International Journal of Education and Technology

JUNE 2021 VOLUME2 NUMBER2

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

ACADEMIC PUBLISHING HOUSE

CONTENTS

Research on China's "Internet +" Agricultural Products Network Marketing Countermeasures

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Abstract:Ingrained in the case of "Internet +" agricultural product marketing, it is found that there are still some problems in the network marketing of agricultural products, such as the lag behind in some rural areas, such as the lag in infrastructure construction, the deep-rooted traditional marketing concept, the lack of professional and technical personnel, and the low level of Internet marketing. Aiming at the problems of the development of Internet + marketing, this paper, from the perspective of strengthening the communication infrastructure construction, promoting information entering the village and entering the household, relies on the big data traceability to promote the precision marketing of agricultural products, implements the talent project of electric business, trains new farmers and professional management teams, and applies the advantage of "Internet +". The four aspects of developing diversified marketing modes are to put forward suggestions and suggestions for the marketing of "Internet +" agricultural products.

Keywords: "Internet +"; Agricultural Marketing; Network Marketing

INTRODUCTION

At present, there are still some problems in China, such as the undeveloped economy of agricultural products, no channel sales or unsalable agricultural products. China has changed from a shortage of agricultural products to a structural relative surplus, and to a certain extent, the price of agricultural products has fallen and the sales volume is low. Agricultural production and marketing must be combined with cutting-edge information technology in order to better promote the development of agricultural informatization and modernization.[1] A pressing matter of the moment is China's research and exploration of the Internet marketing of agricultural products under the background of "Internet +".

1.THEMEANING OF "INTERNET +"

"Internet +" is a new ecological model that relies on communication technology and Internet platform to transfer information and connect various scenes of life" "Internet +" not only means the development of a new generation of information technology and a new knowledge-based society, but also means promoting economic and social transformation, opening up and innovation, enhancing entrepreneurship and innovation ability, and promoting an innovative "new normal" of China's economic development.

2. THERE ARE PROBLEMS IN THE NETWORK MARKETING OF AGRICULTURAL PRODUCTS

At present, although China's agricultural product network retail sales growth is fast, but the proportion of total agricultural product sales is still low, the overall development still has some shortcomings.

2.1 The construction of network infrastructure in some rural areas lags behind

A solid network facility base plays a key role in improving the economic benefits of agricultural product marketing, but at present, the network deployment in rural areas of the sector is not ideal, mobile phone terminals and network communication facilities are relatively backward, resulting in low efficiency of agricultural product information collection and information dissemination.[2] Some poor rural areas of the network infrastructure covering large gaps in cities and towns, network infrastructure can not quickly and effectively support the construction of rural e-commerce platform and meet the needs of farmers for network information.

2.2 Farmers' groups are not sufficiently receptive to e-commerce

The lack of acceptance ability of farmers to e-commerce is reflected in the lack of understanding of e-commerce, as well as the lack of learning and use ability of network marketing. At present, the overall age of China's farming masses is too old, do not understand the network marketing knowledge, there are no more channels to learn and understand, at the same time on the network products, platform learning applications are insufficient, some farmers due to low education and other reasons for the Internet-related knowledge of learning fear, agricultural products to promote a certain resistance. [2]Many farmers are not highly literate, accustomed to the traditional way of selling agricultural products, the concept is more old-fashioned, for the new marketing model change acceptance is low, the enthusiasm to participate in this new marketing model is not strong.

2.3 Lack of professional and technical personnel in agricultural marketing

To carry out the network marketing of agricultural products in rural areas, we must vigorously cultivate new farmers with local flavor who have rooted in rural areas, love agriculture and understand e-commerce, promote the organized production of scattered farmers in their regions, and ensure the high-quality implementation of agricultural product marketing-related work. In this regard, talents must first have a certain understanding of agricultural products, and to have network marketing-related knowledge and network technology knowledge, can use the Internet to accurately grasp market information, timely analysis of agricultural production and marketing, improve the standardization of agricultural products production, and thus better adapt to market changes.

2.4 The overall level of agricultural products network marketing is low

At present, most enterprises only use the network platform to publish or collect agricultural product market information, physical transactions are still the main trading methods, although they have their own corporate website, but the role is generally only used to do product advertising, the actual application level of the site is not high. Most of the website design is rough, the content is too old, the update speed is slow, has not yet given full play to the function of the network trading platform, can not better experience the convenience and benefits of network marketing.

3."INTERNET +" AGRICULTURAL PRODUCTS NETWORK MARKETING DEVELOPMENT COUNTERMEASURES AND SUGGESTIONS

Through the typical case of "Internet +" agricultural product applications can be summarized, in recent years, under the joint promotion of the government, scientific research machinery and operators, in the production of agricultural products, there have been active exploration of agricultural Internet of Things technology applications, and has achieved remarkable results, the use of the Internet and sensor technology to achieve lighting, temperature, humidity and other data of the whole process, all-round management In terms of end-to-end sales, through the establishment of agricultural product information trading platform, the establishment of high-yield, high-efficiency agricultural product marketing model, but most agricultural areas in China have not fully realized the Internet agricultural products sales, there are still agricultural products production efficiency is not high, agricultural products competitiveness is not strong, such as "agricultural products can not sell" problem, this paper puts forward the following Internet and background of agricultural network marketing development related countermeasures and suggestions:

3.1 Strengthen the construction of communication infrastructure and promote the entry of information into villages

For agriculture, agricultural information infrastructure mainly includes the collection, transmission, feedback, detection, control and storage of agricultural information carriers, implementing institutions and databases and management software, can take the vigorous development of rural base stations, and constantly improve broadband construction, the configuration of sound performance of communication transmission, power supply, control systems, and jointly lay the foundation for agricultural Internet marketing communication resources, so that farmers can enjoy convenient and efficient.

3.2 Relying on big data to trace the source, promote the accurate marketing of agricultural products

With the development of “Internet +”, big data has become an important booster for various industries. Relying on big data traceability, make full use of customer related data, and on this basis to achieve personalized marketing services, and promote precision marketing of agricultural products. The marketing management of agricultural products should actively use the advantage of big data to analyze the relevant data of consumers and agricultural products, so that all parties can make timely and accurate decisions and effectively reduce the risk of unsalable agricultural products.

3.3 "Featured Stores and Visual Agricultural Products" marketing[3]

With the advent of the era of broadcasters, video display can effectively make up for the system of agricultural products planting process display, live test agricultural products, in the video to explain varieties, fruit type, hardness, sweetness, vitamin conditions, through the live form to let consumers understand "why expensive to sell", live picking, live trial eating, live loading and packaging process, can completely eliminate consumer concerns, live content to close the theme, can be combined with the characteristic agricultural products demonstration park, show agricultural products breeding process, agricultural technology. Let consumers more close to understand the growth process of agricultural products, from the perspective of sightseeing and viewing experience to bring consumers different feelings, innovative industry development of new models.

4. USE THE ADVANTAGES OF "INTERNET +" TO DEVELOP A DIVERSIFIED MARKETING MODEL

4.1 A specialty agricultural product brand marketing

Actively promote the brand sales strategy of agricultural products, attach importance to brand effects, refine the most attractive selling points of agricultural products, take high-quality pictures, videos, posters and other agricultural products to promote, create a unique brand of agricultural products, through the Internet of Things technology to improve the quality of agricultural products, so that agricultural products reprocessing, to meet the needs of different regions, different levels of consumer demand, improve the added value of agricultural products; According to the preferences and habits of different types of consumers to accurately launch, clear market positioning, in order to obtain differentiated market excess profits. Actively build agricultural e-commerce brand, enhance brand influence, competitiveness, through brand marketing strategy to improve the market recognition of products, relying on brand premium to enhance added value.

4.2"Online and offline" fusion marketing[3]

For consumers, can make their own choice in the way of purchase, some consumers choose the form of online consumption, enough to buy agricultural products, but online consumption may occur some low consumer satisfaction, at this time also need a certain amount of offline marketing experience to assist, so that consumers can more intuitively carry out agricultural product consumption behavior, for higher satisfaction products to buy, so online and offline two marketing methods of integration, more able to meet consumer demand.

For enterprises, online and offline combination of ways, more can reflect the needs of consumers, can be timely accurate positioning of consumer demand, in the future Internet marketing activities, will be more used in the media promotion methods, such as the cultivation of agricultural products, picking, packaging and other processes transparent, more targeted to provide the corresponding agricultural products marketing, increase the satisfaction of agricultural products sales, through the online and offline integration of agricultural products marketing to continuously enhance the reputation of agricultural products, increase consumer satisfaction.

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Classification and Transition of Cultural Conflicts Between Chinese and the West in Chinese Films

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Abstract: Due to rapid development of national economy and globalization, intercultural communication and cultural conflicts become more and more popular in all aspects in our daily life, which is also reflected in films. In this paper, 20 representative Chinese films are chosen, in terms of cultural conflicts between Chinese and the west, trying to draw a picture about transition of cultural conflicts in Chinese films.

Keywords: classification; transition; cultural conflicts; Chinese films

1.REPRESENTATIVE FILMS ABOUT CULTURAL CONFLICTS

1.1.Mainland

Be There or Be Square（1998）by Feng Xiaogang

The Gua Sha Treatment（ 2001）by Zheng Xiaolong

Finding Mr. Right（2013）by Xue Xiaolu, who also directed Ocean Heaven（2010）

Mountains may depart（2015）by Jia Zhangke

1.2.Hong Kong district

Mabel Cheung: The Illegal Immigrant (1985), An Autumn’s Tale (1987), Eight Taels of Gold（1989）

Jackie Chan: as a director of 12 films till 2015, half of which are cooperating with foreign actors, including The Protector (1985), Armour of God (1987), Project A II (1987), Project Eagle (1991), Who Am I? (1998), CZ12 (2012).

1.3.Taiwan district:

Pushing Hands (1991) and The Wedding Banquet (1993) directed by Ang Lee

Siao Yu (1995) directed by Sylvia Chang, Ang Lee as Producer

1.4.Foreign citizens of Chinese origin

The Joy Luck Club (1993) directed by Wayne Wang, who also directed Snow Flower and the Secret Fan (2011)

Saving Face (2005) directed by Alice Wu

Dark Matter（2007）directed by Chen Shizheng

La Salada (2014) directed by Juan Martin Hsu

2.CLASSIFICATION OF THE CULTURAL CONFLICTS

Cultural conflicts exist everywhere whenever people take part in intercultural communication. Common problems and barriers in intercultural communication are anxiety, assuming, similarity instead of difference, ethnocentrism, stereotypes and prejudice and language problems.

Cultural conflicts in romance: Be There or Be Square, Finding Mr. Right, An Autumn’s Tale, Pushing Hands, The Wedding Banquet, Saving Face, Siao Yu, Mountains may depart, The Joy Luck Club

Transnational love: Pushing Hands, The Wedding Banquet, Saving Face, Mountains may depart, The Joy Luck Club

Conflicts within family start with transnational love. For Chinese, marriage is always bound to a whole family, in this way, transnational love becomes center of cultural conflicts. Parents stand for Chinese tradition while the children stand for western culture. Different values, beliefs or norms would not bother two lovers because of educational background and growing-up environment, but bother Chinese parents a lot.

Romance between Chinese in a foreign country: Be There or Be Square, Finding Mr. Right, An Autumn’s Tale, Siao Yu, The Joy Luck Club

In this case, the most serious problem is not true love but economic supporting for survival especially for new immigrants. They have to work hard for permanent residence, and then cultural conflicts appear to impact on in work place and at home. Culture involves beliefs, values, and norms, which will build up tough fence between the immigrants and the natives. If Chinese lovers try to keep ties with each other, they will lose contact with the new world; vice versa.

Homosexuality, getting pregnant before marriage and May-December romance: The Wedding Banquet, Saving Face, Mountains may depart

Homosexuality, getting pregnant before marriage and May-December romance are against traditional Chinese ethics. When a Chinese is involving in such forbidden romance, there should be a fierce conflict within a family.

Cultural conflicts in family member relationship: The Gua Sha Treatment, Pushing Hands, The Wedding Banquet, The Joy Luck Club, Saving Face

Father-son relationship: Gua Sha Treatment, Pushing Hands, The Wedding Banquet,

Chinese fathers are the symbol of traditional Chinese culture: responsible, silent, hard-working, proud, and of leadership. They try to keep ethical order within his family and lead all the members to happiness. Sons should be obedient and be ready to take charge of the whole family from generation to generation. But when confronted with different cultures, sons no longer follow the rules of their fathers, and then the traditional family structure loses balance. Different values, beliefs and norms become communicative barriers in-between; sons try to comfort their fathers, while fathers try to recover from cultural shock so as to keep balance of the family. [1]

Mother- daughter relationship: The Joy Luck Club, Saving Face

Mother in first generation migrant families is a complex combination: victim of traditional culture on the one hand and deliverer of traditional culture upon her daughter on the other hand. As second-generation immigrants, daughters could hardly understand their mothers and always fight fiercely against. [2]

Cultural conflicts in personal experiences overseas: The Illegal Immigrant, La Salada, Dark Matter, Siao Yu

Apart from romance and family relationship, most immigrant are also facing with other problems in daily life, including politics, ethics, education, identity recognition, homesick, and so on. Some of them are striving for a dream alone in a strange country or forced to escape from motherland as first-generation immigrants. Some are growing up as natives but losing their ethnical identity because of discrimination everywhere. Some even take extreme actions caused by cultural shock to fight against terrible pressure from foreign cultures. They are happy, excited, tired, confused, angry, determined or depressed. All these emotions are recorded in the films.

Cultural conflicts in returning-back from overseas: Mountains may depart, Eight Taels of Gold

Returning home in glory is a Chinese tradition, which is also the dream and drive of those Chinese working hard overseas. But life isn't a bed of roses, so is the case in the film. After years of struggling in a foreign country, they finally decided to go back home. For Chinese people, home is not only a shelter but also a center of traditional culture, family relationship, memory and love, which they could not find anywhere else.

Heroism and patriotism: movies by Jackie Chan

In his films, there are 3 stereotypes of cultural conflicts with westerners: (1) morally wrong enemies; (2) culturally misunderstanding peers; and (3) diverse international cultural background. In order to highlight heroism and patriotism, he simplifies cultural conflicts and increases more dramatic effects with Kung Fu actions as possible. Obvious moral judgment distinguishes his films.

3. TRANSITION OF CULTURAL CONFLICTS

Analysis of Cultural Conflicts in films in different regions (synchronic)

Enculturation is the socialization process you go through to adapt to your society, while Acculturation refers to an individual's learning and adopting the norms and values of the new host culture. Younger people adapt more easily.

Films produced by different regions show different view of points on cultural conflicts, based on respective economic, political, cultural and historical background.

Mainland: strong Chinese culture V. S. strange western culture

Because of long and rich civilized history for over 5000 years, and relatively short period of time for reform and opening policy, directors in Mainland hardly share opportunities to suffer cultural conflicts and thus compare two cultures in his works in series. So we can find the clues for transition of cultural conflicts on and off by different directors. From first film in 1998 to the latest one in 2015, Chinese people in the films experience separation, integration and return.

Hong Kong district: strong Chinese culture V. S. strong western culture

Because of special history and complex intercultural background, it is easier for Hongkongers to compare Chinese and western cultures thoroughly, deeply, and systematically. Characters in these films are more active and mature to deal with the conflicts. After Handover of Hong Kong in 1997, more and more films acclaim their determination back to motherland culturally.

Taiwan district: strong Chinese culture V. S. strong western culture

Because of good maintenance of traditional Chinese culture, Taiwan district also has more chances to working on cultural conflicts. Traditional Chinese culture is coexisting with western culture here, which enables Taiwanese to deal with such problems more easily. You will find clues from separation to assimilation.

Foreign citizens of Chinese origin: strange Chinese culture V. S. strong western culture

They are all the time standing in the middle of the conflicts. Early generation has more difficult time in foreign countries and suffers a lot, expressing homesick, while upholding the tradition; new generation is more open, bolder, with western thinking style, seeking for equal right as natives and Chinese tradition as foreigners. First generation experiences the first two steps, and second generations suffer from marginalization and segregation while assimilation.

