, a wife is tantamount more to a means of lawfully gratification of sexual needs than to a soul mate to be understood as Iago noted: "He hath not yet made wanton the night with her, and she is sport for Jove."Othello epitomizes the phallocentric culture and discourse where a wife is a precious piece of possession that should be reserved for his own enjoyment and to be displayed to the world to earn him more accolades but never to be regarded as equals.

Driven berserk by his own sexual desire, Othello loses his self-assurance at the slightest hint of cuckolds and deceptions on the part of Desdemona. On the thought of his wife stealing "hours of lust," Othello gives a free rein to his rampant speculations, linking the dots of speculated "evidences" like "Cassio's kisses on her lips," [34] "if the general camp, Pioneers and all, had tasted her sweet body," and "Were they as prime as goats, as hot as monkeys."

Othello's sexual drive is played on by Iago who employs a train of vivid images and metaphors to conjure up a clear and immediate picture of sexual intercourse in the impotent Othello's mind eyes, intensifying his jealousy and vengeance. On the brink of his revenge, he erupted his true opinion of Desdemona: "O, that slave had forty thousand lives! One is too poor, too weak for my revenge."Indeed, buried deep in his superficial love of Desdemona's body is the scorn of her nonexistent power over him, and the true status his wife holds in his life, which is definitely not a warrior for freedom but a slave attending on him and abhorred by him.

Besides the image of a slave, Desdemona is also cast as a "fair devil," in Othello's fanatic male-centered mind, which implies that the hero admits partially the intellectual power of the heroine but out of fear, he labels it as a nefarious will that might corrupt his career. "The masculinity of Shakespeare's tragic heroes is paradoxically vulnerable, dependent on women's confirmation and approval. If their masculine self-image is challenged, male characters descend into rage, tyranny, even madness."

Such is Othello's rage that when he makes the fatal move to choke his wife on bed, he justifies himself with an enigmatic self-proclamation: "It is the cause, it is the cause, my soul" He benumbs himself with the thrice repetitions of "the cause" to fortify his unjustifiable determination and to eclipse his fear and regret.

When the conflict comes to a head in the strike Desdemona took from her husband, she rises up to override his rule: "I have not deserved this." Her fury and rage, albeit burning and fervent, is not expressed without check. Firmly she combats the wrongs she suffers, but helpless is her protest against the unwarranted act of violence on her. In face of the unreasonable attack on his defenseless cousin, Lodovico can do nothing but to give a moral exhortation to Othello: "My lord, this would not be believed in Venice." Othello's personal reputation back in Venice is the only persuasion for Lodovico to install the impending violence, which functions as a trenchant outcry against the flawed social system that fails to protect the interest of the Second Sex. As the representation of social criticism, Lodovico only sets a feeble constraint in place when the outrageous violation of women's rights is taking place.

In his actual confrontation with Desdemona, Othello learns that his wife is more than what she seems: obedient as she looks, she has a warrior heart, striving for feminist rights in opposition to his manhood. He's well acquainted with Desdemona's passion about women's freedom yet his displaced trust in Iago channels his dread of women's awakening awareness into his phobia of cuckold and animosity against any possible adultery. It's the social expectations that gives him a false anticipation of a submissive wife; when this hope's aborted, it's social norms again that obliges him to set her "right" and "Make her amends; she weeps."

Othello, with his mind poisoned by Iago, put his wife down as a "most goodly book, Made to write 'whore' upon," "a cistern for foul toads To knot and gender in."But Desdemona identifies herself with nothing but a "true and loyal wife" , a real woman with emotions, strives, agonies and foibles, a wife who loves her husband in her womanly way, a woman who needs her husband's respect and understanding. Disillusioned about Othello's mad jealousy and base surmise of women's character, Desdemona has an ominous prospect of her feminist pursuit of freedom within marriage. In a talk with her camaraderie, Emilia, Desdemona, speaking as a leader of feminist cause, summarizes her failed attempt to win freedom for women: "All's one. Good faith, how foolish are our minds!"

After her triumph over her father's despotic patriarchy suppression, and after suffering from many a wound in her marriage, she comes to the realization that all men, father or husband, are alike in repressing women's freedom, discrediting and demonizing women. Naïve is she herself who once used her husband as a shield against the pressure of patriarch norms. Simple-minded Desdemona mistakes her tyrannic and cunning husband as her fellow warriors with whom she might have sailed away to fight against the violent surges. Now that she's dismayed at her future under the pall of male despotism, she cast a long look back at the past when her mother's maid named Barbary is forsaken by her mad husband. [49] Barbary's fate foreshadows Desdemona's end in that they both suffer from and die at the hands of their crazy husbands, and they both sing the song of a willow before their death. In singing the song of a willow, Desdemona is lamenting a disturbing culture of oppression and atrocity suffered by all women. Her last cry for divine help: "O Lord, Lord, Lord!" sounds desperate and ironic. At the end of her marriage, she learns her lord's true color the hard way.

To crown Desdemona feminist image, Shakespeare revives her unexpectedly and mollify her feminist aggressiveness with feminine forgiveness to appease the male audience. Desdemona defines Othello in her last words as "my kind lord," and doesn't blame her husband for his misguided revenge, which is contrary to her witty and unyielding feminist character showed during the whole play. The incompatibility of Desdemona's last words with her normal personality discloses the limitation of the playwright who "does not stand outside patriarchal ideology, does not wholly reject it." Shakespeare glorifies Desdemona's moral capacity on the one hand, but on the other, he disarms the potentially strident of feminist critique against the male culture. Through the heroine's final death Shakespeare prescribes the severe punishments brought upon women as a result of their rebels against the phallocentric orthodoxy.

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Exploration of the Whole Process of Online and Offline Teaching Mode of College English Ideological and Political Education

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Abstract: Under the background of education information era and the current situation of ideological and political education reform, College English as a general course, its ideological and political education reform is an irresistible trend. This paper attempts to construct the whole process of online and offline teaching mode of College English ideological and political education from four aspects: the construction of ideological and political module of online College English courses, the infiltration and integration of ideological and political teaching content in offline courses, the output task design with ideological and political elements, and the evaluation and reflection of ideological and political teaching.
Keywords: Ideological and political education, College English, Online and offline

1.INTRODUCTION

Since the 21st century, China, as a major power among developing countries, has made steady development and remarkable achievements. In 2010, China's GDP surpassed Japan to become the world's second largest economy. “the Belt and Road Initiative” proposed by President Xi in 2013, has enabled to sign 200 cooperation agreements with 138 countries and 30 international organizations, and jointly launch more than 2000 cooperation projects. While our country has made great achievements, we has also been strongly questioned by different social systems and cultures. The argument of “China conspiracy theory” has been popular all the time, especially at the present time of pandemic. “China virus” has been widely spread during the last year. The world is curious about China. Chinese people should be qualified to tell Chinese stories properly to other countries.

Under the background of globalization and integration, talents in the future first need to keep the bottom line of political thought. President Xi Jinping emphasized in the National Conference about propaganda and ideological work on August 21, 2018, that “To promote China's image, we need to build our capacity for international communication, tell Chinese stories well and spread Chinese voices well”. Nowadays, professional and technical talents with patriotic feelings and cross-cultural communication ability are requested to tell Chinese stories in an appropriate way.

2.THE NECESSITY OF IDEOLOGICAL AND POLITICAL REFORM IN COLLEGE ENGLISH COURSE

2.1 The ideological and political reform is a national educational policy

In 2004, the CPC Central Committee and the State Council issued the No. 16 Document to improve the ideological and political education for college students. In 2014, the CPC Central Committee and the State Council issued opinions on Further Strengthening and Improving the Propaganda and Ideological Work of Colleges and Universities under the new situation. In 2016, the CPC Central Committee and the State Council issued opinions on strengthening and improving the propaganda and ideological work of Colleges and Universities under the new situation. On November 19, 2016, the ideological and political theorists in Shanghai held a seminar on from ideological and political curriculum to curriculum ideological and political education -- Innovation of curriculum system of ideological and political theory education in Colleges and universities", and put forward a new teaching concept of “curriculum ideological and political education”. On December 9, 2016, president Xi Jinping stressed that “we should make good use of the main channel of classroom teaching, and we must persist in strengthening the ideological and political theory in... We must guard a section of the canal and guard the responsibility field in other courses, so that all the other courses can be aligned with the ideological and political courses and form a synergy effect". On May 28, 2020, the Ministry of Education issued Guidelines for Curriculum Ideological and Political Construction of Higher Education Institutes, which clearly pointed out that comprehensively promoting ideological and political construction of curriculum is a strategic measure to implement the fundamental task of moral education and it is an important task to comprehensively improve the quality of talent training. At the same time, it also made clear that the content of ideological and political construction of curriculum should be closely centered on strengthening students' ideals and beliefs, take the loving the Party, country, socialism, people and collective as the main line and optimize the ideological and political content supply of courses in political identity, feelings of family and country, cultural literacy, constitutional awareness of the rule of law, and so on, so as to systematically carry out the education of socialism with Chinese characteristics and the education of Chinese dream, the education of socialist core values, the education of the rule of law, labor education, mental health education, and the education of excellent traditional Chinese culture.