3.2.Transition of cultural conflicts (diachronic)

Culture shock can be described as consisting of at least one of four distinct phases: honeymoon, frustration, adjustment, and master. It has five stages: the "honeymoon" stage, the crisis or disenchantment stage, the reintegration stage, the gradual adjustment stage and the full adjustment stage. We will compare the characters in the films with five stages to study at which level the cultural conflicts should be.

Complete process of cultural recognition included in films by Mainland and Hong Kong district. Escape from hometown for a better life in foreign countries, and then arises cultural conflicts. When become immigrants, the conflicts are not only about language, conduct of behavior, but also value, beliefs and norms, to every corner of personal life. They work hard and achieve a lot, but they feel lost while suffer much more than they expect. Finally, new generations stay for new life; early generations return back to seek for tradition and spiritual peace.

Compromise and coexistence in films by Taiwan district: The history of Taiwan district is the key reason for those characters in films to find out the way surviving in-between traditional Chinese culture and modern western culture. Taiwanese are all the time seeking for cultural root but getting missed for years.

Confusion and way-out in films by foreign citizens of Chinese origin: different from their parents, new generations are more comfortable in foreign culture; even sometimes they are confused about discrimination from the natives in their birth place. Chinese culture is strange to them, while western culture rejects them at times. So they are struggling to survive and fighting for a better and ideal life overseas. [3]

4. CONCLUSION

Everyone cannot live without culture. With the world becoming smaller and smaller, cultural conflict is no longer once in a blue moon. We have to think about those problems sooner or later. As intercultural communication experiences vary on time and individuals, we can get some advice from these films, which in turn would provide correspondent social situation in all aspects based on reality, where we can find ourselves.

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An Empirical Study on Regional Development Models Promoting Rural Urbanization-Taking Village H in X City as an Example

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Abstract: In recent years, regional development models have promoted rural urbanization and accelerated the integration of urban and rural development. Aiming at the problems of unbalanced resource distribution, single benefit coordination method, and low efficiency of democratic participation in the actual application of the regional development model, the article uses a case study method to systematically focus on the shortcomings and shortcomings of the regional development model in the urbanization of Village H.
Keywords: regional development model; rural urbanization; empirical research.

1. RESEARCH BACKGROUND

At present, the development gap between urban and rural areas is relatively obvious, which is manifested in regional unbalanced or uncoordinated development, while regional imbalance manifests in urbanization and forms a diversified urbanization model[1].In order to optimize the applicability of the regional development model, the two-pronged approach of democratic participation and efficiency improvement, based on the region, expand the scope of the mutual aid model, strengthen the regional social network support system, unite the core centripetal force of the society of acquaintances, and promote overall progress.

2.APPLICATION OF THE REGIONAL DEVELOPMENT MODEL IN VILLAGE H

Village H is a typical mountainous village, covering an area of about 20 square kilometers. There are 16 villager groups, 520 households, and 2500 people.Before the transformation of Village H, the village's infrastructure was poor, and medical and health care, entertainment, etc. were left blank.In order to change this situation,Village H, with the strong support of government policies, gives full play to the leadership role of village cadres, encourages villagers to become rich, and continuously innovates the rural construction system.

(1) Mission objectives

2.1.1 Develop the economy and use resources cleverly

In 2009,Village H became the experimental field of rural pilot reform. Under the leadership of the village committee,social workers investigated and understood the historical outlook and current status of Village H through field visits, collection and sorting of relevant materials, and proposed the idea of mutual assistance in pension funds, Through the cooperation model of "internal capital circulation", set up an elderly fund mutual aid group to provide pension allowances to the elderly who meet a certain age; use rural idle funds to help villagers who want to start businesses and develop to improve the utilization rate and vigorously develop the tourism industry.

2.1.2 Develop characteristic cultural industries and improve the rural tourism industry chain.

Village H is unique geographical location, make use of its high-quality ecological resources, play a good "cultural tourism card"[1], and enhance cultural soft power.The government encourages the villagers to develop agriculture, fully explores the local culture, and creates a cultural landscape; grafts urban and rural atmosphere to create a local culture, skillfully uses rich human resources, and fully displays humanistic sentiments and pastoral scenery.

(2) Process objectives

2.2.1"Top-down" democratic participation methods

Village H has begun to undergo earth-shaking changes, insisting on efficient recycling, and in the process of old house renovation, villagers enjoy full autonomy, self-determination and supervision. Enhancing the enthusiasm of residents to participate in rural construction, encourage villagers to voluntarily invest, and sign old house renovation contracts in combination with the opinions of experts and villagers where houses are built, so that they can fully realize self-management and self-service, and promote rural economic development.

2.2.2 Fully mobilize internal and external resources.

In order to ensure the participation of community residents and the implementation of specific work steps, fully discover, excavate and train the backbone of residents, introduce industry experts or celebrities to provide visual advice, the urbanization of Village H is led by the government and experts. The district government Provide financial support every year and provide planning and design services for the reconstruction of houses in Village H[4], and promote the attention and investment of social organizations through cooperation and mutual benefit.

3.THE DILEMMA OF THE REGIONAL

DEVELOPMENT MODEL

Firstly, it's impossible to solve the community problems caused by the uneven distribution of resources and unreasonable systems. The acceleration of the modernization process will bring us new and rapid changes on the one hand, and on the other hand, it will also complicate the problems in the community. Relying on mobilizing the enthusiasm of residents and community participation cannot find the root cause of the problem. In most rural areas, villagers have limited knowledge and cannot understand the concept of regional development models. Their awareness of democratic participation is only related to whether their receive vested interests.

The second is the lack of means to reconcile different interest groups; in the face of different interest groups, how to achieve "equal distribution of gruel", community groups in different strata, their focus of attention is different, the so-called "difficult to adjust", and their respective concerns own interests and the distribution of resources obtained, the identification of the interest groups to which one belongs is higher than the identification of the overall regional community.

The third is the high cost and low benefit caused by democratic participation. The regional development model believes that through the extensive democratic participation of community residents, the goal of problem solving and self-help can be achieved. In practice, this type of social participation model will spend a lot of resources and time.

4. EXPLORING THE DEVELOPMENT PATH OF REGIONAL MODEL

The first is to stabilize democracy and efficiency. The regional development model aims to emphasize the use of their own resources by residents and stimulate their awareness of democratic participation. However, due to the inefficiency of democratic participation, the problem has not been solved in time. Therefore, in promoting the process of urbanization in rural areas, it is necessary to adhere to democratic elections, democratic decision-making, democratic management and democratic supervision, and divide village residents into groups and recommend them. Its recognized "village leaders" conduct fair and open competition, implement a transparent rotation system for resource allocation, and formulate related punishment systems.

The second is to expand the scope of the mutual assistance model based on the region. In rural areas, villages are the main basis for dividing the scope. Although the primary social groups tend to decline with the modernization of society, in rural areas, the difference pattern centered on village rules and rituals still exists. Groups have a high level of identity and psychological identification with their members, and villagers naturally regard other villages as reference groups. In addition, expanding the scope of mutual assistance conforms to the rural complex of "one call and a hundred responses, and a group to help" in rural villages[3], which is conducive to increasing villagers' democracy Participate in awareness.

The third is to strengthen the regional social network support system and gather the social centripetal force of acquaintances. In the rural society of human relations, reason and law, human feelings occupies an important way of decision-making, but the way of benefit coordination cannot be determined only by sensibility. Therefore, it can be discussed by selected representatives and selected by villagers elected through a group of sampling. The benefit distribution method carries out random sampling to minimize sampling error. This type of distribution method not only enables villagers living in the context of human relations to regard the relationship between relatives and sparseness as the criterion for judging right or wrong, but also has rational characteristics to a certain extent.

5.CONCLUSION

The construction of a new countryside requires being based on reality,focusing on the future, making overall arrangements, and scientific planning. At the same time, giving full play to the consciousness of village democracy, gives play to village democracy, adapts measures to local conditions, combines characteristics and culture, and enhances.The beautification of villages, the promotion of production development by industrial adjustment and the increase of profitable income as the basis to promote the comprehensive development of new rural construction.

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How Community Social Work can Better Intervene in Rural Community Governance
--Taking Jinshan Reservoir Village in Shanghai as an Example

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Abstract: The 19th National Congress of the Communist Party of my country pointed out that our country has shifted from a stage of rapid growth to a stage of high-quality development. Against this background, the 19th National Congress of the Communist Party of China also put forward a call for rural revitalization.Community work is the basic component of improving society. Under the background of urban-rural duality, it is necessary to vigorously improve the governance of rural communities. This article combines current community social work and discusses how to improve rural community services and how to improve community social work. Good intervention in the governance of rural communities, put forward his own views, and take Jinshan Reservoir Village in Shanghai as an example, combine the conclusions with practice, and put forward his own suggestions.

Keywords: rural revitalization; community service; Shanghai Jinshan Reservoir Village

1. RESEARCH BACKGROUND

Community social work refers to the basic social work method with community development, community organization and community service as the content. At this stage, my country is about to build a well-off society in an all-round way, and is about to embark on a new journey to basically realize modernization. Under such circumstances, if the community provides social work and management that are compatible with this, it is necessary to achieve innovative development, improve the quality of community social work, and make it an important part of the modernization of social construction and social governance. And after so many years of development, social community work has become a method of social work and an independent discipline.

So why research on community work?

From a macro perspective, community research is an important link in understanding the entire society. Why do you say that? Because society is a very complex system composed of large or small communities. Therefore, various types and levels of community services are indispensable elements of society. People also recognize the entire society through community research. Therefore, this is also the study and discussion of the general laws of social development and the common characteristics of similar communities. Therefore, it can be said that community research is the starting point for understanding society, which is why research on community work is needed [1].

2. DEVELOPMENT AND PROBLEMS OF RURAL COMMUNITIES

First of all, the rural community is a relatively complete regional social community composed of a certain number and quality of people living in the rural areas. This is the concept of the rural community. Some rural sociologists in my country have different understandings of the meaning of rural communities, but in general, rural communities have been developed into three types. They are scattered village communities, jicun communities and market town communities.

Compared with urban communities, it has the following characteristics[2]:

1. The area is very wide, and the dependence of rural communities on the natural ecological environment is stronger than that of urban communities.
2. The population density of rural communities is relatively small and the level of education is low.
3. Social problems are not as complex, concentrated and prominent as urban communities, and the crime rate is relatively low.
4. The occupations of residents in rural communities are mainly agriculture in a broad sense.
5. The social organization of rural communities is simpler than that of urban communities.
6. The economy, culture and technology are relatively backward.
7. Residents in rural communities are closely related by blood and geography.
8. The lifestyle of rural communities is relatively traditional and simple, and the pace of life is relatively slow.

Combining the above characteristics, rural community-based services and governance are a very important content of my country's new rural construction, and it is also an inherent requirement to promote urban-rural integration and new-type urban development. Combining with the characteristics of rural communities mentioned above, there are still many problems in rural community services and governance at this stage, and further theoretical and practical research is needed.

Among them, the current problems of rural community services are concentrated in the following three aspects.

(1) The main body of the supply of rural community services: unity and pluralism

In the previous practice of rural community service, the main body of supply of rural community service was unified. However, due to the underdeveloped market economy and the inability of the market to provide effective services to village communities, rural community services are mainly provided by neighbors and folks, and governments, markets, and social organizations rarely participate in the services of rural communities. In rural communities now, services have shown a diversified trend, that is, there are private individual services, market services, public institutions and collective organizations services, and public services provided by the government, and services provided by the government for rural communities. more and more. However, this diversified service is still in the stage of separation, lacking corresponding cooperation, and has not yet formed an overall service force.

(2) The role of the government in rural community services: steering and rowing

Some scholars rudely attribute some of the remaining problems in the construction of the rural community service system to "some local party and government leaders do not pay enough attention to it", but this statement is not entirely true. The role of the government in rural community services is the designer and helm, as well as the implementer and boater.

(3) Imbalance and equalization of the development level of rural community services

Under the dual urban-rural system, the state puts most of the focus on the development of public utilities in the cities, so urban community services have developed relatively quickly. Since the 21st century, although the rural economic situation has improved significantly and the state has continuously increased its support for rural development, the overall level of rural community services in my country is still relatively low, and the types of services provided to rural community residents are also relatively low. Not many, the imbalance in the development of rural community services is still very serious.

3. THE SIGNIFICANCE OF RURAL REVITALIZATION

In October 2017, the report of the 19th National Congress of the Communist Party of China made a scientific conclusion that socialism with Chinese characteristics has entered a new era, pointing out that my country has shifted from a stage of rapid growth to a stage of high-quality development at this stage, and for the first time proposed the implementation of rural revitalization. The strategy of the country is prosperous when the country is prosperous, and the country is declining when the country is declining .

First of all, rural revitalization can solve the main social contradictions of our country in the new era, and it is a very important path. Secondly, rural revitalization can make up for all the shortcomings of building a well-off society. Third, rural revitalization is an important guarantee for the comprehensive construction of a modern and powerful socialist country.

Combining with the current rural revitalization and development, I have also summarized several major trends in rural revitalization in the future [3]:

The two-wheel drive of rural revitalization and new urbanization will become the new normal.

New urbanization is an important driving force for rural revitalization.

New-type professional farmers will be an important force in promoting rural modernization.

Featured towns will become a new economic model to help rural revitalization.

Combining the above points of view, we understand that in order to respond to the call of the country, solve the problems of my country's current economic development, and revitalize the countryside, we need to better involve community work in the governance of rural communities . The above has pointed out the status quo of the development of some rural communities and some problems encountered. However, this article is limited in space. Take the Jinshan Reservoir in Shanghai as an example, focusing on how to increase the investment in rural community construction and the unbalanced development of Huhai community construction. Some suggestions are given for the problems of high branch costs and insufficient stamina.

4. HOW TO INCREASE THE INVESTMENT IN THE CONSTRUCTION OF RURAL COMMUNITIES AND REDUCE THE LARGE OPERATING COSTS AND INSUFFICIENT STAMINA CAUSED BY THE UNBALANCED DEVELOPMENT OF COMMUNITY CONSTRUCTION.

Take the Jinshan Reservoir Village in Shanghai as an example

(1) Current status of the reservoir village in Jinshan District, Shanghai

The Reservoir Village in Jinshan District, Shanghai, was formerly called "Reservoir Village". Because of its dense sprinkling nets, crisscrossing, and wide rivers, it resembles a natural reservoir, hence the name Reservoir Village. In recent years, it has successively won the honorary titles such as "My Favorite Village", "Municipal Beautiful Rural Demonstration Village", and "National Beautiful Leisure Village". Moreover, the reservoir village has abundant agricultural and forestry materials, and the transportation is very convenient. The main roads of the village are all blackened, and the green coverage rate is 100%, and the hardening coverage rate of the access roads reaches 100%. Such a beautiful water environment and very convenient transportation make the reservoir village a cultural and tourism industry base. Created very good hard conditions.

As a cultural tourism industry base, local culture is very important. Reservoir village has a long history of "water culture" connotation, which can be combined with the historical story of "Caoxi as a waterway for transporting food and grain in ancient times" and "the last salt field in Shanghai" to fully excavate and inherit rural culture. The above is the status quo of the reservoir village in Jinshan District, Shanghai.

And what problems still exist in the construction of rural communities in our country?

The first is that the level of economic development is low, the net income of farmers is not high, and some rural areas do not have industries and enterprises, and it is impossible to spend money to develop public welfare undertakings. This is the first. Furthermore, the investment in public facilities in rural areas is obviously insufficient. In some places, roads, schools, and rural areas have insufficient medical and health services. Coupled with the fact that rural areas are more involved in agriculture, the enthusiasm for participating in community activities is not high. Coupled with the lack of financial resources, the community has no basis for survival and development, and community work cannot be carried out smoothly. Insufficient funds are already the main obstacle to community development [4].

(2) Considering the current situation of Jinshan Reservoir in Shanghai, how to increase the investment in rural community construction and reduce the problems of large operating costs and insufficient stamina caused by the unbalanced development of community construction

As mentioned above, the Jinshan Reservoir Village in Shanghai has a very long history. At the same time, the transportation is very developed and the natural landscape is very beautiful. With these rigid conditions as a basis, it can become a very good cultural tourism industry base.

If you want the services of the local rural communities, you must improve the local economy and have advantages in cultural tourism. The Jinshan Reservoir in Shanghai can blaze a path of cultural tourism with its own characteristics through planning and practice. However, these alone are not enough. As mentioned above, my country already has a number of very mature cultural tourism industry bases, but there are also some problems in them, which need to be avoided by the Jinshan Reservoir Village in Shanghai.