2.2 The ideological and political education of College English accords with the connotation of the course

The 2020 edition of College English Teaching Guide was officially released in October. In the part of "curriculum orientation and nature", it clearly puts forward that College English teaching should be actively integrated into the ideological and political teaching system of college curriculum, so as to play an important role in the implementation of the fundamental task of moral education in Colleges and universities. College English is both instrumental-oriented and humanistic-oriented, and its humanistic characteristics is the nature of its subject. Language learning itself is a cross-cultural learning activity, and cross-cultural communication is the content of the course itself. In the present college English education, the phenomenon of traditional culture aphasia has existed for a long time and too much learning of western cultures leads to the neglect of traditional culture and customs. Cross- cultural communication needs to know oneself and the other. If traditional culture is included in the ideological and political construction, so that all people can re-examine the existing shortcomings of College English teaching, attach importance to the learning of traditional culture, put the learning of traditional culture on the high ground, regain the battle of traditional culture to enhance national self-confidence and cultural self-confidence. College English should be the vanguard of the ideological and political reform of college curriculum, and shoulder the historical mission entrusted by the nature of the course itself, the times and the country.

2.3 The ideological and political reform of College English has a wide range of influence

College English is a public compulsory course for non-English majors, and the learning period covers the first two years of college life. Therefore, students spend a comparatively long time on learning College English and all kinds of majors are required to study it. Therefore, College English is the most widely covered course except ideological and political courses in colleges. The students of College English course are numerous, and its ideological and political reform can produce the very extensive and far-reaching influence on society.

3. THE WHOLE PROCESS OF ONLINE AND OFFLINE TEACHING MODE OF COLLEGE ENGLISH IDEOLOGICAL AND POLITICAL EDUCATION

Curriculum ideological and political education is a new teaching concept. How to implement Curriculum ideological and political education into the specific teaching process? From the school-based practice of College English ideological and political reform, this paper puts forward the whole process of online and offline teaching mode of College English ideological and political education, mainly from the construction of ideological and political module of online College English courses, the infiltration and integration of ideological and political teaching content in offline courses, the output task design with ideological and political elements, and the evaluation and reflection of ideological and political teaching.

3.1 construction of Ideological and political module of online College English Course

Now The teaching mode relying on the digital platform is in the process of further deepening development and the online and offline teaching mode of has been booming. In the process of ideological and political teaching reform, the ideological and political modules of the online course can be specially constructed, including: traditional culture, political speeches, the hot social affairs, classic appreciation and other sections. The traditional culture section, can display the bilingual editions of solar terms, festivals, myths and legends, sayings, proverbs, allusions, etc. to enhance students' understanding of Chinese traditional culture; the political speeches section can sort out President Xi's important speeches and quotations, other important leaders' important speeches and the Party's policies and activities in order to improve students' political literacy; the section of hot social affairs can focus on the current social hot topics to inspire students to pay more attention to the fate of the country and the nation and increase identification ability; the classic appreciation section can select some English translation of the classic literature to improve students' ability to tell Chinese stories.

3.2 The infiltration and integration of Ideological and political teaching content in offline courses

The ideological and political education of offline courses should not be mechanically applied, but should be permeated and moistened properly. This paper takes one unit of New Horizon College English Reading and Writing course 3 as an example to introduce the integration of ideological and political education. Take the example of unit 1: the way to success, the selected ideological and political element of the unit are the rational attitude towards failure, which is carried out in the procedure of the unit theme introduction. First, the teacher tells her failure experience. The reason why to choose teachers to tell her own experience is that teachers' personal experience can easily bring students in the story's setting, and students can feel the empathy for the teacher's situations. Then use some information tool to collect students' opinions and show them on the screen. By sharing everyone's experience and views, students will understand that failure is the norm of life, get rid of the anxiety about failure, and accumulate courage to overcome difficulties. In the procedure of the theme extensions, Youyou Tu 's example is shared and students are led to analyze the reasons behind Youyou Tu 's winning the Nobel Prize. Through the analysis of Youyou Tu 's deeds, students will understand that never giving up is the key to his success, and the motivation of the success comes from her deep love for her medical cause and the country.

Online topic discussions are a powerful supplement and expansion of offline classroom. The setting of online topic discussion will further promote students' thinking and learning together. Considering the topic of the first unit, the way to success, and elements of ideological and political education-the rational attitude towards failure and the spirit of never giving up, two theme discussions are designed: what does failure bring me? And what is a reasonable “give up”? Students can freely choose topics and participate in discussions. The purpose of the discussion is to deepen understanding of the theme of this unit. Any principle has an applicable scope. College students should not only stay in the superficial understanding of the phenomenon, but need to reflect on deeply from various angles and have a more comprehensive understanding of a problem, so that they can advance and retreat freely to keep calm when they encounter specific problems. Failure is not terrible, but we also need to bear the negative effects of failures. When we make a choice, we can't just cheer up with a simple active spirit, and we need to measure the merits and demerits. Not giving up is a good quality, but in some situations, giving up is right, and the key is to identify the proper context to continue or give up. Students are required to think deeply, this way it can cultivate their critical thinking ability, and form a comprehensive and profound understanding of phenomena and problems.

3.3 The output task design with ideological and political elements

The production-oriented approach, or POA for short, advocates the combination of learning and application, and the learning-centered concept. The teaching process includes three steps: driving, enabling and evaluating. In the teaching process, the unit project is decomposed into small tasks, and the step-by-step promotion of the small tasks can better mobilize the enthusiasm of students and improve the quality of teaching. In the terms of the teaching mode reform of ideological and political course, the output task with the elements of ideological and political content may be designed. For example, the output task of unit 1 can be set up as celebrity interview. students are asked to interview a celebrity they admire, using the key words and expressions related with overcoming difficulties in the text, and celebrities recommended by teachers, such as Tu Youyou, Mo Yan, Zhong Nanshan and other influential and outstanding pioneers of the times. This way, students can be guided to collect these celebrities’ life stories and great achievements, learn from them to set up lofty ideals and aspirations, and slowly form the ideal of striving for the great rejuvenation of the Chinese nation.

3.4 The evaluation and reflection of ideological and political teaching.

Curriculum ideological and political education is a value-shaping project, and its educational effect is difficult to measure. But teaching evaluation and reflection is indispensable parts of teaching, so the evaluation of ideological and political teaching also needs to find a certain way to complete. A targeted questionnaire can be made to investigate the students' feelings about the integration of ideological and political-related contents in the teaching design. What teaching methods and what contents or topics the students are interested in can be found out, so as to better the teaching content and improve teaching methods. Personal interviews may also be held to get to know their ideas about the ideological and political teaching of the course. Teaching is an interactive activity transmitting knowledges between teachers and students. Teachers need to master the feedbacks from students on the implementation of ideological and political education, and reflect on the teaching process, so as to form a positive teaching cycle and realize the closed loop sound development of teaching.

4. CONCLUSION

Curriculum ideological and political education is a basic policy of national education. As a tool of communication, language learning itself contains the major requirements of improving the humanistic quality. The ideological and political teaching reform of College English course not only conforms to the humanistic connotation of College English course itself, but also meets the requirements of the country and the times for the comprehensive quality of future college students. This paper attempts to construct the ideological and political teaching mode of College English from four aspects: the construction of ideological and political module of online College English courses, the infiltration and integration of ideological and political teaching content in offline courses, the output task design with ideological and political elements, and the evaluation and reflection of ideological and political teaching. In the practice of College English ideological and political teaching reform, the online and offline ideological and political teaching mode needs to be further deepened and specified.