As for how to improve local rural community services, first of all, local residents need to increase their awareness of rural community construction. At the same time, the local government needs to increase investment in Shanghai Jinshan Reservoir and make Shanghai Jinshan Reservoir a cultural tourism. Holy land can not only improve the local economy, but also improve the construction of local rural communities.

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Problems in Rural E-commerce Development in Quzhou City

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Abstract: The development of e-commerce in rural areas in my country is an important means and way to promote the integration of urban and rural areas, promote rural modernization, and solve the "three rural" issues. But at the same time, it is not difficult to find that the development of rural e-commerce in China still lacks specific theoretical guidance, and lacks the conditions for judging whether rural e-commerce has the development of e-commerce.Therefore, taking Quzhou as an example, this paper studies the problems existing in the development of rural e-commerce, and discusses the role of relevant policies and supporting systems in the development of e-commerce.
Keywords: rural e-commerce; support system; policy construction

1. INTRODUCTION

First of all, with the arrival of the information age, e-commerce has affected the whole society in all aspects[1]. Rural traditional business model will inevitably turn to this new model.Secondly, the government's strong support for rural e-commerce can foresee that the future rural business model will undergo major changes.Finally, Quzhou still has some shortcomings in the construction of e-commerce in rural areas, so it needs further analysis.

2.QUZHOU RURAL E-COMMERCE DEVELOPMENT SYSTEM

2.1Background of Rural E-commerce Development in Quzhou

In order to innovate the business model of rural areas, to accelerate the integration of urban and rural electronic commerce, expand the development space of e-commerce[2]. Since 2014, Quzhou has shifted its e-commerce development center from urban e-commerce and industrial e-commerce to rural e-commerce and agricultural e-commerce and commerce according to the unified deployment of the rural e-commerce development implementation plan.At the same time, the city also formulated a strategic plan, development path and policy construction framework to promote the development of rural e-commerce, and further focused on cultivating and expanding the rural e-commerce market.

2.2 Construction of Rural E-commerce Development Support System in Quzhou

According to its own cultural environment, economic development foundation, residents' education level[3], the infrastructure of hydropower network and logistics conditions, Quzhou set up an e-commerce industrial park.Taking Qu Shengke Chuangyuan as an example, the development support[4], business management and application support system in the park has formed an e-commerce industry park which integrates business, finance, talent training and resource sharing, and has solved the common problems of lack of professional guidance and lack of resources for operators in rural e-commerce in Quzhou. After several years of continuous investment and construction, Quzhou has achieved remarkable results in the construction of e-commerce infrastructure, policy support, financial support, logistics support, talent cultivation and so on, which has greatly improved the basic conditions for the development of rural e-commerce.

2.3 Issues related to the development of rural e-commerce in Quzhou

2.3.1 Regional imbalance in the development of rural e-commerce industry

The most prominent industry characteristic of rural e-commerce is clustering, so we should form a complete value chain as far as possible to form an industrial cluster, enhance the overall business environment of rural e-commerce industry, and form a cohesive functional level.Quzhou currently has 1482 administrative villages. According to the list of Zhejiang e-commerce professional villages and e-commerce towns published by the Department of Commerce of Zhejiang Province in 2019, only 38 villages in Quzhou have been named as e-commerce professional villages this year. It can be found that Quzhou e-commerce industry development area has uneven development[5].

2.3.2 Inadequate logistics system

Quzhou City, in addition to Kecheng, Longyou, Kaihua, Jiangshan and other counties (cities, districts) have obvious traffic advantages, logistics system is relatively perfect, other rural areas have less coverage of express outlets, small volume of business, insufficient number of express storage cabinets, poor service level, resulting in e-commerce "last kilometer" not smooth situation.

2.3.3Upgrading of Sales Platform

In the construction of rural e-commerce platform in Quzhou, there are still insufficient regional propaganda atmosphere, non-standard management of the main body of e-commerce, inadequate decoration of online shops, and the failure of after-sales service to provide "three guarantees ", which leads to the lack of flow and attention.

3.COUNTERMEASURES FOR THE DEVELOPMENT OF RURAL E-COMMERCE IN QUZHOU

3.1Co-ordinating infrastructure construction and personnel training system

In the process of promoting the construction of new countryside, Quzhou first needs to give priority to the development of rural roads and other transportation facilities, carry out government construction[6], and open the "one kilometer" journey.The second is to promote the policy of full coverage of rural network, invest financial resources, reduce the cost of rural broadband, improve the speed of the network, so that villages can access the network, families can access the Internet, and improve the balanced development of the region.At the same time, it is necessary to formulate policies to encourage the construction of rural logistics system, introduce and support the third party social subjects to construct and upgrade the distribution, trading center, agricultural infrastructure and logistics network in the region, so as to improve the timeliness of rural circulation information.

The development of rural e-commerce depends on operation to a great extent, and it needs talents with relevant professional knowledge to complete the operation process, so it is urgent to train the relevant operation talents.Therefore, we can organize business training courses, mainly focus on training rural e-commerce operation skills, in addition to the introduction of rural e-commerce practical talents, to do a good job of learning, introduction, stay in the cultivation system.

3.2 Improving policies and regulations for the development of rural e-commerce

The rapid development of rural e-commerce in Quzhou cannot be separated from the creation and improvement of the corresponding support and encouragement system, but also from government investment in rural e-commerce development elements[7].At present, Quzhou still needs to continue to issue a series of policies and measures to encourage the development of rural e-commerce. With the help of the pilot project of e-commerce, Quzhou should vigorously change the institutional mechanism that restricts the development of rural e-commerce.By perfecting the policies and regulations for the development of rural e-commerce, we should gradually tilt policies to remote counties, townships and villages, give priority to policies and regulations in some key areas, upgrade the project services of e-commerce public service system in other remote areas, and then encourage e-commerce related enterprises, non-governmental organizations and individual industrial and commercial households to participate in the construction of e-commerce service system, and at the same time provide subsidies to rural e-commerce companies or enterprises and institutions in need, so that rural e-commerce can develop together in Quzhou.

3.3 Increase the development of rural e-commerce logistics industry

With the development of e-commerce, in recent years, the logistics demand of Quzhou is growing rapidly, and the express delivery business is developing rapidly. In the process of building rural e-commerce logistics system, Quzhou needs to focus on optimizing the existing e-commerce logistics system, combining the development of existing small and medium-sized logistics companies with the development of existing small and medium-sized logistics companies. Unify the service standards of small and micro-transmission companies and standardize charge pricing[8], actively develop rural e-commerce professional logistics companies, enhance professionalism. In addition to the above measures, Quzhou should also increase the use of the old rural postal system to enter the rural e-commerce business, by encouraging the postal system to establish a rural receiving point network system, expand the logistics coverage.

3.4 Strengthening the construction of a marketing platform for rural e-commerce development

E-commerce is still a new development model for farmers in some rural areas of Quzhou, so it still takes some time for them to popularize and accept e-commerce.Therefore, Quzhou needs to create an atmosphere of rural e-commerce. It can use newspapers, television stations, public billboards, LED displays, network media, bulletin boards, public fences and other mass media to publicize rural e-commerce related information[9]. Improve the publicity atmosphere.In addition, in view of the low cultural level of some rural residents in Quzhou, relevant government departments should also strengthen the training and training of local rural e-commerce operators' sales platforms, including guiding how to decorate online stores, carry out transactions, receive goods and after-sales service services, and standardize the sales process of e-commerce platforms.Finally, Quzhou can also recruit online promotion, art, big data analysis, operation management and other platform construction personnel in the whole country, so as to solve the problem of short board of sales platform and strengthen the construction of rural e-commerce sales platform.

4.CONCLUSION

The problems of rural e-commerce in Quzhou mainly include regional development, infrastructure, platform construction management and so on.Therefore, it is very important to improve the rural e-commerce support system by integrating the infrastructure construction, perfecting the policy support and strengthening the sales platform construction.

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Philosophical Thinking on Practice of Singing

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Abstract: How to sing is a problem that everyone who is engaged in singing has been thinking about for a long time, and also a problem they need to explore. The knowledge of singing is the knowledge of thinking. Because the essence of singing is both concrete and abstract, and on the other hand, it is both external and connotative. It is because of these two reasons that singing, which was once a familiar behavior, becomes elusive and is difficult to be operated and controlled. Therefore, it is important for us to study the inner law of singing and distinguish the inner relief.

Keywords: Singing; Practice; Philosophy; Thinking

1.THE LINKS OF SINGING

The practice of singing respects the various links of singing. And the first and important thing to do is what to sing. Only by clarifying this theme can the practice of singing be carried out smoothly.

2. TO SING WITH ACCURATE POSITION, GOOD FORM AND IMAGE

The concept of position is a term borrowed from physics, and so is the form. These two points are important to the practice of singing, and are issues that singers should pay attention to. And it is also a question worthy of singers to discuss that how to sing the position, form and image.

Position refers to the location of a specific substance in a certain time and space; and form is precisely the fundamental reflection of this specific substance in the time and space in which it is located. To understand and master the characteristics of position and form is of great help to the construction of a distinctive sound image.

The position in the practice of singing referred to the point where the singer's sound (or sound beam) is concentrated upwards. And this point is the concentration point of the variable and adjustable sound controlled by the singer's consciousness. The focus of this sound-- whether the position is placed correctly or not, often determines the quality of the singer's singing. The higher the position of the point in singing, the more concentrated the voice,, and the more vivid the image of the voice, and vice versa. Therefore, it is necessary to emphasize the high position of the voice in the process of singing.

The form in singing is not a specific, visible, tangible, and real thing. It is a psychological reflection of our consciousness, thinking, imagination and association in perceiving the actual singing sound. It is the experience, feeling, imagination and association. The sound form in singing is actually a kind of expression of field. It is the true manifestation of the structural framework of the singer's voice. It is a dynamic and independent sound field whose attributes are the expression of field rich in spatial meaning. Understanding the experience of this field for the form of the human voice will be similar to the sensory experience, and it plays a key role in shaping the voice and image of the singer. Only when singers have the actual and sufficient experience of the position and form of the sound, can they describe the image of the self-pursuing sound in detail and effectively delineate it.

When we have the point of the sound position, the line of the overall breath, and the plane of the sound field structure, the image that constitutes singer's voice is particularly clear. This three-dimensional structure of points, lines, and planes is coexistent and indispensable for the image of singing. Only when the three-dimensional structure of points, lines, and planes exist simultaneously in singer's specific singing behavior, can singer's voice image show their own unique charm and can possess the concept of image in the real sense of singing.

3. TO SING WITH FINE TECHNIQUE, SKILLS AND PHILOSOPHY

Technique and skills are the fundamental guarantee to realize the essence of singing. It is beyond doubt that good singing must correspond to good technology and skill. However, technique and skills are often the bottleneck restricting our singing practice. From a historical point of view, many singers can't get out of the valley when they are engaged in the singing career, because they rely too much on technique and skills.

Technique refers to some methods and means to be adopted or must be adopted in the process of solving something. It is an effective way to interpret the thing and the application of methods. It is the expression of skills, the extension of science, and the choice of wisdom. It embodies the principle of generality.

The training of singing depends on a certain technology, and the scope of its technology has certain limitations. The general use is summarized by predecessors, and it is the reproduction of traditional technology. To use good techniques in the training and practice of singing, we must solve the following two problems.

3.1 To break through the tradition and innovate the technology

To achieve a breakthrough in technology, we need to innovate our ideas, break through the tradition and innovate the technology. First of all, we should transform the old technology in time and make it play a full role in the new historical period. Secondly, relying on the reality of the singing training, we should expand our thinking and innovate our technology. Then, we need to carry out the corresponding training that varies from person to person. Only in this way can our singing training keep pace with the times.

3.2 To carry out corresponding training that varies from person to person

The training of singing varies from person to person, which has brought problems to our actual operation. As the subject of singing, people's physiological structure is the same, but their consciousness, culture and accomplishment are different. Therefore, the use of technology in the actual training of singing must be from the impact of generality and individuality, and the training of singing should be different from person to person to take corresponding training.

Skill is different from technique in concept and meaning. Skill is the reflection of people's real ability in the process of using technique to solve something. It is the personalized embodiment of the specification, framework, range and scope of solving something. Only by clarifying the essence and connotation of technique and skills can we realize the real sense of singing the technique, skills and concepts.

4. TO SING THE TRUE SELF, EMOTION AND EXPRESSION

To sing the true self refers to singing about one's own knowledge, experience, culture, accumulation, etc.

A person's knowledge, experience, culture, cultivation and accumulation are the real embodiment of self connotation. To fully show one's value, singing, the highest way of human emotional communication, is the best platform to show one's self connotation. As long as the elements of self connotation are injected into the singing, the practice of singing will be heavy, reliable and guaranteed.

To sing the emotion refers to singing one's love, feeling, understanding, pursuit and yearning for life.

The requirement of emotion in the practice of singing is the top priority of singing performance. In the past singing activities, people always emphasized this problem. For instance, singing with emotion, expressing sound with emotion, and expressing voice with emotion emphasize the importance and significance of emotion for singing. However, when people emphasize the emotion, they often ignore the connotation of emotion as the first factor, and pursue the expression of sound too much. It shows that people still stay on the basis of perceptual knowledge and lack of rational care and support for the first element of emotion in the practice of singing. Therefore, in the specific practice of singing, every singer should reconsider and emphasize the rational treatment of the use and performance of emotion in the singing.

5. TO SING WITH REAL VOICE, RESONANCE AND OVERTONE

To sing the voice has long been advocated in the practice of singing., because the singer's voice is the most direct embodiment of singing behavior. A good voice is the real reproduction of the singer's imagination and association. It often brings endless reverie to the audience. It can directly move the audience, perceive the common people, and cause resonance in the soul.

And a good voice is built by good resonance. Only rich, multi-faceted, all-round and overall resonance can make the singer's voice have a strong penetration, and make the singer's voice fully and perfectly displayed.

Good voice and good resonance will produce magic overtone. Through the training, we know that in the training and practice of singing, every sound we sing does not exist independently, but is a complex of pitch and overtone. It is determined by the particularity of sound , namely diffraction phenomenon.

To sing the voice, resonance and overtone is the ultimate goal of singing. Only when the above six links are truly realized can the specific essence of singing the voice, resonance and overtone be reflected in the practice of singing. Only in this way can singing be full of vitality.

To sum up, the many issues mentioned above that should be paid attention to in the practice of singing are that singer should thoroughly understand the attributes of singing movement and carry out the specific practice of singing in accordance with the fundamental requirements of its inherent laws. Singing movement is by no means a simple, normal and human life behavior. It is a complex and huge system engineering, which is philosophy and speculation. It is the product of a higher level of human consciousness movement. It is also a re-creation and re-expression of human behavior consciousness.

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The Crisis Management of News Media in the We Media Era

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Abstract: We Media, also known as "personal media", "participatory media" and "citizen media", refers to the general term of new media that spread information to individuals through modern means of information dissemination, such as Wechat, microblog, forum, etc. We media, with its characteristics of openness, freedom and rapidity, has changed the mode of news and information dissemination and intensified the emergence of unpredictable crisis events. Therefore, it is of great practical significance to study the crisis management of news media in the era of We media.
Keywords:We media news media crisis management analysis

1.INTRODUCTION

The development of media technology brings us an indisputable fact: with the help of new media platform, more and more people break through the traditional form of media participation, and independently participate in the dissemination of personal experience or public expression, they become an independent form of media at the same time of dissemination or expression. In the online world, everyone is the media and everyone is the topic center. Billions of Internet users around the world have jointly created the era of We media.