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On Strategies of Translation for Overseas Publicity from the Perspective of Cross-cultural Pragmatics

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Abstract: With the development of socialist society, the international prestige of China is also increasing.As an important bridge for communication between China and the world, international pubic relations play an extremely important role.In order to continuously enhance our international reputation, China needs to promote our political thoughts and national culture through translation and international pubic relations to strengthen the soft power of our political culture and strengthen other countries' understanding of China.This paper discusses and analyzes the problems in the international pubic relations and how to improve the quality of international pubic relations by translation from the perspective of cross-cultural pragmatics.
Keywords: Cross-cultural pragmatics; Translation for overseas publicity; Strategy

INTRODUCTION

As our country's national strength continues to increase, our international prestige continues to increase, and the communication with the world has also been continuously strengthened.However, in the current international public opinion, China is in a weak position compared with Western countries, which are not conducive to promoting our traditional culture.In addition, the opinion creates a gap between our country and the people in other parts of the world, and it is not conducive to further enhancing our international prestige [1].Only by attaching importance to international pubic relations and continuously communicating with other parts of the world can promote our cultural soft power and enhance our international influence.

1.DEFINITION OF CROSS-CULTURAL PRAGMATICS AND INTERNATIONAL PUBIC RELATIONS

Cross-cultural pragmatics, which began to flourish in the 1960s, is closely linked to disciplines such as anthropology, sociology, and linguistics.It is an emerging discipline that forms and develops on the basis of the development of pragmatics.It is mainly aimed at the problems that exist between the different types of languages presented by people in different cultural environments in their interpersonal communication.Nowadays, network information continues to develop, globalization is constantly strengthened, and communication between various countries is constantly strengthened, so cross-cultural pragmatics has developed rapidly.International publicity refers to international communication, and international pubic relations is a special form of translation.It uses various media as channels, and regards English and other languages as the carrier of Chinese information sources, so that China can be understood by the world in the context of globalization [2].In a broad sense, as long as translation activities are for external propaganda, they can be understood as international pubic relations.From a narrow perspective, such practical styles as translation of media reports belong to international pubic relations.With the development of socialist society, the international prestige of China is also increasing.As an important bridge for communication between China and the world, international pubic relations play an extremely important role.

2.SOME PROBLEMS IN THE INTERNATIONAL PUBIC RELATIONS

2.1 Lack of understanding of structural usage between Chinese and English

There are many differences between Chinese grammar and English grammar in terms of structure and rules.For example, there is a difference between dynamic and static expressions between Chinese and English, that is, Chinese makes good use of verbs, while English makes good use of nouns or nominal phrases.Therefore, Chinese-English translation must move from movement to static, and English-Chinese translation must move from static [3].When outputting English translations, many translators cannot grasp the difference in structural rules between Chinese and English.For example, the Chinese sentence that she sat there silent for a while, then started crying should be translated as the sentence that she sat silently for a while, then started weeping.When translating the above sentence, we should pay attention to emphasizing silence in the translated English sentence.

2.2 Lack of understanding of cultural differences at home and abroad.

Due to the influence of national system, economy, geographical location and other factors, different countries also have significant differences in culture.Therefore, Chinese people prefer to use more implicit expression, while foreign people prefer to use more direct expression.For example, there is no corresponding English translation for the saying that there is no accounting for tastes, but there is such a saying in English that it has the same meaning that one man's meat is another's poison.In this way, we can enhance foreigners' understanding of the saying "there is no accounting for tastes" and reduce the misunderstanding caused by cultural differences.For another example, if idioms like "love your house and love your dog" are translated according to the meaning of each word of the idiom, it is not conducive for foreigners to understand the meaning of the idiom.It should be translated into "love me, love my dog" according to the characteristics of western culture to help foreigners understand the inner meaning of the idiom.

3.SUGGESTIONS ON TRANSLATION FOR OVERSEAS PUBLICITY FROM THE PERSPECTIVE OF CROSS-CULTURAL PRAGMATICS

3.1 To strengthen the understanding of cultural differences at home and abroad

Due to the influence of political, economic, geographical and other factors, different countries also have significant differences in culture.At present, most translators, in order to improve their translation level, pay too much attention to the recitation of grammar and words.They ignore the understanding of cultural differences, the use of "literal translation" results in different sentences, which cannot be combined with the actual local cultural connotation for targeted translation, so that other people can understand.Therefore, workers for international pubic relations should strengthen their understanding of different cultures and grasp the political, economic and geographical differences with China.On the basis of a good understanding of our own culture, we should strengthen the understanding and learning of other countries' culture to better carry out international pubic relations.Only when we fully understand our own culture can we further understand the connotation of the language and translate it into the meaning that needs to be expressed.Workers for international pubic relations should strengthen the accumulation of their own language and cultural knowledge, deeply understand the local language and cultural environment, and deepen their personal in-depth understanding of the local language.In daily life, we can strengthen the accuracy of international pubic relations and improve the quality of translation by means of diary writing and communication in English.

3.2 To learn and master translation skills

Teachers should promote the continuous improvement of their own professional level, constantly summarize the translation skills, and share translation skills with students and explore new translation skills in communication learning.In addition, teachers need to urge students to study hard, constantly translate more flexible or difficult sentences, master English language structure, and improve students' adaptability.In the process of teaching, we should treat each student's problems seriously and patiently, and treat them as our own friends, and teach students to master certain reading translation skills, and practice frequently in daily life to translate sentences combined with context and sentence connotation, help students better improve their level of international pubic relations.

3.3 To carry out translation teaching based on actual conditions

It is necessary to set up a strong teaching atmosphere for international pubic relations, mobilize students' enthusiasm for learning foreign publicity translation, and increase their interest in learning.Before learning, pictures or short stories can be assisted to introduce the knowledge points of the professor and help students enter the translation learning.In addition, class teaching scenes can be set up to enable students to enter foreign exchanges to better understand the emotions they want to convey and strengthen students' confidence in translation, as well as enhancing students' learning enthusiasm for translation.Especially when facing some sentences with more complicated meanings, teachers can set up the environment at that time to help students enter the created semantic environment, and further feel the inner meaning of the sentence to better translate.

4.CONCLUSION

In summary, in order to become a qualified worker for international pubic relations, we should not only improve our understanding of English grammar, but also strengthen our understanding of Western history, culture and customs, so as to better publicize our policy forms and Chinese culture to the outside world, help enhance our cultural soft power and strengthen our national soft power.As translators, we should continue to learn, enrich ourselves, gradually improve our own strength, and make continuous efforts to establish a good image of a great country in our country.

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On Countermeasures and Practice of Online Teaching of Advanced Mathematics in Higher Vocational Schools During the Coronavirus Pandemic

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Abstract: With the in-depth development of the level of fighting the coronavirus pandemic in the whole society, China has entered an era of post-epidemic. Vocational colleges have successfully resumed classes. Advanced mathematics, as an important basic course for undergraduates and polytechnics, can train students' logical thinking and improve their ability to solve practical mathematical problems. Learning advanced mathematics well not only makes a wider range of choices in national civil service examinations, postgraduate entrance examinations, employment, and entrepreneurship, but also helps implement the country's teaching policy of quality-oriented education for college students. This paper analyzes the problems in the online teaching of advanced mathematics in higher vocational colleges during the epidemic period, and proposes optimization strategies to improve the overall level of online teaching of higher mathematics.

Keywords: Higher vocational colleges; Advanced mathematics; Online teaching: Resource sharing

INTRODUCTION

In higher vocational colleges, advanced mathematics is a public course that connects the past and the next. Only by learning advanced mathematics well, can the students in higher vocational colleges learn the professional courses they like well and become a professional skill compound talents. Advanced mathematics cultivates students' divergent thinking ability, spatial imagination ability, and practical problem-solving ability, which is directly related to the study of other subjects. Therefore, clever use of certain teaching methods to make learning easier for students is the proper meaning of higher mathematics teaching, and it is also one of the development requirements of higher vocational education. Affected by the epidemic, universities and colleges across the country can only teach students through the Internet. The normalization of online education is an innovation in the teaching of higher mathematics. It is necessary to continuously improve the relevant teaching mechanism to meet the requirements of popular teaching.

1. PROBLEMS IN THE ONLINE TEACHING OF ADVANCED MATHEMATICS DURING THE EPIDEMIC

1.1 Teachers' cognitive bias

During the epidemic, most teachers in higher vocational colleges tended to be indifferent to the online teaching of higher mathematics. In their own minds, there was a paranoia that college students were not motivated and had poor learning ability. In the actual teaching process, teachers only care about the completion of teaching tasks and will not actively communicate with students to understand the problems in learning. Teaching is mostly a formality, and the compilation of the syllabus is only carried out from the perspective of personal teaching experience. And there is low degree of interaction between teachers and students during the teaching. This kind of cognitive deviation often leads to students' fear of higher mathematics, lack of initiative in learning, and unwillingness to take the initiative in learning. Although only separated by the screen, the original intention of the two parties to work together to learn mathematics is far from each other.

1.2 The boring and single teaching methods

Affected by the suspension of production and work, most of higher vocational colleges currently set up teaching tasks through unified planning and communicate teaching requirements to teachers. There are not many tips on how to carry out teaching and teaching skills. Teachers mostly ignore the application of modern Internet teaching technology. They still adopt the traditional teaching method of pure PPT exercises in the classroom, and cannot effectively use the teaching aids such as mathematical models. The teaching only adopts a one-way instillation teaching method, so students are not interested in the course, and the teaching objectives are difficult to be completed.

1.3 Students' lack of autonomy in learning

The online teaching of advanced mathematics not only requires teachers to adopt correct and ingenious ways to enable students to understand the teaching content, but also make students transfer the application and draw inferences from one instance.

More importantly, students can make effective use of teaching resources and solidify their logical thinking ability through a large number of exercises. However, some homework of mathematics does have certain difficulties. The thinking and analysis of problem-solving can't be fully understood by just looking at the reference answers. It is necessary to obtain ideas through communication with teachers to clarify the context of the problem. In fact, many college students are indulged in playing games and making network friends after class. They don't take the initiative to contact with teachers, and they can't spend a lot of time to digest the knowledge in class. Students, as the domination of teaching, lack consciousness. It is common for students to copy and muddle through the exercises and tasks assigned by teachers after class.

2. OPTIMIZATION PATH OF ONLINE TEACHING OF HIGHER MATHEMATICS DURING EPIDEMIC PERIOD

2.1 To build a unified online platform to standardize online teaching

In the new era of rapid development of the Internet, the innovation and integration of curriculum teaching in higher vocational colleges is an inevitable trend. During the epidemic period, most of teachers used to teach online from their own Apps (Tencent Conference, Nailing, Enterprise Wechat), etc. because these Apps need to load a large number of people to use online together, they often have the problem of stuck or offline. The facilities and equipment of network teaching of higher mathematics are also an important factor affecting teaching. Therefore, higher vocational colleges should make unified planning, and cooperate with online teaching App operation sponsors to open cooperation channels and establish long-term education partnership, so as to ensure a unified platform in teaching. As a result, teachers can have the same network resources and network tools to carry out unified evaluation in teaching tasks. At the same time, the school leaders should regularly collect some demands of teachers on the current platform in teaching, and timely communicate with the background operation managers to improve the teaching system, so as to give students a good teaching experience.

2.2 To cooperate together to build a professional online teaching team

In the online teaching of higher mathematics, teachers are the guides and lecturers. The mastery of network teaching technology and the improvement of teaching ability are directly related to the final quality of teaching. Therefore, we must build a network teaching team with high level, high quality and the ability to mobilize students' learning enthusiasm. First of all, higher vocational colleges should invite experts, scholars and network teaching elites to carry out regular training on network teaching technology, teaching plan writing, teaching skills and other aspects for the teachers of online teaching of advanced mathematics. In the training, we should combine the demands of teachers, and timely adjust the training scheme, so that teachers can learn something. Secondly, through the cooperation of regional colleges and universities, teachers should be sent to exchange and learn the good teaching experience of other schools in time, so that they can use it in teaching. Finally, colleges and universities should hold competition for excellent network teaching of higher mathematics, promote excellent teaching teachers through the competition and give their recognition, form a "catch-up, than, super" atmosphere, and make common progress in a strong academic atmosphere.

2.3 To establish a performance evaluation mechanism and improve networked teaching

The innovation of higher teaching methods must ultimately be evaluated through the actual effects of teaching. The results of teaching should be understood in many ways. The effectiveness of higher mathematics teaching can be fully understood by checking the records in the network back-end operator data, the questionnaire survey of student learning satisfaction, whether students' cognitive law is taken into consideration, the degree of detail of the teaching content, and the overall ranking of higher education classes at the end of the term. Teachers with good quality should be rewarded by giving certain material rewards. They should continue to study some skills and excellent teaching methods in online teaching, and explore teaching models that students like, have good teaching effects, and are recognized by their peers. Teachers with relatively low online teaching quality should be criticized and corrected within a time limit. Only qualified teachers can carry out online teaching as scheduled. Teachers with long-term teaching quality and who are not liked by students should be removed from employment to form a good teaching style. Of course, performance evaluation should also be differentiated based on the teacher's ability, attitude, personality, and degree of improvement to teach students. It cannot be a one-size-fits-all. The ultimate goal of evaluation is to make online teaching more perfect, and let students learn more passion and get perfect results.

3. CONCLUSION

With the in-depth advancement of the "Internet +" education reform, the epidemic era has given birth to a new form of online teaching of advanced mathematics. As a new thing, it needs to be constantly escorted to meet the actual teaching needs. For higher mathematics teaching in higher vocational colleges, it is necessary to establish a unified teaching platform to share teaching information resources, to build a professional team of teachers to help improve the teaching level, and to establish a sound performance evaluation mechanism to normalize networked teaching. The perfect combination of modern information technology and advanced mathematics courses can improve students' mathematics learning level, which is the direction that must be pursued in the online teaching of advanced mathematics in the new era.

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Non-Canonical V-np Constuction in Languages: a Typological Analysis of 'Eat' and 'Drink'

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Abstract:This paper discusses unconventional Verb-object collocation conceptual metaphorical extensions with 'eat' and 'drink' in languages. We first investigate their uses in attested data and explore their grammatical properties as well as metaphorical uses. The metaphorical extensions of the verb 'to drink' and 'to eat' in many languages express a kind of suffer, winning or acquiring something, consumption, inhaling, absorption and so on. The paper is most based on examples taken in Tupuri language and in some African languages.
Keywords: non-conventional ; Tupuri;drink ; eat; metaphor

1.INTRODUCTION

The Non-canonical Verb-Object collocation (V+NP) in various languages in the World has always been a hot topic in the academic field and has been studied by many scholars. The V+NP exists in tupuri language and also in many other languages and can be divided in two ways: conventional and non-conventional[1]. The conventional (or canonical) V-NP construction is manifested in the way the NP is usually the patient argument, while the post-verbal NP in the non-conventional (non-canonical) V-NP structure can be any semantic role. Scholars carried out their Research from different angles such as Semantic roles of objects, pragmatic in sentences, metaphor context in V+NP sentences and so on. This Article will almost be based on tupuri language which is one of the languages spoken in Cameroon, Chad, and Sudan and belongs to the Mbum languages. We will also take some examples in Chinese, Akan and Hausa languages.

Tupuri language which can also be called 'toupouri', 'tpuri is a language mostly spoken in the Northern Cameroon (Far-North and North Region) and in the Mayo-kebbi East of Southern Chad with approximately 300.000 speakers[2]. The Tupuri language is a tone language and as English or Chinese language is an SVO (Subject Verb Object) structure for example: ndï ràw līng ('lit.I go home' I am going home) and is an Optional Course in some Secondary Schools in Cameroon and in Chad. The language is also used in Catholic and Presbyterian Church during some cults. Tupuri language also belongs to Adamawa-Eastern languages, as well as other languages of Central Africa, researching on this language can contribute not only to our knowledge of African languages structure, since they exhibit some interesting characteristics, but also to several issues in linguistic theory, and finally can help us for testing validity of certain hypothetical linguistic universals.