2.WE MEDIA COMMUNICATION: AGGRAVATING NEWS MEDIA CRISIS

The so-called We media is a general term for personal media with blogs, podcasts, wikis, microblogs, news aggregation, forums, instant messaging and other new media as carriers. We media is also called participatory media, social media and user production content media[1]. In 2003, the Media Center released the "We Media" Research Report. The report points out that new media technology is changing the traditional mode of news production and dissemination. The first is to break the rules of the traditional media dominated information dissemination game. The right to produce and disseminate information is no longer limited to the authorities and specialized agencies. Everyone can become an independent media as long as they want, and can disseminate information in a large range. Second, the information production and dissemination of We media are also more rapid and convenient. Every netizen can use the new media platform to quickly disseminate information and make comments. These information and comments will not be strictly revieWed by editors. Third, the identity of the disseminator has become more vague. Because the network communication is basically anonymous, Internet users are more bold and free in releasing and disseminating information. Fourth, it has completely changed the top-down communication mode of information in the era of mass media. We media communication, represented by microblog, has changed the roles of the communicator and the audience, forming a "mutual broadcast" mode betWeen the audience and the communicator. At the same time, in the "We Media Era", We media communication based on microblog not only creates a new mode of news and information communication, but also dispels the professionalism and control of traditional news communication to a certain extent. This means that more free, open and independent We media communication will bring more unpredictable crisis events to the traditional news media. Generally speaking, "crisis event" refers to the big event with uncertainty that will cause potential negative impact. This kind of event and its consequences may cause huge losses to the organization and its employees, products, services, assets and reputation.

3.CRISIS MANAGEMENT OF NEWS MEDIA IN THE ERA OF MEDIA

3.1 updating the concept of crisis management and establish the awareness of crisis management

Since the advent of the media era, it breaks the monopoly position of news media institutions in news information dissemination and reporting, and makes information dissemination tend to be civilian and popularized. In this context, the news media institutions, which mainly report emergencies, are easy to put themselves in the "leading role" position of crisis events. In order to avoid this phenomenon, the news media staff in China should clearly confirm the changing trend of media market environment, and on this basis, carry out the innovation of traditional ideas and establish the crisis consciousness. For example, with the help of We media platform, We can explore the information focus and hot spots, and from these information, We can perceive the events related to their own news media institutions, and attach great importance to them. Through information identification and authenticity audit, effective measures are taken to manage them, so as to reduce the impact of emergencies and avoid the emergency from changing into crisis events.strengthen the public relations consciousness of all staff, establish the overall situation concept of the group, and take precautions. conduct systematic media public relations training for senior leaders, relevant department leaders and publicity specialists of all units[2]. Maintaining good media cooperation includes maintaining media relations, mastering media resources and grasping media dynamic information. Establish a smooth channel of communication and a perfect mechanism of crisis handling. Strengthen the internal communication process management of enterprises, timely grasp the latest information trends, and regularly carry out We diagnosis for enterprises.

3.2 improving the timeliness of crisis handling

In order to reduce the impact of crisis events, the news media organizations should find and solve the crisis in the first time. Therefore, the news media organizations should establish independent crisis management departments of news media, establish professional crisis handling working groups and conduct crisis public relations at the first time. Since the media era, the speed of information dissemination and the scope of information dissemination are increased. Once the news media organizations do not carry out crisis public relations for crisis events in the first time, they will increase the harmfulness of crisis events, reduce the public trust and social image of news media, and then affect the operation efficiency of news media organizations. Therefore, it is very important to follow the principle of time first and take brand marketing strategy to deal with crisis events.In a highly participatory and highly interactive network environment, the interactivity and timeliness of traditional media have been unable to meet the needs of enterprises. Enterprises must make effective use of new media tools, establish new links, and establish new communication channels. In order to bypass the traditional media and adapt to the speed requirements of the Internet situation, we can exercise our voice more effectively[4].

In response to the sudden crisis, we should pay attention to the opinion leaders who are more influential on the Internet. Generally, some problems of enterprises become crises beyond the control of enterprises through their we media channels. Therefore, we should pay special attention to some "high influence" people on the Internet, and make timely response to their evaluation.Through the interaction with information related parties, facts can be provided, sympathy can be obtained, and multi-party attitudes can be understood. Stakeholders can use the interactivity of the Internet to help them obtain the information and ideas they need, and can also transfer the attitudes of shareholders and enterprise leaders towards the crisis and the corresponding measures through the Internet[5].

3.3 establishing scientific crisis early warning mechanism

The early warning mechanism of crisis is an important means to improve the quality and level of crisis management. Therefore, in the era of We media, the news media institutions in China should establish a sound and scientific crisis early warning mechanism to collect, sort out and analyze the information that may induce crisis, and then forecast on this basis, so as to provide management decision support for relevant staff. In order to ensure the scientific, reasonable and practical nature of the crisis early warning mechanism, relevant departments and staff should do the following: first, news media organizations should establish information monitoring center with the help of modern technology and methods to realize the monitoring and management of crisis information and emergency information. Secondly, the news media organizations should establish a crisis event rating system within the organization, evaluate the level of crisis events through information processing, and on this basis, formulate a targeted emergency response plan for crisis events to ensure the scientific, time-effectiveness and rationality of the application of the treatment methods and measures.

3.4 strengthen communication and cooperation

Usually, news media in crisis need not only face the audience, the parties to the crisis, but also other media organizations and groups or organizations such as the government. Therefore, when the news media in China is in crisis management, it is necessary to establish a good communication and cooperation mechanism with these groups or organizations. For example, news media organizations in crisis events communicate and communicate for the first time with the parties to the crisis, namely the disseminator of crisis events, or the ordinary audience, or the staff of the news media organizations, or enterprises, to understand the truth, causes, process of occurrence, etc; Through communication with the audience, it shows their attitude, improves the understanding of the audience, enables the audience to have a further understanding of the truth of the event, reduces the harm of crisis and maintains their overall image; Through communication with other media agencies or governments, establish good cooperation relations, avoid the pressure of the same industry, and improve the understanding and support of the government.If we want to win in crisis management, we need to grasp the initiative of communication in the Internet age. This needs to do the following: the most dangerous time, the most easy to grasp the opportunity. We media should not be afraid of problems and avoid them. The emergence of a problem often reflects the problems existing in the media itWe or we media products. These problems can form a unique advantage of we media through some correct public relations means. Users will not give up we media that have the courage to admit and correct mistakes, but will stay away from we media that can't face their own shortcomings. The guidance of the right of public opinion discourse is the key to quell the crisis. If there are problems, we should be good at guiding, and deal with them through a series of communication and guidance. In the process of guiding, we should guide the aspects that are not conducive to we media to the aspects that are beneficial to we media[6].

There are three dimensions in dealing with crisis: speed, attitude and dimension. When dealing with problems, we should always emphasize these three points, communicate in time, sincerely and extensively. Only by doing these can we eliminate the crisis and embody the attitude of we media in the era of we media and Internet.

4. CONCLUSION

In a word, the era of We media has brought opportunities and challenges to the news media in China. It is an inevitable trend for the innovation and development of news media institutions in China to strengthen the crisis management of news media in the era of media. In order to improve the social image of news media institutions, the relevant staff of news media institutions should establish crisis awareness, establish crisis early warning mechanism, and strengthen crisis management with effective strategies.

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Concerning technology: a short analysis of Ge-stell and Individuation

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Abstract: We are now in the era known as the Anthropocene, which means that we have the technological power to shape the Earth. Heidegger considered the essence of modern technology Ge-stell through the representations of war and industrial society, and his thinking remained on the attitude of modern technology, let it be. For Simondon, the evolution of technological objects is a process of becoming, in which people could form trans-individual relation mediated by technological objects. But we still need to enter this wrestling match between man and man, man and technology, man and data, with a new understanding, more than ever before.

Keywords: Heidegger; Gilbert Simondon; Enframing; Individuation; Information space

1. INTRODUCTION

Brain-Computer Interface (BCI) technology was developed in the 1970s, and the experiments demonstrated by Elon Musk have been used as a real-time communication system connecting the brain and external devices, converting neural signals from the brain directly into commands to drive external devices and to communicate with the outside world as well as to control the external milieu instead of the body or linguistic organs. This technology is expected to solve problems in the brain in the future, for instance: deafness, memory loss, and blindness. This capacity seems to be the vision of the transhumanists, who want to improve the quality of human life and even a kind of evolution of the species through the implementation of high-tech technologies in ourselves: to control our metabolism, to enhance our physical perception, to enhance human intelligence and psychology through the assistance of science and technology. We are now in the era known as the Anthropocene, which means that we have the technological power to shape the Earth, and as the dominant human being, we are able to influence the Earth on different scales to make it become a so-called 'artificial planet' (Hui Yuk, 2017). We seem to have come to this point unconsciously and then suddenly realise that we have arrived at what might be the prologue to a technological singularity. While computers are infinitely close to generating self-awareness, we are still in a state of techno-unconsciousness, and where does this "technical unconsciousness" (Hui Yuk, 2020) begin?

(1) Enframing

In The Question Concerning Technology, Heidegger (1977) identifies a shift from technē in the ancient Greek sense to moderne Technik. He proposed Ge-stell (Enframing) as the essence of modern technology, a technological attitude that differs from technē and is characterised by "setting-upon", a "challenging-forth" attitude. In this way of thinking, the world is seen as the "bestand" (standing-reserve) to be exploited and used. Ge-stell is also an act of unconcealment, but one that treats the world as an object-being in relation to us and tends to order nature as standing-reserve or resource. In the face of such a shift, Heidegger argued that what we need is Gelassenheit (let it be), a tension between being wary of modern technology and being open to it.

(2) Individuation

Likewise, regarding the concernment of technology, Gilbert Simondon offered a different mode of thinking from Heidegger. He argues that we should go deep inside the technological object, from the technological element to the technological ensemble, to understand and recognize what transformations are taking place in it. In On the Mode of Existence of Technical Objects, Gilbert Simondon introduced a fundamental concept as “individuation”, from pre-individual reality to individuation and finally to psychological and collective individuation. It seems to me that this is also a response to cybernetics (Norbert Wiener, 1948), an openness from the inside out which firstly promises to resolve the state of alienation between human and machine, and which enables us to establish a new coupling, allowing us to reconsider the relationship between man and technology outside of Heidegger’s Ge-stell direction.

2. Ge-stell AS THE ESSENCE OF MODERN TECHNOLOGY

For the discussion of technology, Martin Heidegger first returned to the ancient Greek technē, which, in its original understanding, was supposed to consist of two aspects: technology and art. This "bringing-forth" is a poetic production, poiesis. Heidegger (1977) explored Aristotle's examples of four causalities and silver chalice to illustrate how a work can ultimately be presented to us: beyond matter and form, there is a purpose and the motivation of the designer (causa efficiens). This poetic presentation is called technē. It is a kind of unconcealment as a revealing of Aletheia. However, after the technological revolution and the world wars, which were essentially confrontations between technological industries, Heidegger began to rethink the essence of what he called "modern technology". The war was only a phenomenon; what Heidegger saw was the dominant position of modern technology in human society. This character of modern technology can be seen in post-industrial landscape painting, where the divinity of enormous mountains in paintings is gradually fading away, replaced by the idea that these mountains are resources that can be exploited. This revealing of the world as "standing-reserve" is what he called: ge-stell, which is also composed of two aspects: first, treating the world as an objective being (Zhouxing, 2020); and second, stellen (to set upon).

(1) Subjectivity in Ge-stell

First, ge-stell, as the essence of modern technology, is based on the calculability of things, whose existence becomes possible when they are calculable objects (Hui Yuk, 2019). The judgement of reducing things to calculable objects then needs to be done by human beings as subjects, that is, based on human subjectivity. This argument about human subjectivity can be traced back to Kant, in which "man legislates for nature", man as "lawgiver" initiates the concept of human "subjectivity". In Kant's three critiques, man as the subject of knowledge, aesthetics, and morality legislates the theory of nature, aesthetics, and practice through the capabilities of knowledge, aesthetic judgement, and reason, respectively; the constitution of reason, knowledge, and judgement as the conditions of the subject sets out man's status as the legislator of the subject (Fengwei, 2007). The ability of Reason represents the awakening of self-consciousness in man, and it is for this argument that man observes objects of reality on a rational scale, which is the subjectivity given to the human being from the perspective of the legislator.

Also, Kantian thinking about being is "the position of a thing or of some self-contained provision itself". The position here is derived from the Latin posito, meaning "the state of being set" (Zhouxing, 2004), and the position is obviously from the relation between subject and object. Position, then, is an activity emanating from the "I" as subject, and the thing I am asserting is the representation (Vostellen) in relation to me. In other words, the Kantian thesis of being constructs the legitimacy of human beings as subjectivity. And here, Heidegger's Ge-stell way of thinking becomes possible based on this subject-object relationship.

(2) Ordering revealing

Second, to go deeper on this, the attitude of herausfordern represents a “challenging” of nature, a way of seeing the world as “standing-reserve” that makes nature become resources that are ready to be exploited by us, with the help of modern technology. Her-stellen means producing; when we create specific technical instruments that will allow us to continue to exploit previously inaccessible areas, for example, the deep ocean. It has been ordering the deep ocean as a “standing-reserve” before humans ever dived into it; to this extent, modern technology is an ordering revealing (Heidegger, 1977).

Ge-stell as the essence of modern technology is also a revealing, but it differs from the original ancient Greek technē because the technē as bring-forth is an unconcealment of Aletheia. The dominance of modern technology, on the other hand, is a danger, a revealing that can affect the inherent of human being, as if we think we could reach anywhere with modern technology, only to find ourselves in a state of infinite with nowhere to turn to (Hui Yuk, 2020). Heidegger's idea of Gelassenheit (let it be) is neither techno-optimistic nor blindly anti-technology; it represents our being simultaneous "yes" and "no" to modern technology, thus allowing it to flow quietly between the outside world and us to achieve a state of equanimity. Is this idea of "the golden mean" indeed a way for us to escape this technological dilemma?

3. INDIVIDUATION, TRANS-INDIVIDUALITY, AND EMPATHY

Unlike Heidegger's shift on technē and modern technology, Simondon conceived the evolution of technological objects as a becoming process and introduced the concept of individuation. Before the genesis of individuation, to start with, there is a pre-individual reality, which acts as a potential for individuation to guarantee its smooth occurrence; in other words, this excess reality signifies infinite productivity (Hui Yuk, 2019). When the whole system is saturated, the addition of information (significance) that can cause a difference triggers this individuation so that the old structures perish and new ones emerge and eventually achieve a metastable state. Metastable differs from equilibrium because it is in a state of constant becoming, its openness allowing it to continue to accomplish another individuation when it receives the following input of information. In contrast, equilibrium is in a closed state, with no possibility of continuing to change. This individuation process of "information input - system reception - feedback" is based on what Simondon called "recurrent causality". This feedback loop concept arose from the emergence of cybernetics (Norbert Wiener), making it possible to transition from mechanism to mechanical organism (Hui Yuk, 2019). Through this feedback loop, which is able to process information, together with the associated

milieu formed between the technical individual and the outside, that individuation can occur.
Simondon described the evolutionary path from technological element to technological individual and ultimately to a technological ensemble. Technological individuals with their own independent associated milieus form an internally collaborative technological system in the technological ensemble. The arrival of a complete technological system in the factory brought the alienation of man from the machine. Alienation, in this case, means that man sees the machine as the other, as something alien to man; when the worker is no longer able to do the core work, but the machine does it, the worker becomes subordinate to the machine, unable to utilise his knowledge in the machine nor does he understand its working principles to any extent. The workers do not understand the machine, and so as the capitalists. Heidegger's Gelassenheit here does not solve the problem of the dichotomy between man and machine, so we could witness society pinning the hopes on science fiction and films, where we set up the machine as a threatening presence to man, ultimately violating our interests, thus brought about Luddite and Technological Pessimism. The dichotomy between worker and machine is not reconciled. In On the Mode of Existence of Technical Objects, Simondon used a large number of technical objects as examples and delved into their inner workings to understand how they worked. Through such a new understanding of technological objects, he hoped to reconnect man and machine and apply a new way to solve the alienation of man and machine, that is, trans-individuality.
When a technological object containing information can be used correctly, it can become a technological intermediary for establishing interpersonal connections (Simondon, 2017). This transindividual relation is always psychological and collective, the psyche has already been trans-individuated, and it is constantly searching for information to move towards the collective (Hui Yuk, 2019), completing the simultaneous individuation of the psyche and the collective. This openness to outward relationships allows the reconnection between people and things beyond the cybernetic circular path to address alienation. It is a transcendence of spontaneity driven by establishing relationships from the inside to the outside, in my opinion, through the establishment of the whole trans-individual relationship; thus, a field or context is formed. In this field, the individual's empathic reaction is activated and transmitted to each other through a technical object containing information that allows us to transcend individuality to understand each other's presence in-depth, thus resolving the problem of dichotomy.