Tupuri people Culture is one of the most interesting in Central Africa due to the diversity and its well-known by people. The tupuri people sacrifice young roosters for the millet production Festival every year among the period of September to November. The rooster ceremony is considered as the Tupuri "New Year Festival". The Tupuri are also known for a dance called "gourna" (the dance of cock), which involves the dancers forming a circle and holding long sticks[3].

This article will be focus on the non-canonical Verb-Object collocation with the verb 'to eat' ('régē' in tupuri) and 'to drink' ('jóogē' in tupuri) which are two important verbs in term of non-canonical collocation with the object and can express various meanings depending by the object. In Tupuri language for example, 'régē sùngū, 'lit.to eat money'(cheating someone's money), 'jóoge böne','lit.to drink suffer' (feel painful) are the non-canonical V+NP collocation because it is impossible to drink suffer and money cannot be eaten. In addition, we will also analyze the non-canonical verb-object collocation metaphorically because some of them can express different other meanings. Lakoff & Johnson (2003) in "Metaphor We Live By" argue that human thought processes are "largely metaphorically constructed", they also added that conceptual metaphor is governed by human's general cognitive principles, what we do and think are relied on conceptual metaphors[4].

2. THE DATA

The data for this research are taken from several sources, including the “Tupuri English French” Dictionary written by ZOCCARATI (1991) who took some numerous examples of collations between the verb and the object in tupuri language, the Modern Chinese Dictionary (2001), some others examples have been selected in CCL while some are cited from websites and from Google scholar. Besides, some other data have also been selected in some various articles which have the same field of research as soon as mine. The sentences taken from this source were first of all written down into a notebook and later typed out into a mini corpus. The V-NP structure exists in various languages over the world (Tupuri, Mandarin Chinese ,Hausa , Akan and many other African languages).

3. A CONCEPTUAL METAPHOR OF ‘EAT’ IN LANGUAGES.

A metaphor, according to Lakoff (2003) is an entity that governs human beings thinking and actions, he argues that metaphor involves a mapping from one conceptual domain to another and is universal as a mean of thinking, and that human beings construe the world based on our bodily experience. Therefore, metaphor is regarded as one of the most important mechanism in the formation of V+NP structure. Eating is one of the most important factors in our life, that’s why great importance has been attached to it by human beings. Thus, ‘eat’ can metaphorically express diverse meaning in languages.

3.1.Eat as an expression of ‘suffer’ or ‘destruction’

According to the Chinese modern dictionary, the verb ‘to eat’ can be defined as the action of chewing, masticating and then swallowing a food, consuming of something, to eat at, to eradicate, to destroy, to absorb and to suffer. Newman(1997) describes the case of eating as involving a situation where the food item is usually crushed and chewed with the teeth ,tongue and the hard palate. Song (2009) discusses the possibility of conceptualizing the state of unpleasant metaphor by emotions such as hatred, pain, suffer, destruction, sorrow and sadness that can affect human beings, he also adds that these extensions can either be in the form of the destruction or transformation of the patient[5]. According to Newman & Aberra (2009) , although the ‘suffer’ extension is more closely associated with verbs of eating rather than drinking verbs ,the latter could also be used figuratively to mean ‘destruction’. The conceptual metaphor of eating as suffering in languages is similar to a state of suffering that people enter in poor circumstances[6]. The following examples below can describe this conceptual metaphor.

1) a.rēgewárē (tupuri language)
Eatspeech
‘deeply think about a problem without solution’

b). rēgebäy(tupuri language)
Eat net
‘cannot bear something’

c) ciduukàa (Hausa language)
Eat beating
‘to receive beating’

d) díyáw(Akan language)
Eatpain/sorrow
‘being always in pain due to poverty’

e)吃黑枣(Mandarin Chinese)
chīhēizao
Eatdateplum
‘to be shot to death/to be executed’

As can be seen in (1a) of the tupuri V-NP non-conventional collocation that literally means ‘to eat speech’ which metaphorically is ‘the matter to think about a problem that we didn’t apologize to a specific solution’ and that is unpleasant to the soul and body of someone. The second sentence (1b) literally ‘to eat net’ means something is enough and we cannot bear it and express a psychological suffer to somebody. Example (1c) in Hausa language, metaphorically illustrate a physique suffer of someone who receive beating. The example (1d) in Akan language, which is one of the Ghanaian language literally ‘eat pain’, metaphorically means ‘always being in pain due to poverty’ and that can affects someone soul suffering. The last example (1e) in Mandarin Chinese since literally can be apprehended as ‘to eat a black date’ which can be deemed as conventional V-NP. However, when interpreted as a whole, it simply means ‘to be shot to death or to get executed by being shot.

3.2. Eating as an expression of ‘Winning’ or ‘Acquiring’

The verb ‘eat’ in many languages can collocate with the NP and can express victory, winning, be champion and so on. Furthermore, the V+NP can also express an acquirement or possession[7]. Getting a good or bad grade involves competition and participating in an event which ranks participants based on certain criterion also involves competition. Consider the following examples:

(2) a. rēge chāchā(Tupuri language)
Eat an award
‘to win a prize/an award’

b. rēgesùnggū(Tupuri language)
Eat money
‘to cheat someone’s money’

c.ciyaak’ii (Hausa language)
Eatwar
‘to win a war’

d.cikwâ(Hausa language)
Eattrophy/cup
‘to win a trophy or a cup’

e.ci gàrii(Hausa language)
Eattown

'to win a game/to take a town during the war'
f.mek-ess il-tung (Korean language)
Eat first place
'to win the first place/to be champion'

'Eat' in the above sentences, can be interpreted as a victory or express winning.The first sentence (2a) literally means 'to eat a prize' while metaphorically it means 'to win a prize'. 'Eating' in the second sentence (2b) expresses "inquiring possession" not a victory during a competition like the other examples and is closely related to the internalization facet of the eating process and often has a negative connotation. Therefore, its metaphorically means 'to cheat someone's money', which has a negative connotation. Examples (2c), (2d) and (2f) respectively 'to win a war', 'to win a trophy' and 'to win the first place' all express the matter of "winning or being champion", while the example (2e) metaphorically can be apprehended in two contexts: in the first context that's during a game or competition, is simply the matter of winning the game, whereas in the second context which is during a war, it means 'to take the town by power'.

3.3. Eating as an expression of "Consumption'

The action of eating, naturally is a phenomena of consumption not only for food, but also a waste of resources and is a process which consume our time, energy, money, fabrics according to Lakoff (1980)[8]. These things are destroyed when they are either used in excess or used without any purpose. Eating as consumption is described in the following examples.

(3) a. rēgewùur(tupuri language)
Eat time
'A waste of time'
b. rēgehóorog(tupuri language)
Eat betrothal gift
'In tupuri's culture,the matter of spending the money or gift given from the bridegroom's family'
c.díntòma(Akan language)
Eat fabric
'to take up a lot of fabric'
d.meeting ate my 2 hours. (English language)

The examples in (3a) and (3d) can be interpreted as a waste of time in which 'eating' expresses a "time consumption". The second sentence (3b) literally is 'to eat betrothal gift' in tupuri language can be interpreted culturally like the matter of spending or using the money or gift given from the bridegroom's family. Thus, we can conclude with ADJEI ATINTONO (2009) that "there will be variations in the extend to which people from different cultural settings profile the interpretations of the metaphorical expressions. There is a strong relationship between a people's conception, environmental and cultural experiences and their linguistic systems which is shared across cultures"[9]. The example in (3c) depicts waste in act of excessively using a fabric for a particular design and can be simply apprehended as "to consume".

4.CONCEPTUAL METAPHORICAL EXTENSIONS OF 'DRINK' IN LANGUAGES

The verb "to drink" can also be collocated with a non-canonical NP and can have some metaphorical extensions in meaning. In most languages, eating always express extensions such eating is inhaling, eating is absorbtion and eating is suffering.

4.1. Drinking as Absorption

Absorption involves one substance permeating another; as it is the case when a fluid dissolves a solid. It is extended to the intake of something physical or psychological but not a drinking thing. Newman & Aberra (2009) describe the internalization as involving an inanimate subject referent benefiting from the absorption of some form of liquid[10] The extensions involve an entity that benefits from taking in another entity. The mapping is from the positive benefit that is derived from drinking to the effect that the liquids that are absorbed have on the objects.

Contrary to Newman and Aberra's argument, we argue that such extensions have more to do with the internalization of liquid was once outside the body of an entity, than the issue of one entity benefiting from another entity. Indeed some liquids may provide the consumer with the desired positive sensory feeling, but may not be beneficial. Note, however, that we do not completely rule out of idea of 'entity benefit, rather, we argue that what is paramount in such extensions is 'absorption' rather than 'entity benefit'. Consider the following examples:

(4) a. jöogēshekrìng(tupuri language)
Drink fodder/forage
'pot absorbed all fodder that the soup contains'
b. shaa raanii(Hausa language)
Drinkriver
'the sun absorbed the water of the river'
c. nóm súudée (Akan language)
Drink dye
'the cloth absobed the dye'

Examples (4a),(4b) and (4c) depict instances of the NP 'fooder', 'river', and 'dye' internalizing dye, fodder, and river. During the process of cloth dyeing, there is the necessary soaking/absorption of the cloth in a liquid/dye. Similarly, when sun absorbs a river, there should be water that's a liquid in the river. The same applies to the action of cooking the soup in the pot which requires the action of putting or frying some fodders that lately in the pot will be disappear in the soup, that means absorbed.

Due to such instances, we stress that focus should be placed largely on the internalization of the liquid rather than the positive benefits that entities derive by absorbing other entities[10]. In the examples above, we can observe that the process of absorption is most often undergone by an inanimate subject referent.

4.2.drinking is Inhaling

The verb ‘to drink’ may be extended to the intake of something which is not food. The extensions associated with the inhaling interpretation involve the smooth, unimpeded intake of air or to smoke. The examples in language below show the verb “to drink” when collocating with the NP either mean to inhale or to smoke.The examples illustrated below support the claim made.

a. jöogēcúugi(tupuri language)
Drinktobacco
‘to smoke tobacco’
b. jöogē lége(tupuri language)
Drink air
‘to take a good atmosphere/to relax oneself’
c. nómébúá(Akan language)
Drink pipe
‘to smoke pipe’
d. shaa iskàa(Hausa language)
Drinkair
‘going out for some fresh air’

Examples (5a) and (5c) depict the verb ‘to drink’ as an action of smoking since the context of the NP (‘tobacco’ and ‘pipe’) are gaseous in nature. Both examples (5b) and (5d) express the action of taking some fresh air or going out to relax oneself.

4.3. Drinking is Suffering

The metaphorical extension of drinking can be in the angle of suffer when collocating with an NP expressing suffer, violation or depending to the cultural meaning of each language. Consider the following examples:

a.jöogēpūuri(Tupuri language)
Drink suffocation
‘to suffocate/to suffer’
b.jöogē röo (tupuri language)
Drinktears
‘to weep like a child/to suffer a lot’ c.shaa wàhalàa (Hausa language)
Drink trouble
‘to suffer’ d.shaa wùyaa(Hausa language)
Drinkdifficulty
‘to face difficulty/to suffer’Examples (6a), (6b), (6c) and (6d) literally ‘drink suffocation’, ‘drink tears’, ‘drink trouble’, and ‘drink difficulty’ all express one word that’s “suffer”. SUMMARY

According to our sentences interpretation, we can summarize that there are variations in the extension of each language in which people from different cultural setting profile the interpretation of the metaphorical extension, and in addition to this argument we can summarize that culture has a great role in linguistics.

There is a strong relationship between a people’s conception,environment and culture experience. Therefore, the verb ‘to eat’ has a large extension than ‘to drink’.6 Acknowledgement

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5.CONCLUSION

‘Eat’ and ‘drink’ in many languages has been a hot topic in the research and has been carried out by many scholars. Newman (2009) and others scholars clarified the metaphorical extensions of the verbs ‘to eat’ and ‘to drink’ which is based on internalization. Tupuri language as well as the other languages is rich in metaphor. As has been discussed above, the verbs ‘rēge’ (to eat) and ‘jöoge’ (to drink) in tupuri language are the two basic consumption verbs. These verbs express activities that are seen as universal i.e everyone eats and drinks, yet conceptualized differently by different people as reflected in different languages. These verbs express in various metaphorical extensions which has been described as a verb of manifold that occurs in a wide range of extensions, some of these include the meaning as such as to consume, to suffer, to inhale, to absorb and so on.

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Strategies for Improving Primary School Students' Oral English under the Background of Home School Cooperation

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Abstract: under the premise that the society and parents pay more and more attention to the oral expression of primary school students, and the trend of home school cooperation is more and more in-depth, this paper will focus on the use of home school cooperation mode to discuss the promotion strategy of oral expression of primary school students.
Keywords: home school cooperation, primary school students' oral strategies

1.THE THEORETICAL EXPLANATION OF THE COOPERATION MODE OF HOME AND SCHOOL

Family school cooperation is a necessary means to achieve the best effect of education. The social ecological theory, represented by bronfen Brenner, provides the basic theoretical basis for family school cooperation. The theory points out that young people's behavior is not only affected by their own personality characteristics, but also by the external environment system, including the relationship between parents and children, teachers and students, family school and so on. Family school cooperation mode is based on the social ecological theory, which connects the two different units of family and school. Under the interaction of the two, it has an impact on the psychological and physiological growth of primary school students. From the perspective of students, the home school cooperation mode builds a bridge between school learning and family learning of primary school students. From another perspective, the family learning of primary school students is the preview and review of classroom learning, which can not only improve students' academic performance, but also promote students' multi-dimensional development, enhance students' innovative consciousness and practical ability; from the perspective of teachers and parents, the family learning of primary school students is the preview and review of classroom learning In their interactive behavior, they replace educational ideas, reconstruct educational measures, and take each other as a reference to enhance the self-examination consciousness of both sides, and provide conditions for both sides to have a complete understanding of each other's identity, so as to achieve the purpose of common improvement of both sides; in terms of schools, parents' participation can better assist the completion of school's educational goals, and implement home school education in schools The problems and contradictions emerging in the process of cooperation mode can become the driving force of school reform; from the social aspect, the implementation of home school cooperation mode can guide some vulnerable families who lack education experience to better promote children's healthy and happy growth in a more appropriate way. From a certain point of view, home school cooperation is conducive to eliminating social instability and promoting social harmonious development.

2.THE PRESENT SITUATION OF PRIMARY SCHOOL STUDENTS' ORAL EXPRESSION

With the development of society, the role of oral expression in teaching and life has become increasingly prominent. However, due to the influence of teachers and parents, the oral expression of primary school students at this stage presents many deficiencies.

poor initiative of primary school students has become commonplace. In the traditional primary school Chinese teaching, teachers usually assign homework to teaching materials and related exercises. This kind of Chinese teaching method is not only difficult to stimulate students' interest in Chinese learning, but also imprison the development of students' thinking, so that the knowledge they learn is not only the skin of the book, but also unable to form a complete system of the knowledge they learn. In the long run, students' ability at all levels can not be improved in a practical sense. Secondly, the primary school students' basic knowledge of Chinese is weak, and the accumulation of language vocabulary is less. As we all know, vocabulary is an important part of language, which is the premise and basis of the whole sentence meaning expression. To a certain extent, the number of vocabulary affects the effect of language expression. For example, in many cases, students want to express an idea or opinion, but due to the limited knowledge and age limitations, lack of vocabulary accumulation in their mind, they can not express their own ideas, resulting in the situation that they can't express their ideas and even don't know what to say, which has become the biggest obstacle to primary school students' oral expression at this stage. Besides, the expression of sentences is inseparable from context. If the context of the same sentence is different, the meaning of the sentence will be very different. But the use of language skills and grammar and the formation of language sense need a long time of theoretical knowledge learning and continuous repeated practice, which is out of reach for primary school students. Therefore, "tongyanwuji" has become the most vivid explanation for pupils' oral errors, which objectively shows that pupils' problems in oral expression can not be avoided. Finally, due to the characteristics of age and many factors of the above situation, primary school students present different situations in oral communication. Because of the limitation of their age, personality and their ability of language expression, as well as the influence of vocabulary, language skills, language sense and context on their oral expression, the primary school students in the stage of childhood have some obstacles in oral expression and communication to a certain extent, which has a certain impact on their self-confidence in oral expression, The gradual decline of interest in oral language expression and communication with people leads to their silence and even autism. This phenomenon not only affects the interest of primary school students in learning Chinese in the future, but also has a negative impact on their physical and mental development, and ultimately makes the primary school students' oral expression ability can not be improved continuously and stably.