3. INFORMATION SPACE

However, neither Heidegger's Gelassenheit nor Simondon's trans-individuality is sufficient in the face of the current information technology revolution. The proliferation of information technology compresses the concepts of time and space in the physical sense, thus creating a kind of "co-occurrence". Human beings have become the assets of technology companies in a gigantic network system formed by information technology objects, i.e., the competition of giant companies is about the number of users of different platforms. Before the birth of powerful computing algorithms, no company could have such a large amount of personal data. More and more data enable algorithms to make increasingly accurate predictions about the trajectory of individuals' lives, from all kinds of recommendation systems to polarisation in the political sense. The development of information technology has given a market to extremism, and those who hold extreme positions could be brought together through information technology. When extremists look around and find that all of them share the same position, extremism will slowly expand, that is, in addition to the problem of alienation between man and machine, the information technology revolution has also led to the problem of alienation between man and man. Besides this, the homogenisation brought about by information technology is slowly causing the loss of our particularity. For example, the convergence of aesthetics based on data recommendation models. How can we defend individuality in the information age? I suggest that art is needed to reactivate human perception. Art activates our reflective thinking by distorting forms to make the commonplace unfamiliar, and this ability to constantly reflect helps us maintain consistency between ourselves and the outside world, correcting our perceptions while maintaining our particularity.

4. CONCLUSIONS

Heidegger considered the essence of modern technology Ge-stell through the representations of war and industrial society, and his thinking remained on the attitude of modern technology, let it be. For Simondon, the evolution of technological objects is a process of becoming, in which people are able to form trans-individual relation mediated by technological objects. Through such relationships, new ways of understanding between machines and people are constructed, not just technological objects that are different from people. The shift from thermodynamic systems to information systems marks the point where people could be reduced as data in information systems, and information technology that has been at a different pace of evolution compared to our biological organisms, thus we need to enter this wrestling match between man and man, man and technology, man and data, with a new understanding, more than ever before.

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Discussion and Suggestions on the Issues about Personal Income Tax of University Faculty and Staff Under the New Individual Income Tax Law

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Abstract: At present, under the background of the increase of income generating projects, the improvement of teachers' treatment and the increase of teachers' income, and reasonable and proper implementation of tax planning have become the focuses of financial departments in universities. Based on the new Individual Income Tax Law, this paper analyzes the salary structure of university faculty and staff, and the status quo of personal income tax planning, and discusses the related issues such as tax planning. It points out that on the basis of abiding by the tax law, tax planning can be improved. In order to increase the after-tax income of faculty and staff, measures should be taken to reduce the burden of personal income tax.

Keywords: the new Indivual Income Tax Law; university faculty and staff; personal income tax; tax planning

1.INTRODUCTION

With the continuous investment of education funds in colleges and universities, the salaries of faculty and staff have been greatly increased; the number of people who meet the standard of taxpayers is increasing, and their awareness of tax-paying is also constantly improving. Under the background of the new Individaul Income Tax Law, studying the personal income tax planning is of great significance to protect the vital interests of the faculty and staff and help them fully enjoy the dividend of tax reform, and improve the ability of personal tax planning and professional quality of the financial staff.

2.MAJOR CHANGES IN THE NEW INDIVIDUAL INCOME TAX LAW

2.1 the increase of minial threshold

The minimal threshold of personal income tax has been raised from 3500 yuan per month (42000 yuan per year), to 5000 yuan per month (60000 yuan per year). Thus, most taxpayers will enjoy different degrees of tax reduction.

2.2 realizing the first step of the personal income tax from classified imposing to comprehensive imposing

Before the implementation of the new Individaul Income Tax Law, the taxable income for wages and salaries, labor remuneration, author’s remuneration and royalties were calculated separately. Now the taxable income will be calculated comprehensively and a unified progressive tax rate will be applied. The implementation of comprehensive tax imposing solves the problem of a possible big difference in tax burden between people with the same income[1].

2.3 the addition of the special additional deduction

Six special additional deductions that are closely related to people's lives are added to the new Individaul Income Tax Law. They are the deductions about children's education, supporting the elderly, housing loan interest, housing rent, continuing education and serious illness medical deduction items. The scope of special additional deduction covers all kinds of rigid expenses necessary for daily life, which is the biggest highlight of the new Individaul Income Tax Law.

3. SALARY STRUCTURE OF UNIVERSITY FACULTY AND STAFF

At present, there are many sources of income for university faculty and staff, which are mainly divided into on-campus income and off-campus income. On-campus income mainly includes basic salary, post salary, allowance, performance salary, scientific research reward, fees for teaching and invigilation fee, etc. Off-campus income includes income for off-campus lectures, author’s remuneration and assessment, etc.

4. STATUS QUO OF THE PERSONAL INCOME TAX PLANNING FOR UNIVERSITY FACULTY AND STAFF

4.1 Insufficient publicity of personal income tax policy

University faculty and staff generally lack the subject consciousness of personal income tax planning; they are not fully aware of the necessity of tax-paying; they do not have enough relevant knowledge about tax-paying, and sometimes misunderstand the agents of personal income tax withholding. The reasons for the phenomena can be attributed to the following aspects: the insufficient publicity of the university and and its tax department, and the faculty and staff’s lack of full understanding about the relevant policies, and their lack of awareness that paying personal income tax is the obligation of every citizen, and tax planning is actually to protect the personal interests of faculty member.[2]

4.2 Insufficient use of preferential policies of personal income tax

The withholding work of personal income tax is very heavy, which needs to be completed within a specified time every month. There are many policies and regulations related to personal income tax. The financial personnel cannot grasp the relevant preferential policies and regulations fully and accurately without the timely update of knowledge at ordinary times. At the same time, some preferential policies of tax reduction and exemption issued by the state are not implemented in time due to the lack of effective communication between the financial departments and the competent tax authorities.

4.3 performance pay reform and year-end bonus payment

Many universities have reformed performance pay. Teachers' performance pay includes basic performance pay and performance reward performance pay. Among them, the basic performance salary is paid monthly, and the reward performance is distributed to the secondary units at the end of the year. Faculty and staff will receive a large amount of salary at the end of the year, if they don't choose to distribute the bonus performance to be paid each month, there will be the problem of one-time tax payment at the end of the year.

4.4 the subject of personal income tax planning

Many faculty and staff think that the financial department of a university should be responsible for tax planning, but there is misunderstanding. With the personnel department in charge of the salary of faculty and staff, each school in charge of the teaching remuneration, the educational administration department in charge of the teaching achievement award and the scientific research department in charge of the scientific research award, the financial department is mainly responsible for the payment, so it has no right to participate in the distribution. Therefore it can’t complete the tax planning work alone[3].

5.SUGGESTIONS FOR THE TAX PLANNING OF PERSONAL INCOME TAX FOR UNIVERSITY FACULTY AND STAFF

5.1 the financial department of universities acting as a good tax publicist and counselor

The financial department of colleges and universities should strengthen the publicity of personal income tax. Firstly, new policies can be publicized through the campus network, QQ group, wechat group and flying book, etc. Secondly, if necessary, tax professionals can be invited to give lectures to comprehensively interpret the new personal income tax policy. Thirdly, for the elderly employees who are not good at using the personal income tax app, special guidance should be provided to help them correctly use the app. With these methods, the faculty and staff can master the relevant tax knowledge, and actively participate in the personal income tax planning in a reasonable and legal way, thus effectively protecting their own interests.

5.2 Making full use of special personal tax deduction and special additional deduction

Special deduction including social security and public fund deduction is one of the important ways of tax planning. Abiding by the relevant national policies, colleges and universities can properly increase the social security and accumulation fund expenses of faculty and staff and reduce the amount of payable tax[4]. At the same time, colleges and universities can also buy commercial insurance for the faculty and staff, which not only increases their welfare, improves their enthusiasm, but also achieves the goal of reasonable tax avoidance to a certain extent. The new special additional deduction is one of the highlights of the new Individaul Income Tax Law. Faculty and staff can make full use of the policy, thus reducing the tax burden and increasing the after-tax income.

5.3 Giving full play to preferential tax policies

The current regulations for personal income tax provides a series of preferential tax policies, including some tax reduction and tax exemption policies. Effective use of these policies can reduce the tax burden of the faculty and staff. The financial department of colleges and universities should actively establish effective communication with the competent tax authorities, and handle the corresponding tax exemption and tax reduction procedures for qualified faculty and staff. At present, the academician allowance, special allowance and bonus issued by the provincial government, the State Council and international organizations and other units according to the regulations shall be exempted from personal income tax; the income of retired senior teachers during the extended retirement period shall be exempted from personal tax; the taxable income of the scientific and technological staff’s cash reward for the scientific and technological achievements transformation can be reduced by 50% and included in the "salary" of the current month. The implementation of the national tax reduction and exemption policies can reduce the tax burden of the faculty and staff, and therefore mobilize their working enthusiasm.

5.4 Making good use of the transition policy of year-end bonus

According to the tax law, from 2022, the year-end bonus will be included in comprehensive income tax and personal income tax shall be paid. Therefore, from 2019 to 2021, faculty and staff can make full use of the tax preferential transition policy in the three years. To be specific, the year-end bonus for these three years can be taxed separately or incorporated into the consolidated income tax. And in a tax year, for each taxpayer, the tax rules are allowed to be used only once. Therefore, faculty and staff should choose the proper method based on the specific amount of the year-end bonus. At the same time, when they choose the year-end bonus to tax separately, the "tipping point" should not be ignored. If an additional yuan is paid at the end of the year near the "tipping point", it may result in an overpayment of several thousand yuan in taxes.

5.5 Strengthening communication among departments and paying salary evenly every month

The work of the faculty and staff is actually allocated in each month, but the income for class fees and scientific research awards will be uniformly calculated and distributed at the end of the year, which leads to the fluctuation of tax burden of teachers in each month. It is suggested to strengthen the communication and cooperation among departments[5]. The departments shall calculate the payment plan of teachers' salary bonus according to the workload of the whole year. Then, the personnel department and financial department budget the total salary of the faculty and staff in the whole year, and realize the balanced payment of annual salary on this basis, which can reduce the tax burden of the staff.

6.CONCLUSION

Tax planning is a "win-win", which is embodied in the following aspects: first, the application of various preferential tax policies and the formulation of corresponding tax planning in combination with the actual situation can reduce the tax burden of teachers, maximize their income and safeguard their own rights and interests; second, it is helpful to popularize the knowledge of personal income tax law and enhance the awareness of college teachers to pay taxes according to law; third, it can strengthen the professional quality of college financial personnel and continuously improve their ability of tax planning ; fourth, the state can continuously regulate and amend the current individual income tax law by collecting and analyzing the declaration behavior of taxpayers, so as to gradually improve the tax laws and regulations.

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A Comparative Study of English Versions of Huang Di Nei Jing Su Wen from the Perspective of Eco-Translatology

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Abstract: This paper, from the perspective of Eco-translattology makes three-dimensional adaptive selection and transformation as a focus to do comparative analysis of Luo Xiwen's and Paul U. Unshuld's English versions of the Huang Di Nei Jing Su Wen. The purpose is to explore the differences in the three dimensional transformations which are the adaptive selection and transformation of language, culture and communication, so as to broaden the perspective of comparative analysis and promote the development of traditional Chinese medicine culture .
Key Words: Eco-translayology ; Huang Di Nei Jing Su Wen; three dimensional transformations

1. INTRODUCTION

Huang Di Nei Jing is a masterpiece of culture of traditional Chinese medicine. This thesis mainly talks about two versions of Huang Di Nei Jing, which is respectively written by Luo Xiwem and Paul U. Unshuld, on the perspective of Eco-translation theory. In order to discuss the differences of two versions on language, culture and communication, the author chooses one focus on three dimensional adaptive transformations.

2. ECO-TRANSLATOLOGY

Eco-translatology is an interdisciplinary theory. Hu Gwngshen[2] made a detailed explanation of Eco-tranlatology. From his paper, most people know what Eco-tranlatology talks about. It is an ecological approach to translation study or translation studies from an ecological perspective. He combined the law of survival of the fittest of Ecology with translation theories, pointed that the process of translation is selective adaptation and adaptive selection, and emphasized the translator center and the translator responsibility. The principle is Multi-dimensional adaptive transformations [3] . The approach of translation is three dimensional transformations on language, culture and communication.

3.COMPARISON OF THE VERSIONS IN THE PERSPECTIVE OF THREE DIMENSIONAL ADAPTIVE SELECTION AND TRANSFORMATION

3.1 The Comparative Analysis of Two English Versions from Language

From the adaptive selection and transformation of language, the translator should be faithful to original text and choose appropriate translation strategies and principles to make selective transformation in large extent and provide convenience for readers.

Example 1 Luo Xiwen：

The Yellow Emperor was born divinely talented and began to speak in his very early days.

Paul U. Unshuld：

In former times there was Huang Di

When he came to life, he could speak

Example 2 Luo Xiwen：

People drink wine in a way as if they are drinking juice or soup

Paul U. Unshuld：

They take wine as an [ordinary] beverage

First, from two examples, it is easy to see that these sentences have different features of forms. The language of version of Luo[4] is read naturally but the language of version of Unshuld is read difficultly because it is in accord with sentences in ancient Chinese. Compared with original text, Luo isn't faithful in linguistic forms and make proper transformations. For example, Luo uses the "and" to connect two short sentences through the example 1. However, Paul U. Unshuld is faithful in linguistic forms of original text. It is found that each sentence makes correspondence in original text. Therefore, readers cannot only read a medical book but also appreciate the culture of ancient Chinese. Zhang Yan made a comment on this phenomenon: the English sentence pattern seems to imitate deliberately the sentence pattern of original text. From this example, it shows that two translators use different translation methods to make the balance of language elements.

3.2 The Comparative Analyzes of Two English Versions from Culture

Translation of traditional Chinese Medicine have to show the cultural property. Translators should choose appropriate strategy to translate the original text based on different readers.

Two translators have choose different translational strategies for dengtian. Luo Xiwen translates it into "ascended to his throne" but does not provide detailed explanation. Unshuld translates it into "ascended to heaven", and shows 19 lines words to explain it. Also, the dengtian is showed so many times in annotation. Therefore, it is helpful for readers to understand this word. From the adaptive transformation of culture,, Unshuld conserves the cultural property of dengtian. It embodies the original culture, so readers can appreciate Chinese culture.

In the example, Luo Xiwen translates Qi into vital energy. However, Unshuld uses transliteration and directly translated it into Qi. Transliteration can conserve the cultural property in a large extent, but it may be difficult for readers to get the main idea of the text. Vital energy can visualized express the main idea of Qi, but it can't try best to embody the cultural property. Moreover, he added lots of background knowledge. Also, he shared his opinions of Qi. He shows his opinion that it was wrong that lots of learners think of There Qi. He thinks it should be Six Qi. In view of this, it is known that Unshuld endeavors to conserve the cultural property.

Therefore, from the adaptive selection and transformation of culture, Unshuld pays more attention to culture property of original text than Luo Xiwen. Unshuld keeps in consistence of sentence patterns and tries his best to embody the characteristics of ancient Chinese. In annotation, he adds lots of background knowledge which conserves the cultural property well. However, Luo Xiwen just simply shows the component of Vital Energy. Vital Energy is consisted of the Heaven, the Earth and the Man. Luo Xiwen can predict the reader's level, so the English version can be easy to understand. Therefore, he does not explain the vital energy. He tries his best to conserve the cultural property by make his wisdom and the comprehension of readers together.

3.3 The Comparative Analyzed of two English Versions from Communication

The communicative purpose of translation of traditional Chinese medicine is that transform medical information, cure the disease and save people. Translators should think about something about target readers who can understand or accept the English version or not.

There are some differences between Rice and Paddy. Luo Xiwen uses easy words to express the meaning. The two translators use different sentence pattern to show the version. As it is well known, two translators made a selective transformation based on target readers. That is suitable to readers' level. Therefore, two translators make a transformation for communicative purpose based different target readers.

They are mai and shen, Two translators show different attitude in mai. Luo Xiwen translates it into pulse. However, Unshuld translates mai into vessel. Comparing to pulse, vessel shows more comprehensive meaning. In addition, Unshuld makes one passage of introduction of mai. The target readers are professionals. They have profound knowledge. They also think deeply. Therefore, he usually makes a detailed explanation for terms and translates it correctly. He thinks that we have chosen different English words only if we were certain that one and the same Chinese term was used in different contexts of the Su Wen to signify clearly distinguishable meanings[5]. In short, Unshuld makes great efforts to show the communication dimension of Su Wen[1]. Professional readers can understand the implication of terms correctly. That embodies the communicative intention well. At the moment, it is convenient for readers to read this book by looking up some words that they may confuse.