3.THE IMPROVEMENT PATH OF ORAL EXPRESSION STRATEGIES OF LOW PRIMARY SCHOOL STUDENTS UNDER THE BACKGROUND OF HOME SCHOOL COOPERATION

In our country's family education, some parents hold the wrong idea that sending their children to school is equivalent to entrusting their children to school. Although some parents want to cooperate with school education, they lack the corresponding educational psychology knowledge about cultivating the healthy growth of primary school students. In terms of educational concepts and methods, they often unintentionally cause some negative effects on school education, so they are born In school education, there are some teachers who are vague about their own position, which leads to the phenomenon of "teachers' heterotopia". In view of these two kinds of situations, it is urgent to update their concepts through a variety of means, so as to make family school communication closer, so as to educate people together.

Therefore, the school should broaden the way to carry out various forms of family education activities, and strive to improve parents' education concept and level. There are several methods for reference

The traditional exam oriented education only pays attention to the level of students' performance, and ignores the ability of students' language use and oral expression, which makes students unable to speak and difficult to speak. In fact, the cultivation of oral expression ability should be established in a democratic, equal and harmonious teaching atmosphere, so that students with different personalities can participate in oral expression, so that their inner thoughts can be expressed in language, and students can continue to train and improve in teaching.

Teachers' teaching language in teaching activities is a model for students. Therefore, teachers must regulate their own teaching language in teaching activities, at least to achieve accurate pronunciation, grammatical norms, clear organization. The students' oral expression will develop in the direction of the teacher's teaching language imperceptibly, and may eventually be consistent with the teacher's level. At the same time, in the process of students' training, teachers should do different skills for different types of oral expression. After all, primary school students' oral expression skills need teachers' intentional guidance and individual correction. Therefore, in the actual training content of oral expression, teachers should vary from class to class and from person to person. For example, in describing objects, the teacher can lead the students to observe, find the most prominent characteristics of the object, and guide the students to express the relevant content about the characteristics clearly. In the expression of saying things, teachers can instruct students to state the cause, process and result of the event clearly. In lyric expression, teachers should guide students to reserve their emotions first, and then choose appropriate words and sentences to describe their emotions accurately. In the expression of theory, teachers should guide students to understand the truth of their argument first, then choose the material of argumentation, and finally connect the two reasonably and explain clearly.

Today is an information age, media technology is applied in every corner of the times, the traditional home school cooperation model has been unable to meet the current new needs of education. "Internet +" has gradually extended to every level of life, and education should keep pace with the times and combine with "Internet +". The home school cooperation mode is an educational concept of bilateral interaction, so the network media platform used by the school should achieve the purpose of interactive communication between home and school. At the school level, teachers can be guided to do a good job of evaluation and feedback through more and more complete mobile client, social platform and other media technologies.

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Research Focuses and Trends of TCM English

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Abstract: This paper presents an analysis of articles from 2000 to 2018 on the studies of TCM English from CNKI (China National Knowledge Internet). Statistic analysis of document and keywords and burstness analysis are applied jointly to demonstrate the focuses and future trends of TCM English studies in China for the past 20 years, which consists of the English translation of TCM, the construction of English discipline in TCM colleges and universities, and the cross-cultural communication of TCM. This paper dedicates to casting light on the future development of the subject and furthermore, pushing forward the strategy of "going global" of the culture of TCM.

Keywords: TCM English; statistic analysis of document; keywords analysis

1.INTRODUCTION

As the "essence" of ancient Chinese science, traditional Chinese medicine (TCM) has played an important role in China's "Going global" strategy. The identification and tracking of research focuses and frontiers in this field will help to promote the study of TCM English in China. This paper takes 960 articles collected from CNKI database (2000-2018) as data sources and research objects. By using the method of bibliometrics analysis and quantitative and qualitative analysis, the study has conducted a systematic research based on aspects ranging from main research institutions, high-frequency keywords and burstness words.

2.DATA COLLECTION AND ANALYSIS METHODS

With theme set as "TCM" and "English", and time (year) set as 2000-2018, articles searched concerning TCM English are mainly journals and master and doctoral theses. Preliminary statistics, with the invalid literature being excluded, conclude 10 doctoral and 76 master's theses, and 874 journals, which consists of a total of 960 valid original articles as the object of study. As for analysis methods, this paper intends to use bibliometric method to sort out and analyze the research literature, and use data and charts to describe the transformation and development of researches on TCM English. According to different research purposes, the corresponding types are selected, such as keywords, research institutions, burstness, etc.

2.TCM ENGLISH RESEARCH ANALYSIS

Annual publication of TCM English articles

The relationship between the number of articles published and the change of time can objectively reveal the historical research process, and predict the development trend of TCM English. As can be seen from Figure 1, the number of articles has seen an overall increase since the new century. According to the development, it can be roughly summarized into the following three periods: (1) the early development period (2000-2007) when researches on TCM English started to flourish. A total of 181 articles were published during this period, accounting for 18.85% of the total over the past 19 years; (2) the vigorous development period (2008-2013) when the annual amount of published articles increased rapidly, reaching the highest of 96 papers in 2013; Articles published during this period was close to 400, accounting for 40.73% of the total; (3) the steady development period (2014-2018) when external exchanges of TCM tended to be steady. Researches on TCM English, despite its slow-down on published articles, enjoyed an increasingly mature theoretical frame and systematic educational environment. A total of 388 articles were published during the third period, accounting for 40.42% of the sum.

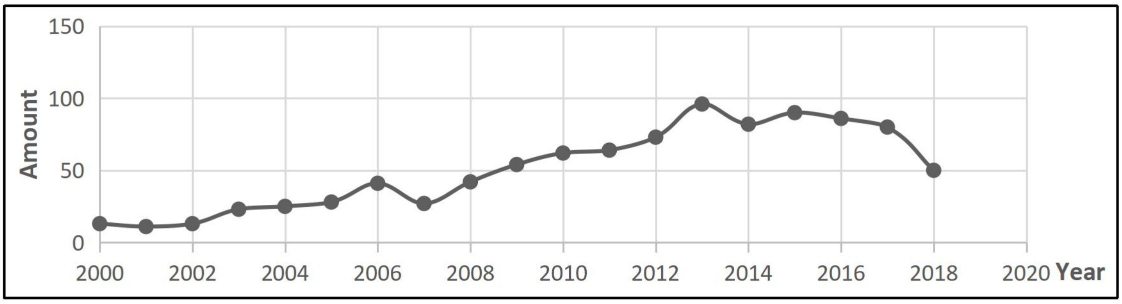

Figure 1 Articles on TCM English Published (2000-2018)

Analysis of research institutions

Among the 182 institutions that produced the 960 articles, the research institutions located at the first 10 places by their frequencies in CNKI delivered 452 articles, up to 42.46 of the total number of research outcomes. Table 1 data shows that: (1) researches on TCM English has enjoyed ever-growing popularity and wider participation; (2) TCM institutions and foreign language schools have become the main force of the research in this field, yet more comprehensive universities are expected to devote greater efforts in the global communication of TCM.

Table 1 Research institutions of TCM English (top 10)

Institutions	Articles	Proportion	Institutions	Articles	Proportion
School of Foreign Languages, Shanghai Normal University	77	8.02%	Post-doctoral Research Center of SISU	31	3.22%
World Federation of Chinese Medicine Societies	60	6.25%	Heilongjiang University of TCM	31	3.22%
School of Humanities, Beijing University of TCM	48	5.00%	School of Foreign Languages, Hubei University of TCM	31	3.22%
Foreign Language Teaching Center of SISU	44	4.58%	School of Foreign Languages, Nanjing University of TCM	30	3.12%
ShaanXi University Of TCM	32	3.33%	Henan University of TCM	24	2.50%

3.ANALYSIS OF RESEARCH FOCUSES

In CNKI knowledge mapping, higher-frequency of keywords indicates that they are paid more attention to, thus making them focuses in a certain academic sector. Based on the traditional way of frequency analysis, this paper is able to make an improvement by combining keywords with high-centrality words. Table 2 and 3 are the high-frequency keywords of TCM English and the keywords with high centrality from 2000 to 2018.