3.4 The Ideal of Translator-Centeredness of Huang Di Nei Jing Su Wen

Translators' subjectivity has some influence on translation. Translator-centeredness is a stage of translation behavior of during-translating. It takes process of translation and operation of translation as an orientations, which is an activity that translators' selective adaption and adaptive selection. There are so many factors that can influence translator-centeredness, such as the knowledge that readers have. Luo Xiwen has different target readers and purposes as same as Unschold. Qiu Daorong used Translator-centeredness to analyze two versions of Huang Di Nei Jing through knowledge, translation strategy and readers. He thinks Translator-centeredness can influenced versions.

Therefore, through their versions, two translators have their own translation principles, methods and strategies. Two translators, according to practical requirements, make selective adaption and adaptive selection to embody their leading role in their versions.

4.CONCLUSION

This article is to make a comparison and analysis of Huang Di Nei Jing Su Wen, whose translators respectively is Luo Xiwen and Unshuld, through three dimensional adaptions of Eco-translatology,. From language, Luo Xiwen is faithful in the meaning of original text and tries his best to keep sentence form in consistence. On the contrary, Paul U. Unshuld is faithful in sentence form and tries his best to access to original meanings. From culture, Unshuld pays more attention on cultural property than Luo Xiwen. His version embodies original culture through sentence pattern and annotation and helps us create an atmosphere of original culture. Moreover, Luo Xiwen focuses on target language. It is beneficial to promote Chinese culture. From communication, two translators can choose different ways to present the version based different readers to express communicative purpose. In this dimension, two translators do a good job.

ACKNOELEDGEMENT

This paper is supported by Scientific Research Fund of Hunan Provincial Education Department, Number: 18C0674

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Research on Improving the Quality of Return Letters from Commercial Banks
—— A Case Study of Irregular Return Letters from Qishang Bank

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Abstract: As an important procedure to obtain and evaluate audit evidence, commercial bank letter plays an important role in ensuring the independence, objectivity and fairness of audit work. In reality, the quality of bank reply is uneven, "violent thunder" incidents frequently event. On the basis of sorting out the cases of Qishang Bank, which was required by Dongyue group to issue inquiry letters in violation of regulations, this paper deeply analyzes the reasons for the fraud of the letters returned by commercial banks, and puts forward the ways to improve the quality of the letters issued by commercial banks, with a view to promoting risk-oriented audit quality, help promote the smooth and orderly development of the financial market.

Keywords: Qishang Bank; Letter of Credit; Return Letter; Route

1.INTRODUCTION

Letter to Commercial Bank is a necessary procedure for audit institutions and their professionals to carry out the work of auditing and capital verification, which is very important for identifying the errors and frauds in financial statements(Chen Yonghong and Tan Zupei,2016)[1] . However, in practice, there are great differences in the degree of attention, standard format and understanding of the letter itself among different commercial banks, which lead to uneven quality of the letter(Wang Yuehao and Lou Shengya,2016)[2] . In recent years, there are many cases of audit failure caused by invalidation of Commercial Bank’s response letters, which not only bring negative influence to relevant audit institutions and professionals, but also impact on the reputation and image commercial bank's themselves(Gu Chunhua,2018)[3] . Based on the cases of audit failure caused by collusion between Dongyue Group and the staff of Qishang Bank, this paper analyzes the loopholes and shortcomings in the supervision of Commercial Bank's response letters, and puts forward the corresponding strategies to solve the problems, with a view to provide new ideas and options for the work of Commercial Bank reply and confirmation work, so as to further promote the high-quality development of commercial banks, maintain the orderly and stable operation of China's financial market, and then promote the improvement of audit quality.

2.A CASE OF FALSE REPLY FROM QISHANG BANK

Qishang Bank

Qishang Bank Co. , Ltd. (Qishang Bank) was founded on August 28,1997. Its predecessor was the Commercial Bank of Zibo, headquartered in Zibo, Shandong Province. On February 13,2009, it was officially renamed Qishang Bank. On March 9,2020, the "Top 100 Banks of China in 2019" was released, Qishang Bank ranked 95th. In this case, Qishang Bank Xing Huanlu Sub-branch is located in Huantai County, Zibo, Shandong Province.

Dongyue group

Shandong Dongyue group was founded in 1987, and listed on the main board of Hong Kong in 2007. Since its inception, along with the direction of science and technology, environmental protection, internationalization, the company has grown into Asia's largest production base of silicon fluoride materials and the leading enterprise of fluorine and silicon industry in China. The leading products are green environmental refrigerant, polytetrafluoroethylene polymer materials. Its scale, technology and market share share rank first in the world.

The whole story of the false reply from qishang bank

In early 2015, in response to the The Chinese Certified Public Accountant's Audit, the group obtained an unqualified audit report. Then the company's chief financial officer Li found the former former Qishang Commercial Bank Xing Huan Road Branch President Kou to persuade it to issue a total of 860 million yuan for the East Yue group false bank inquiry letter. Under Li's persuasion, the Bank president arranged office director Cheng to stamp on the inquiry letter and mailed it to the sender. And as a return for the false letter, he hoped that in the future Dongyue group can increase the amount of deposits in Qishang Bank to complete its performance. In the end, the supervisory organ filed a lawsuit against Kou and Cheng for financial crimes. The court believed that the defendants had issued financial vouchers inconsistent with the objective facts for others. The amount of money involved in the case was 860 million yuan.

3.ANALYSIS OF THE REASONS FOR THE FALSE REPLY OF QISHANG BANK

Based on the analysis of the cases of Irregular Return Letters of Qishang Bank, this paper holds that the reason why the staff of Qishang Bank provided false return letters for violating professional ethics and laws and regulations to help Dongyue group to complete the audit is as follows.

Weak compliance awareness among bank staff

The former head of the Huantai branch of Qishang Bank easily accepted the improper request of the Chief Financial Officer of Dongyue Group and agreed to help in the audit process. Cheng, who was then the director of the Huantai Branch Office of the bank, knew that both of the inquiry letters were false and did not hand them over to the front desk officer in accordance with the rules and regulations, instead, he stamped the administrative seal of the Huantai Branch of Qishang Bank on both letters of inquiry. These actions reflect a general lack of compliance awareness among the bank's staff and a failure to follow the rules.

Lack of internal control and supervision system in banks

The internal control and supervision system is an important means of corporate governance. The appearance of various kinds of illegal operations in this case has not triggered any supervision mechanism in commercial banks, plus the fluky psychology of the staff, eventually, the violation resulted in a false bank response.

The profit-seeking nature of economic organization

As a financial economic organization, commercial banks'pursuit of profit makes it possible for them to enlarge their interests in the economic market. Nowadays, the rapid development of Internet technology in China has led to the increasing popularity of various online convenient means of payment, it has a certain impact on the traditional commercial bank business, and increases the possibility of violating laws and regulations in pursuit of profit and performance.

Lack of external oversight

At present, China's banks, financial asset management companies and trust investment companies and other institutions are mainly run by the China Banking Regulatory Commission (hereinafter referred to as “CBRC”) for unified supervision and management. However, with the large-scale expansion of commercial banks in the past few years, the number of branches is very large and complex, and the supervision of the CBRC can not penetrate into the branches or sporadic business of commercial banks, this left the space and loopholes for commercial banks to operate illegally.

4.THE WAY TO IMPROVE THE QUALITY OF COMMERCIAL BANK'S REPLY

This paper takes the inquiry letter of Qishang Bank as an example, and analyzes the direct and indirect reasons behind the inquiry letter of Qishang Bank by sorting out the events logically, it provides a way for commercial banks to further improve the quality of return letters, strengthen internal governance and external supervision.

Accelerating the application of new technologies such as blockchain

Blockchain technology can greatly reduce transaction costs and bring about a more secure and convenient environment for financial transactions(Guo Xiaobei and Jiang Liang,2020)[4]. After each transaction is completed, the data is saved in the form of blocks, and the data stored in blocks is difficult to be erased and tampered, so as to ensure the authenticity, integrity and accuracy of the transaction data to the greatest extent possible, ready for verification or inspection.

Strengthening the internal control of banks

All kinds of organizations can not run well without internal control, and commercial banks are no exception. Strengthening internal control is an effective way to make commercial banks run orderly and in compliance. Therefore, commercial banks should strengthen their own internal control from five aspects: Internal Environment, Risk Assessment, control activities, information and communication, and internal supervision.

Strengthen staff selection and training

On the one hand, in the recruitment and employment process, we should focus on the assessment of the personal quality and moral quality of the staff to be recruited; on the other hand, we should regularly organize the staff to carry out professional ethics education and training. In addition, it is necessary to enhance the sense of acquisition, belonging and responsibility of staff, to encourage staff for violations and May Cause Bank losses to stop the act in a timely manner.

Strengthen external supervision

One is to regularly audit institutions and audit professionals issued by the audit report for random inspection; the other is to formulate severe penalties, increase the intensity of illegal crackdown. In addition, the public should also be encouraged to publish the annual report of listed companies for questioning, tightly woven, closely woven, well-knit regulatory network.

Constructing the ecological network of Commercial Bank's return letter

We can also cooperate with government departments to set up a data storage center independent of commercial banks, rely on the government's credibility, and utilize technologies such as big data, blockchain and cloud computing, the business data of commercial banks are transmitted to the center for storage on a regular basis. The auditing and auditing departments of the center carry out random checks on a regular basis and are responsible for replying to the inquiry letters sent by the auditing institutions and auditing professionals.

5.CONCLUSION

It is an important source to obtain audit evidence from commercial banks. Therefore, the implementation of the procedure will affect the audit quality and the judgment of investors. However, with the increasingly fierce competition among commercial banks, coupled with the staff's weak sense of compliance, the absence of internal control and supervision system, and the lack of external supervision, commercial banks for their own interests to help enterprises issued false inquiry letter of the situation from time to time. In order to ensure the smooth operation of the financial market, new technological means can be used to strengthen the internal and external supervision of banks, improve the selection and training of staffs, and form an ecological network of commercial banks to respond to letters, finally promote high-quality economic and social development in the process of promoting the quality of the quantity return letters.

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The Current Situation of Preschool Teachers in Rural Areas and Its Development Strategies

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Abstract: Preschool education has always been a topic of most concern in the cause of education. In the context of continuous economic and social development, China has constantly emphasized the preschool education. The scientific and effective development of preschool teaching is extremely important for children's growth and subsequent stages of learning. Compared with preschool education in urban areas, preschool education in rural areas still has certain deficiencies under the influence of many factors. This paper mainly analyzes the current development of kindergarten teachers in rural areas, and summarizes and optimizes countermeasures in time.
Keywords: Preschool teachers in rural areas; Current situation of the team; Development strategies

INTRODUCTION

Preschool education has always been paid attention to by the society and the Ministry of Education. As far as the preschool education in rural areas is concerned, it is affected by factors such as teaching conditions and the ratio of teachers. Compared with preschool teaching in urban areas, preschool teaching in rural areas has certain limitations in all aspects. In order to ensure that children in rural areas can receive the most comprehensive and scientific education, it is necessary to pay more attention to the construction and development of preschool teachers in the daily work of preschool education, and to ensure the comprehensive quality of preschool education in rural areas.

1. CURRENT SITUATION OF PRESCHOOL TEACHERS IN RURAL AREAS

(1) The subject consciousness is relatively weak.

Preschool teachers are an extremely important part of preschool education. The subjective consciousness of each teacher will affect the overall level of preschool teachers. Combining with the actual situation, it can be found that there are certain deficiencies in teachers' self-cultivation and educational awareness. For instance, they have not fully realized the importance of preschool education in daily teaching; most teachers lack the enthusiasm for autonomous learning; they do not have the habit of reading newspapers recently, and do not concern about new educational concepts and new trends. In addition, it can be found that the workload of kindergarten teachers in rural areas is relatively high, and there are more cases of private classes. When they return home, they have to do their own housework and spend relatively little time studying. Under the combined effect of many factors, preschool teachers' poor self-learning enthusiasm will affect the comprehensive level of construction of preschool teacher team in rural areas to a certain extent.

(2) The overall quality needs to be improved.

It can be seen from the survey that the educational background of kindergarten teachers in rural areas is relatively low and there is a certain lack of professional knowledge. Most teachers are members of junior high schools or full-time schools. In addition, most rural schools have low requirements for academic qualifications in the process of selecting kindergarten teachers. The limitation of teachers' professionalism will directly affect the overall quality of preschool education in rural areas.

(3) The teaching method is not in line with the development of kindergarten children.

Some kindergarten teachers are failure to fully integrate preschool education into the actual teaching process of the classroom in the process of daily teaching. There is a premature first-year courses, for example, Chinese and Mathematics are included in the daily teaching content. As a result, there is a mismatch between the educational content of the kindergarten and the child's own development.

(4) There is a lack of management.

In the current preschool education in rural areas, the phenomenon of stocking is more serious. Preschool education should follow the game as the basic activity, and achieve the purpose of teaching in the process of guiding children to play. In the process of daily teaching in rural kindergartens, some teachers set less curriculum for activities, and some teachers even think that rural kindergartens do not need to carry out corresponding extracurricular activities regularly. In addition, there are no clear rules and regulations in the teaching management of rural kindergartens. Without plan, inspection and supervision of the management, the kindergarten teaching will be easy to appear the phenomenon of stocking, which directly affects the overall quality of preschool teaching.

2. THE COUNTERMEASURES TO OPTIMIZE PRESCHOOL TEACHERS IN RURAL AREAS

2.1 To improve the professionalism of preschool teachers

In order to promote the construction of preschool teachers and ensure the overall quality of preschool teaching in rural areas, it is necessary to improve the overall quality of preschool teachers. In the process of selecting preschool teachers, education departments at all levels need to strictly check the professional ability of teachers to ensure that every teacher has professional certificate and teacher qualification certificate. Considering that it is difficult for rural kindergartens to recruit graduates from professional colleges and universities for rural teaching, we can appropriately select the students who graduated from technical secondary schools and junior high schools in the process of the selection of preschool teachers. The prerequisite is to get the principle of training before taking up the post. In the process of early training, we need professionals to carry out the corresponding preschool education training to ensure that kindergarten teachers can accurately grasp the common measures and the focus of preschool education. Only after the training is completed and the assessment is qualified, can they carry out the formal preschool teaching.

2.2 To arouse the enthusiasm of preschool teachers

The current education methods and education system are changing. In the process of preschool teaching in rural areas, teachers need to maintain a higher learning enthusiasm to ensure the efficiency and timeliness of preschool teaching. And it is necessary to guide students to learn and master the new measures and new skills in the field of preschool education after class by consulting online materials or reading relevant learning reports, and gradually include them in the follow-up kindergarten teaching. The corresponding education departments need to regularly test the professional skills of kindergarten teachers, comprehensively evaluate the teaching level of kindergarten teachers, so as to improve the enthusiasm of kindergarten teachers' autonomous learning.

2.3 To reasonably optimize teaching methods

In the preschool teaching in rural areas, we should concern about the differences in the living environment and other aspects of rural children and urban children. In the process of regular kindergarten teaching, the corresponding kindergarten teachers need to combine the actual situation of rural children to continuously optimize the teaching methods to ensure that the preschool teaching is more suitable for the actual characteristics of rural children. For example, in daily teaching, the teacher can explain some knowledge about crops to students, or explain the ways of planting and harvesting grain, to help children realize the difficulties of their parents or grandparents' daily life.

2.4 To strengthen teaching management

In order to effectively guarantee the overall quality of preschool education in rural areas, it is even more necessary to take effective measures in a timely manner to strengthen the management and control of preschool education. Combining the actual situation of children's teaching in local rural areas and other factors, we should formulate targeted and scientific kindergarten management strategies, and regularly evaluate the development of kindergarten education, so as to find out the shortcomings or areas to be improved in the preschool education in time, and continuously improve and optimize the follow-up teaching to ensure the quality of teaching.

3. CONCLUSION

Preschool education has always been a hot topic of social concern. In the process of preschool teaching in rural areas, we need to pay more attention to the construction of teachers, and constantly optimize and improve the existing problems in the development of rural preschool teachers to ensure the quality of preschool teaching in rural areas.

ACKNOWLEDGEMENT

Innovative Training Program for College Students in Jiangsu Province（202013843013Y）； The project supported by "Qinglan Project" of Jiangsu Universities in 2021； Special Project of Jiangsu Education Science in 2020 of the 13th Five-Year Plan (C-C / 2020/03/3)； Horizontal Project (20201101)； Teaching Reform Project of Taizhou College, Nanjing Normal University（2020JG12015）

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Exploration on the Reform Path of Human Resource Management in the Era of Big Data

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Abstract: With the continuous development of information technology, a variety of novel management models have begun to emerge in an endless stream. In the era of big data, through its sufficient capacity and practicability, a large amount of data information can be analyzed and integrated in the enterprise, so that the enterprise management work can be carried out more smoothly. Human resource management is in the era of big data. It not only needs to improve its competitiveness in the industry through scientific supervision, but also needs to use big data to further change the management route and development route. But at present, it takes a lot of effort to better integrate human resource management with big data. It is necessary to conduct more in-depth research on big data in the enterprise, so that human resources can optimize internal management through the use of big data.

Keywords: the era of big data; human resource management; exploration of the path of change

INTRODUCTION

Compared with traditional human resource management, big data expands on this basis, mainly using modern technical means to collect human resources and related data, and then do further analysis and sorting, and finally achieve the improvement of the enterprise Such a goal of operational management quality. Nowadays, big data is still developing. It can effectively reflect the status of human resource management, and at the same time provide effective and reliable data to corporate managers when making decisions, and it also promotes the overall development of society and corporate economy.

1.USE BIG DATA TO IMPROVE HUMAN RESOURCE MANAGEMENT INFORMATION

In the data management of human resources of the past, both in terms of access to information and data are updated information enclosed or update not in time this problem, not only that, the lack of human resources is also a problem of the enterprise, in many cases, some problems, such can affect the judgment in operations management, human resources for the development of the enterprise [1]. Therefore, in order to improve the human resource operation and management ability, not only the efficiency of management needs to be improved, but also the management needs to adapt to the new era of technological development, and the relevant information and materials need to be improved by using big data, so as to ensure the stable development of enterprise operation and management. Can solve these problems will require the use of big data with appropriate, in various ways, large data better than in the past of human resource management has superior conditions, it will be abundant information and data at the same time, to the enterprise to save a lot of manpower and material resources, to promote enterprise development has played a big help.

2.USE BIG DATA TO REALIZE THE INFORMATIZATION CONSTRUCTION OF HUMAN RESOURCE MANAGEMENT

When the human resource management method changes, we must first understand exactly what the direction of the change is. If the thought and direction of the change are not accurately known, this will only make managers panic when making decisions. Once human resource management occurs Changing the wrong situation will cause irreversible losses. The accuracy of the change of thinking and direction will be related to the human resource management status under big data [2]. When building informatization in human resource management, the use of big data can not only enhance the communication and exchanges between enterprises and enterprises; it can also allow enterprises to allocate more reasonable staffing, thereby strengthening the overall human resource management level and The effectiveness of human resource management; the talent database created by big data can also be used to strengthen the work of talent mining and information statistics, and realize true information construction; enterprises can even reach cooperation with relevant platforms and use big data for The provision of more and more effective information and data by the enterprise can also improve the management of human resources, thereby further strengthening the operation and management of the enterprise. Compared with some other countries, different countries have different requirements for human resource management. This requires the use of big data technology to have a sufficiently broad and relatively deep research on the entire industry, so that companies can adapt to the environment of the times. Demand.

3.MAKE USE OF BIG DATA TO IMPROVE THE

HUMAN RESOURCE MANAGEMENT MODEL

After an enterprise's human resource management system has been perfected, the next step is to use the appropriate management mode to conduct a reasonable and correct planning and management of the enterprise as a whole [3]. In human resource management based on big data, enterprise managers can conduct in-depth inquiry on talent information, so as to improve the overall quality of management, reduce unnecessary procedures, and further help relevant personnel to manage and differentiate talent information. Big data can also be used to help the management department manage human resource information in real time and provide more complete and accurate information for the management department. In addition, the ability to analyze huge data with big data can be used to make reasonable plans for talent cultivation and development, and improve the independent innovation ability and enthusiasm of employees, so as to achieve the purpose of strengthening human resource management.

4.USE BIG DATA TO IMPROVE THE EFFICIENCY OF HUMAN RESOURCE MANAGEMENT

Although today's human resource management has offered a lot of relevant policies, but still need to use, can revolve around how to make use of big data and strengthen the human resources of fine management, also can revolve around how to in human resources management for the purpose to improve the efficiency of the use of big data, even in the budget management of human resource utilization to the big data, Only in this way can we better and more effectively restrain those who plan to do wrong and ensure the preservation of talent information under big data [4]. For example, special human resource storage databases can be created for each enterprise to share some human resource performance assessment and basic employee information in real time, so as to achieve the proper purpose of human resource management. Big data can also be used to carry out fine management analysis, performance analysis and early warning analysis for enterprises, so as to help managers to better manage and operate human resources. It can also make full use of big data to conduct real-time analysis on the talents needed by enterprises, which also creates convenient conditions for the supplement and management of personnel in the later stage. Finally, different talent information needs to be protected to different degrees, and the specific content of protection and the person in charge of examination and approval should be clearly stated, so as to maximize the utilization rate of big data in human resource management.

5.USE BIG DATA TO ENHANCE PERSONNEL ALLOCATION

Big data used to the human resources information management not only relates to the technology of data management and exploration, it also includes large data mastery of personnel structure and resource sharing center for the construction of the two important content, in order to let the human resources data are Shared globally, better for different types of projects accurately staffing, Also let the advantages of each employee can play to the extreme.

From the beginning of the human resources Shared service centers, next to each stage is to need to go through a lot of time doing research, through constantly design and grinding, especially in the big data for the standardization and the rationality of the talent information collection research and development, also need through a combination of feedback information, Only after in-depth research and modifications can the management of human resources be further developed gradually, and finally the enterprise development status under big data be at the best level. Through the data information of the data were collected with high integrity and high precision accuracy, it is also a big data to bring a big advantage of human resource management work, this let the human resources management work under big data when doing the optimization, can more targeted to the data, also let the staff under the big data configuration work speed is faster. In access to the effective and reliable human resources data information, also can pass some of the big data algorithm to solve the problems in the process of talent management, such as the structure analysis of talent, talent information classification and related personnel information storage, etc., finally still can use a large amount of data found some human resource management rule, To discover the value hidden in it.

In the whole planning process of big data human resource management, through analyzing the data of relevant talents, the management of talent-related information can be achieved more smoothly and more standardized, so that the information obtained by big data human resource management can be faster and more reliable. Such advantages are not only reflected in human resource management, as long as the problem can be solved by using big data for data analysis of information management, the same method can be used.

6.CONCLUSION

From above each point of view, under the time background of the development of information technology, we should truly in human resources management to use to the big data, the technology that is a perfect enterprise management system, optimize the management mode, the operations management level, effective ways of human resource management work efficiency, at the same time, under the atmosphere of big data, The communication between enterprises and between enterprises and society can also be more frequent, which further promotes the sustainable development of enterprises in China.

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The Effect of Exercise on the EEG of Hippocampal Discharge After MTBI

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Abstract： Mild traumatic brain injury can lead to cognitive impairment and long-term memory deficits, which mainly affect the hippocampal memory function, including learning memory and spatial memory. At the same time, electrophysiological studies have shown that the frequency of hippocampal CA1 discharge decreases and is accompanied by cluster discharges after brain injury. These discharges can seriously affect the cognitive and memory functions of animals. EEG also confirms that the human body will have abnormal EEG frequencies after brain injury, including frequencies such as alpha, beta, and theta. Among them, theta frequency has been recognized as being closely related to memory. Related. Exercise has a certain protective effect on patients with brain injury. Studies have found that after exercise rehabilitation treatment, the cognitive function and quality of life of many patients with brain injury have improved. Therefore, this research mainly focuses on the effect of exercise on hippocampal memory after brain injury. The functions are reviewed.

Keywords：TBI；hippocampal；electrophysiological；exercise

INTRODUCTION

Traumatic brain injury (TBI) seriously affects public health and increases the economic burden on families and society. At the same time, its fatality rate and disability rate remain high, and it has become a serious public health problem in China, including China. [1, 2]. The current treatment for TBI is mainly to reduce the secondary injury after the primary injury as much as possible and improve the patient's quality of life. Unfortunately, despite the numerous studies aimed at reducing neuronal damage after TBI and promoting functional recovery in patients, they have not been translated into clinical treatment options[3].

In recent years, exercise has become a popular research direction to reduce symptoms after TBI, and animal experiments and clinical trials have also confirmed that exercise can effectively protect brain neurons. Autonomous exercise in rats and mice can promote hippocampal neurogenesis and synaptic plasticity. Improve learning, memory and other functions related to the hippocampus[4], And data from human experiments also show that exercise can promote the plasticity of hippocampal dentate gyrus neurons and promote neurogenesis in adults[5], Reduce neuronal apoptosis, optimize brain nerve function, reshape brain axons and dendrites, thereby reducing the symptoms of secondary brain injury [6].

1.FEATURES OF HIPPOCAMPUS AND EEG AFTER MTBI

1.1 Electrophysiological characteristics of the hippocampus after mTBI

Changes in hippocampal discharge rate, circuit excitability, synaptic function, and field potential after TBI persist and are associated with abnormal behavior [7], When analyzing the local field potential after injury, the broadband power and power of the hippocampus decrease, and the specific destruction of theta rhythm (4-8 Hz) is related to the pathophysiology of memory loss [8]。The broadband power reflects the overall multi-unit activity (multi units activity, MUA) of the area around the microelectrode. When human neurons are highly correlated, the correlation between MUA and broadband activity is stronger. [9]。

In summary, the further characterization of the functional changes behind the cognitive deficits observed after trauma has potential benefits for the development of new therapeutic applications [10], After mTBI, it may lead to certain changes in hippocampal discharge patterns and rates, as well as the electrophysiological characteristics after injury. Further scientific research is needed to discover problems, to better understand pathophysiology, and to clarify how EEG can assist diagnosis mTBI patients.

1.2 Quantitative EEG (qEEG)

Brain electrical activities are usually grouped according to their potential frequency. δ activity refers to activities less than 4 Hz, θ activity refers to activities at 4-8 Hz, and α activity refers to activities greater than 8 Hz and less than 13 Hz [11], Beta activity is an activity greater than 13 Hz but less than 25 Hz, and γ activity represents an activity higher than 25 Hz. A typical scalp EEG is mainly composed of alpha and beta activity [7].According to the joint guidelines issued by the American Academy of Neurology and the American Association of Clinical Neurophysiology, Quantitative electroencephalogram (Quantitative electroencephalogram) refers to "the mathematical processing of digitally recorded electroencephalograms to highlight specific waveform components and convert the electroencephalogram into Can clarify relevant information or associated format or field value results and EEG data for subsequent review or comparison"[12].

1.2.1 Acute qEEG changes after mTBI

A few hours after mTBI-QEEG usually appears in a few weeks, the frequency of α decreases immediately, θ increases, δ increases, or θ: α increases [13, 14],At 3-10 days after trauma (average at 6 days), it was found that the power of slow α (8-10 cps) in qEEG increased, while the power of fast α (10.5-13.5 cps) decreased, and the α frequency decreased on average, compared with the control group Compared with, rapid β reduction (20-35cps)[15].

1.2.2 Subacute qEEG changes in mTBI

A few weeks after mTBI-a few months qEEG usually shows an increase in alpha frequency, about an increase of 1-2 Hz. This can be interpreted as a slow recovery from the trauma to the original baseline. Most acute EEG abnormalities resolve within 3 months, while 90% of head injuries resolve within 1 year [16, 17].

1.2.3 Chronic qEEG changes in mTBI

In a PCS (post-concussive syndrome) (international classification of diseases 10 standard) study, compared with the control group, there is a higher power in the triangular zone (1.5-5Hz), and in the alpha band (8.5-12Hz) There is a lower power in it. Researchers found that qEEG and blood-brain barrier (BBB) abnormalities may persist for several years in persistent PCS or be reversible in transient PCS [15].

Traditional EEG is important for evaluating post-traumatic epilepsy, but it may not be very effective as a routine screening method for individuals with mTBI or post-concussion symptoms. Quantitative EEG is expected to be used as a diagnostic evaluation of mTBI and symptoms after concussion. However, further scientific research is needed to better understand the pathophysiology and clarify how EEG can help maintain mTBI patients. A lot of work has been done in describing changes in mTBI's EEG and qEEG [14-16].

2.CONCLUSION

Human experimental data also proves that regular light to moderate aerobic exercise may be an effective non-invasive treatment that can improve the physical and cognitive impairment of individuals suffering from persistent and long-term symptoms after injury. Can promote nerve recovery and metabolism, and reduce the symptoms of secondary brain injury [6]. In summary, aerobic exercise helps optimize nerve function and has a beneficial effect on nerve damage. Animal and clinical studies have shown that aerobic exercise can reduce the volume of brain damage and improve many aspects of cognitive and motor function after stroke [18].

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An Analysis of the Strategies of Applying Multimedia Technology into Oral English Teaching

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Abstract: With the rapid development of science and technology in the world, multimedia technology has been widely used in English teaching in primary, secondary and even higher education, especially on the teaching of oral English. In the process of teaching, English teachers should choose to use multimedia technology reasonably, flexibly combine English knowledge to create learning situations for students, so as to stimulate students' enthusiasm for learning and help students to understand knowledge in a more intuitive and visual way. This paper analyzes and discusses how teachers use multimedia technology to improve the efficiency of students' oral English learning, and tries to put forward relevant teaching strategies to contribute to the improvement of oral English teaching.
Keywords: Oral English; Multimedia technology; Teaching strategy

INTRODUCTION

Oral English teaching is an important part of English teaching. The application of multimedia technology in English teaching and the full use of modern information resources not only conform to the development characteristics of the times, but also inject new vitality into the classroom. At present, some teachers have turned English teaching into video lessons and animation lessons due to the lack of reasonable application of multimedia technology, resulting in low efficiency of English classroom teaching. Therefore, teachers should learn the correct application method of multimedia technology in the classroom, output the contents of the classroom with the help of various forms of multimedia equipment, so that English learning can be more in line with students' thinking and cognition, closer to students' life, and can improve their English level and meet students' real needs.

1. PROBLEMS IN ORAL ENGLISH TEACHING

(1) Students have psychological barriers and lack of self-confidence.

Students are reluctant to speak English actively in the process of learning English. Students worry about that their English pronunciation is not standard, and that when English grammar is wrong, they will be laughed at by class students. Some students speak English in class without praise from teachers or even criticized for inaccurate pronunciation. This kind of situation greatly dampens the self-confidence of students in learning English, and the students are no longer willing to practice in the future oral learning. Over time, students' oral English level drops rapidly [1]. Therefore, in the process of oral English teaching, teachers should improve students' confidence in oral English learning from psychological aspects and stimulate their enthusiasm for oral English learning.

(2) Teachers' teaching method is single and classroom interaction is less.

As with grammar and vocabulary teaching, teaching oral English needs to master scientific and efficient methods. At present, in the process of oral English teaching, the teaching method is too rigid. The atmosphere of English classroom is not active, teachers and students interact less, students are reluctant to communicate with teachers in English in class. Classroom is one of the main places for students to practice oral English, but the role of oral English teaching is not fully played in the current classroom teaching. In the process of oral English teaching, it urgently needs to solve the problem of rigid teaching methods, and teachers should master scientific and advanced teaching methods and basic principles of oral English teaching.