Table 2 High-frequency keywords (2000-2018)

Sequence	Keywords	Frequency	Sequence	Keywords	Frequency
1	Translation	252	8	Medical science	71
2	TCM English	202	9	Chinese tradition	69
3	Colleges and universities of TCM	194	10	English language teaching	66
4	Bilingual teaching	170	11	Teaching reform	52
5	Linguistics	120	12	Teaching mode	42
6	TCM nouns	89	13	TCM terms	30
7	Scientific terms	77			

Table 3 Keywords with high centrality (2000-2018)

Sequence	Keywords	centrality	Sequence	Keywords	centrality
1	TCM English	0.37	8	Problems	0.12
2	Teaching	0.23	9	Translation	0.12
3	Colleges and universities of TCM	0.21	10	English teaching of TCM	0.08
4	Teaching methods	0.17	11	Overseas student	0.06
5	Bilingual teaching	0.16	12	Talent training	0.05
6	Translation of TCM	0.13	13	Research on TCM	0.05
7	Medical English	0.12			

4.1 Analysis of keywords

After removing the three key words "TCM", "English" and "English of TCM", which are highly related to or repeated with "TCM English", we can see from Table 2 that the keywords "Translation", "Colleges and Universities of TCM" and "Bilingual teaching" which also are words with high centrality above 0.1, rank in the top three in the keywords list. The above suggests that sectors involved in these three high-frequency keywords are the research focuses of scholars, and have a high correlation with other researches at the same time. The keywords shown in Table 2 can be roughly classified into three categories: (1) Studies on English translation of TCM (708 articles, accounting for 73.75%): "Translation", "Linguistics", "TCM nouns", "TCM terms". The research topics of this category cover translation theory, translation principles and methods, translation criticism, translation review, etc.. (2) English teaching research in colleges and universities of TCM (198 articles, accounting for 20.62%): "Colleges and Universities of TCM", "Bilingual teaching", "Teaching reform", "Teaching mode", etc.; (3) Researches on TCM science (54 articles, accounting for 5.63%): "medicine", "traditional Chinese medicine". To a certain extent, these high-frequency and high-centrality keywords represent the main research fields and general concerns of TCM English in China since the start of the new century (2000-2018).

4.1.1 Studies on English translation of TCM

As shown in Table 2 and 3, among the high-frequency keywords in English translation of TCM, "translation" appears as many as 252 times and the centrality is 0.12; the frequency of "TCM nouns" and "TCM terms" are 89 and 30 times respectively. In the 1990s, Chinese Journal of Integrative Medicine has opened a special column on English translation of TCM in a more systematic and profound way. CSSCI journals of foreign language like Chinese Translators Journal have also become the forefront of the study of English translation of TCM[1]. The translation of TCM has become the hottest field of TCM English research. Among the literatures on English translation of TCM from 2000 to 2018, the number of literatures on translation theory and translation criticism was significantly less than that on translation principles and strategies. Taking the English translation of Huangdi Nei Jing, a representative work of traditional Chinese medicine, as an example, there are 213 valid articles found on CNKI, of which 129 have been studied on the topics of "translation methods" and According to the burstness of words in CNKI articles (see Table 5), there are a total of 14 words, which are basically consistent with the results of keyword analysis. This shows that, since the beginning of the new century, the burst words in each stage are in line with the research focuses of TCM English. Through the analysis of evolution of burst words, this paper summarizes the three significant periods with major "translation strategies".

4.1.2 English teaching research in colleges and universities of TCM

From 2000 to 2018, the keyword "colleges and universities of TCM" has a high-frequency of 194 with a centrality of 0.21; "bilingual teaching" has showed up for 170 times with a centrality of 0.16. Keywords such as "English teaching", "teaching reform" and "teaching mode" have also become important contents of English teaching research in TCM colleges and universities. However, given the main strength of cultivating TCM English talents, TCM colleges and universities are undoubtedly the mainstay, and the foreign language schools of other comprehensive universities do not regard TCM English and the external promotion of TCM as a main teaching direction. On the contrary, the clinical English of western medicine plays an more important role. Zou Defang proposed that the task-based approach can greatly improve the teaching shortcomings of TCM English, and improve students' language skills. It is of great significance to the training of compound TCM professionals with good language competence[2]. However, the present situation shows that a small number of English majors in colleges and universities of TCM can be successfully trained to be qualified talents who "understand traditional Chinese medicine and master English at the same time". Therefore, it is impossible to send high-quality bilingual TCM talents to the world.

4.1.3 Researches on TCM tradition and culture

The frequency of "medicine" and "TCM culture" is 71 and 69 respectively. TCM going global depends on the ability of cross-cultural communication of TCM[3]. At present, the problem facing cross-cultural communication of TCM lies in the lack of representative cases of TCM carriers except for Huangdi Nei Jing, acupuncture that have already been well-recognized by the western world. In the future, the cross-cultural research of TCM can carry out a more in-depth discussion on innovating the research fields and expanding the scope of research. Meanwhile, in order to promote the splendid traditional culture of TCM, the cross-cultural communication should be closely linked with the English translation of TCM and English teaching in colleges and universities of TCM.

4.2 The Burstness of words-- Analysis of the Research Frontier

research frontiers.

Year	Strength	Begin	End
2000	3.4809	2000	2004
2000	30.6272	2003	2008
2000	5.6226	2003	2006

2000	29.7289	2003	2008
2000	17.2046	2005	2012
2000	26.3807	2005	2012
2000	27.7112	2006	2011
2000	30.0584	2008	2012
2000	28.334	2008	2012
2000	13.0124	2013	2016
2000	6.2724	2013	2016
2000	12.4117	2013	2018
2000	29.8085	2013	2018
2000	5.2654	2014	2018

Table 5 Evolution of burstness of words (2000-2018)The first stage (2000-2008) witnessed the domestic research of TCM English focusing on the spread of medicine science of TCM. The 21st century marks the beginning of self-reflection of Chinese traditional culture. The traditional science of TCM, as the essence of Chinese culture, is longing for growing cultural identity, which coincides with the international "fever of TCM". It was a stage when the identification of TCM function is becoming increasingly critical. We have seen numerous TCM works, frequently-held TCM academic conferences and international forums, a great amount of TCM culture research centers being established across the nation. The educational departments have been expanding investment in higher education of TCM, thus enabling colleges and universities of TCM to become the most important link to spread the quintessence of TCM and to be the birthplace for bilingual TCM talents[4].

The second stage (2009-2012) put emphasis on the English translation of TCM, laying a solid foundation for the "going global" of traditional Chinese culture. Many domestic scholars, such as Xie Zhufan and Li Zhaoguo, have published many important articles discussing the criteria, guiding principles and theories of the translation of TCM terms and classics. Huangdi Neijing, acclaimed as the "Bible of TCM", is well-known both at home and abroad with highly-recognized and widely-accepted reputation in market and academic fields. In this stage, with the proposal of cultural self-confidence and cultural self-consciousness, English translation of TCM is no longer limited to conveying the literal meaning of words and sentences, but to achieve the best effect of mutual learning between Chinese and Western medicine without damaging the cultural spirit of TCM.

(3)The third stage (2013-2018) primarily discussed and studied the professional training of TCM talents. A great number of governmental documents have established the grand blueprint of the cause of TCM development, and proposed to speed up the training of professionals in service and trade sector by strengthening education of foreign language[5]. China's "One Belt, One Road" initiative is especially worthy of attention. It provides an empirical case for the exchange of TCM in Asian and African countries. In the future, the cross-cultural communication of TCM should rely on a variety of foreign exchange methods, such as tourism, foreign trade, technology exchange, etc. so as to realize the goal of TCM going global.

5.CONCLUTION

This paper, based on the literature resources of CNKI database, makes a bibliometric analysis of the previous review, current research and trends of TCM. The research focuses of TCM over the past 20 years (2000-2018) include the English translation of TCM, the construction of English discipline in colleges and universities of TCM, and the cross-cultural communication of TCM. In addition, the analysis of research frontier in each stage has cast some lights on the future research of TCM English. We have made encouraging progress in the process of cross-cultural communication of TCM. For the following development of TCM English, the innovation of research fields, the expansion of research sectors, and the global recognition of TCM are worth further discussing.

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