2. STRATEGIES FOR TEACHING OF ORAL ENGLISH BASED ON MULTIMEDIA TECHNOLOGY

2.1 Elimination of psychological barriers

All teaching activities are students' learning activities. Students are the domination of learning. For the same reason, to improve students' oral English ability and improve teachers' oral English teaching quality, students must be motivated to learn oral English and overcome the psychological barrier of being afraid of speaking English. Among the psychological barriers, shyness, fear of making mistakes, and lack of self-confidence are the most difficult to overcome. Among the three, fear of making mistakes is the most important. In oral English classes, some students are reluctant to speak English because they are afraid of incorrect pronunciation, or fear of being laughed at if they say something wrong. Especially for introverted students, they are afraid of being laughed at by others, so they dare not talk in English. As a result, the more they dare not say, the more they cannot say, forming a vicious circle. It is an effective way to eliminate students' psychological barriers to use multimedia man-machine dialogue in oral English teaching. Students can use some interesting methods for oral practice, such as simulated situational dialogue method, film and television dubbing method, etc. The film dubbing method is to watch a simple and easy-to-understand cartoon, movie or TV series segment, and then students will imitate dubbing in groups. Students need to use their existing English knowledge to give full play to their imagination and make bold assumptions about the content of the pictures. In the performance process, students should be affirmed in time for their clever ideas and appropriate words and sentences [2]. This method is a good way to motivate students to practice oral English. It can well mobilize students' thinking and allow students to practice oral English in a relaxed and pleasant environment. This method can be used with the help of some English learning software.

2.2 The creation of English context

The traditional English teaching model is relatively simple, and the use of traditional teaching model for oral English teaching is not conducive to improving students' oral English ability. The use of multimedia technology can effectively improve students' learning of oral English teaching. Through multimedia technology, teachers can create English contexts for students to stimulate students' interest in learning, allow students to practice oral English more systematically, and the number of students' oral practice has been greatly increased. The development of situational teaching mainly relies on information technology to provide students with a platform for oral practice and stimulate students' interest in learning oral English. Teachers can use multimedia technology to create English contexts to stimulate students' interest in learning.

2.3 Abundant knowledge of English

English textbooks are the basic materials for learning English, but the knowledge of English books is limited. The rich and colorful English learning resources on the Internet just make up for this shortcoming. Some authoritative English learning websites are officially created, and another part of English learning websites is a gathering place for English-loving people. Teachers can share these useful websites with students, and encourage students to browse these webpages outside class time and choose some of the content they are interested in to practice oral English, so as to gradually cultivate students' interest in speaking English. Another principle that should be followed to effectively implement the design of oral English teaching in middle schools in an information technology environment is to use resources rationally and carry out a variety of learning activities [3]. The use of multimedia technology to integrate and use learning resources in English teaching can scientifically integrate learning resources into English learning activities, making English learning activities collaborative, exploratory, autonomous and discussing. It can also enhance the interest of oral English learning activities, so that students can improve their oral skills in collaborative, exploratory, autonomous, and discussing oral English learning activities.

2.4 The cultivation of English thinking

The way most students practice oral English is to come up with the Chinese first, and then translate it directly according to the Chinese content, which is easy to make mistakes. In order to solve this problem, teachers should pay attention to the cultivation of students' English thinking in the process of English teaching. It is a simple and effective method to indirectly cultivate students' English thinking ability by combining the content of movies and TV plays. This method can improve students' oral English ability in entertainment. Two points should be paid attention to when using this method. First of all, teachers should select appropriate video materials and show them to students in combination with textbook knowledge [4]. Secondly, teachers should timely guide students to learn authentic oral English expression in the video, and help students develop unique English thinking in a pleasant atmosphere.

3. CONCLUSION

To sum up, with the rapid development of science and technology, multimedia technology has become the mainstream of current education and teaching. Multimedia technology plays a unique role in English teaching. This technology can maximize the vividness, effectiveness and communication of oral English teaching. Through the visualization of sound and image, it can effectively improve the visualization of teaching information and content, and then effectively solve the problems in oral English teaching. In addition, it helps to reform and innovate traditional teaching methods to a large extent, and improves students' initiative and enthusiasm in oral English learning. Therefore, in the process of oral English teaching, teachers should skillfully use multimedia technology and choose the best teaching method to fundamentally improve students' oral English level and improve the quality of oral English teaching.

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Importance of Swimming Streamline and How to Improve It

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Abstract: The resistance of the human body in water is 12-15 times that in the air. Therefore, swimmers want to increase swimming speed by starting from two angles: increasing propulsion and reducing water resistance. The "streamlined" body posture can not only reduce the body's resistance in the water during the swimming process, but also allow the swimmer to maintain a stable and balanced body posture during the swimming process and improve swimming efficiency. Mastering the "streamlined" body posture can greatly promote the swimmers to learn the correct swimming posture and improve swimming efficiency.
Keywords: swimming; streamlined;

1.THE CONCEPT OF STREAMLINE AND ITS ROLE

Streamline is an external shape of an object. It is usually expressed as a smooth and regular surface, without large undulations and sharp edges and corners. Normally, the streamline is rounded in front and pointed at the back, and the surface is smooth, slightly like the shape of a water drop. Objects experience the least resistance when they move in the fluid. Streamlined object refers to the streamline of the water relative to the object flowing smoothly across the surface of the object. Except for a few eddy currents at the end of the tail, almost no eddy currents occur in other parts.

1.1 Swimming streamline

Travelers should maintain a good streamlined posture, the body will not sink, and maintain a stable state of balance. Therefore, the best streamline posture of the human body is a sliding posture where the body is stretched, the toes are straight, the arms are fully extended, one hand is pressed on the other, and the arms are close to the ears[1].

From the perspective of reducing resistance, the body posture of the shape of a rowing boat tends to be perfect. Therefore, in swimming techniques, "tip", "tight" and "flat" are used as the standard of streamlined body posture, that is: the two ends of the body should be "pointed", hands should be stacked, feet together; lower jaw, waist and abdomen kept "tight" Zhang; the posture remains high and "flat"[2].

1.2 The role of streamline

The human body's resistance in water is 12-15 times that of air. People are mainly affected by three types of resistance during swimming: shape resistance, wave resistance and surface resistance. The body posture of the human body in the process of swimming is closely related to the shape resistance and wave resistance.Maintaining a good streamlined posture allows the swimmer to maintain a balanced and stable state during the swim. A good streamlined body posture can not only minimize various resistances during swimming and increase speed, but also help maintain technical movements without deformation and reduce the chance of sports injuries[3].

2. PRACTICE METHOD OF STREAMLINED BODY POSTURE

2.1 Stretching up to the wall

Lean your back against the wall and raise your hands over your head. Note that the elbow joint of the arm cannot be bent; heels, buttocks, waist, shoulder blades, wrists, fingertips, etc. should be close to the wall without leaving a gap.

The practice technique is to fold your palms, place your arms behind your ears and press your head tightly, retract your chin and abdomen, keep your body straight up, pad your toes, and stretch as far as possible. Make sure that the back of the hands, arms, head, back, buttocks, legs, and heels are close to the wall from top to bottom. Hold on for 2 minutes[4].

2.2 Swiss ball with arms raised and stretched

Preparation position: Stand with your feet close together and your back against the Swiss ball against the wall, with your hands raised and folded, and your arms behind your ears. Tuck the lower jaw to ensure that the cervical spine and spine are in a straight line. The Swiss ball is placed behind the shoulder.

Practice method: Maintain the ready position for 10 seconds, then squat slightly and then stretch your toes upwards to ensure that the Swiss ball rolls slowly on the spine. Repeat 10 times[5].

2.3 One-arm stretch

Place one arm behind the ear and press the head tightly, stretch it upwards, retract the chin and tuck the abdomen, stretch it up to the limit, stay for 2 minutes, switch to the other arm, and repeat several times.

2.4 Plank support

Control the start and end time of the exercise. Always keep the spine and pelvis stable and neutral during the exercise. The ears, shoulders, hips, knees, and ankles are in the same straight line. Do not collapse, hunch back, turn hips, scoliosis, and rotate. phenomenon. Repeat the exercise several times for two minutes each time.

2.5 Bird Hunting Intermediate Level Practice

Practice method: Put the Swiss ball under the torso and buttocks, with your feet and legs on the ground, and look down while practicing; fix the pelvis, raise the right arm and left leg to be parallel to the ground, hold the posture for 5 seconds, Lower your right arm and left leg slowly, raise your left arm and right leg and repeat the exercise.

2.6 Floating on water

Practice method: legs close together, toes stretched straight, hanging on the lane line or float. Overlapping the palms of the hands, stretch both arms straight behind the ears, stretch as far as possible, retract the chin, and look at the bottom of the pool. Tighten your abdomen and raise your hips, keeping your waist and abdomen moderately tight. The whole person maintains a "high", "flat" and "straight" posture.

2.7 Floating on the wall

Practice method: Clamp and straighten your arms behind your ears, push your feet hard against the wall of the pool, and then keep your body in a "streamlined" posture: Clamp your arms behind your ears, bury your head, tuck your abdomen, and stretch your toes as close together as possible straight. Without doing any movement, slide your body as far away as possible. Be sure to keep your head down and look at the bottom of the pool during the whole process. This exercise can also be used to slide on the floating board with both hands.

3.CONCLUSION

According to the nature of water during swimming, the resistance experienced by athletes can be divided into three parts: viscous resistance, shape resistance and wave resistance. Under the condition of the same movement and the same speed, the wave-making resistance suffered by the athlete is the same. The viscous resistance is proportional to the surface area of the athlete immersed in the water. The higher the body position, the smaller the surface area immersed in the water, and the smaller the resistance. The flatter the body, the smaller the shape resistance. Through the above-mentioned methods, the streamlined posture of the swimmer is improved, the resistance suffered by the swimmer during the swimming process is reduced, the swimming efficiency is improved, and the swimming action is improved.

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Research on the Particularity of Higher Vocational English Teaching

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Abstract: In recent years, with the general expansion of the enrollment scale of higher vocational colleges, the status of higher vocational education in my country's higher education has been continuously improved. As one of the important components of higher vocational education, English teaching has a certain particularity compared with other English teaching.This article will conduct a preliminary exploration of this particularity, and then specifically propose the existing problems in higher vocational English teaching at the emerging stage and give corresponding solutions.
Keywords: Higher Vocational Education; English Teaching; Particularity; Questions and Suggestions

THE PARTICULARITY OF TEACHING OBJECTIVES

1.1 The difference between higher vocational education and ordinary college education

Higher vocational education is an education that teaches students a specific and clear vocational skills through a more professional and systematic teaching method.The discipline-based general higher education pays more attention to the comprehensive development of students in various disciplines and the integration of knowledge to cultivate students' theoretical research capabilities. The difference between the two determines the particularity of their respective English teaching goals.

1.2 The differences in the status of English teaching English.

For higher vocational education that pays more attention to professional skills.Students are only required to be able to adapt to social needs in daily employment and life in vocational college. In the face of complicated teaching tasks, the English curriculum of higher vocational colleges adopts only 1-2 sessions per week. It means that there are only a few opportunities for teacher-student exchanges.

1.3The differences in the focus of English teaching

Due to the particularity of the training objectives of higher vocational education, most students in higher vocational colleges learn English for employment and practice services, mainly for daily communication and other aspects, and do not require high academic attainments.From the point of view of teaching content, the professional characteristics are not highlighted, and the content of teaching materials is relatively lagging. Students who have been in the exam-oriented education model for a long time are accustomed to the "full classroom" teaching model, and teacher-student interaction comes from classroom sign-in, homework handing in and on-site exams. Teaching seems to have completed the task between teachers and students.The long-term low-efficiency teaching model has led to little effect in English education.

THE PARTICULARITY OF THE TEACHING AUDIENCE

2.1 The weakness of learning ability and lower efficiency

Most of the students in higher vocational colleges did not achieve satisfactory results in their previous studies, did not develop good study habits, and mastered reasonable, effective and suitable learning methods. Taking individual students as an example, on the surface it seems to spend a lot of time memorizing vocabulary and grammar, but in fact there are problems such as insufficient concentration and "rote memorization", which wastes a lot of time.

2.2 The weakness of interest and passive thinking

Students in higher vocational colleges generally have weak interest in subject learning, and lack the enthusiasm and initiative for English learning[1]. On the one hand, students in higher vocational colleges generally have the idea that “arrived in vocational and technical schools is to learn professional skills and master a skill. Therefore, these students devote their time and energy to the learning of vocational skills, and their attitude towards English learning is not correct. The emotion of "breaking the jar and falling" is generated, forming a vicious circle.

2.3The shortage of English learning foundation

Generally speaking, the subject foundation of vocational students is poor, and the English foundation is particularly weak.For students who have graduated from high school and entered vocational colleges, most of the students' academic performance is not satisfactory, and they have not yet formed a good foundation for English learning since elementary school and junior high school; however, because technical secondary schools and vocational colleges mostly ignore English teaching to students. For students, English learning is just to cope with the school's curriculum[2].

THE PROBLEMS OF PARTICULARITY OF VOCATIONAL EDUCATION.

(1)Insufficient assessment and differentiation of students' basic English

At this stage, although the English foundation of vocational college students is generally poor, overall, the English ability of students is still uneven and polarized.Students with a good English foundation may think that the content is too simple and the progress is too slow, which leads to a loss of interest in learning English and a change in attitudes[3]. And another part of the students with relatively poor English are unable to understand the teaching content and keep up with the teacher's teaching progress.

The unclearness of teaching objectives

As mentioned above, the requirements for English skills of students in higher vocational colleges are more focused on daily communication, which has a certain degree of particularity. It is embodied in the teaching of all aspects of English skills, blindly pursuing more advanced English applications, and having the characteristics of "many but not precise"[4]. This has led to poor applicability of the English knowledge learned by students for employment, especially the ability to communicate in English has not been improved as it should be, which runs counter to the goal of higher vocational English education.

The backwardness of teaching mode and conception

In the current higher vocational English teaching, the teaching mode of "full class" is still adopted, ignoring the classroom interaction with students, and in the assessment of students, written examinations are still used mostly, and the students' learning effects are judged by written test results. In addition, there is also a phenomenon of "examination-oriented education" in higher vocational English teaching. Furthermore, there is a certain gap between higher vocational students and ordinary college students in learning methods and abilities, and ignore the cultivation of students' learning methods.

4.SUGGESTIONS FOR IMPROVING HIGHER VOCATIONAL ENGLISH TEACHING

4.1 Evaluate and distinguish students' basic English

Specifically, higher vocational colleges should conduct a preliminary survey of students' English foundation. The reference steps include: first conduct a preliminary questionnaire survey. Based on the results of the questionnaire survey, develop corresponding ground test exams, including written exams, oral English, listening, and distinguish the strength of the students' English foundation through the student's performance range. It should be noted that students should be informed in advance that their grades will not affect the assessment of students' comprehensive grades to avoid inaccurate results. Finally, according to a series of test results, classes that match different basic English abilities can be divided, and students can be taught in a targeted manner.

4.2 Clarify teaching objectives and focus

For higher vocational English teaching, we must pay attention to the "applicability" of English ability to students. Therefore, higher vocational English teaching should make some choices in the choice of content. On the premise of consolidating the foundation of students, it focuses on training students' daily English communication ability and adapting to the needs of the job market and society. Under the background of quality education, higher vocational English exams can shift from focusing on vocabulary and grammar to focusing on writing, listening and reading.

4.3 Innovating higher vocational English teaching models and conceptions

In higher vocational English teaching, more attention should be paid to the cultivation of students' subjective initiative and interest and the guidance of students' learning methods. Specifically, first of all, new media tools such as the Internet can be used to improve the fun of English classrooms and the interaction between teachers and students. Secondly, optimize the assessment methods for students, no longer use results as a single evaluation method, and incorporate student communication skills and simple English application skills into the assessment criteria. Thirdly, seize the students' spare time, innovate the form of homework, encourage students to watch English soundtrack movies, and share their experience with teachers and classmates in class.

5.Conclusion

In shortly, as higher vocational education is an important part of higher education in our country, it is necessary and important to explore the specificity of English teaching. How to continuously adapt to the particularity of English teaching in higher vocational colleges and improve the teaching effect is worthy of our more in-depth research and discussion.

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Enterprise Supply Chain Channel Mode in the Era of Big Data

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Abstract:In this paper, the traditional single enterprise supply chain channel is analyzed to understand its shortcomings in the current era of development, and combined with the online sales channel, the new supply chain mode is systematically analyzed to explore the optimization of enterprise supply chain channel in TEOBD. Based on the study of the SCCM, this paper introduces online sales, and applies the supply chain optimization theory, game theory and other knowledge technology to optimize the enterprise SCCM, which has important theoretical and practical significance to improve the enterprise supply chain optimization and solve the problem of enterprise SCCM in TEOBD.The experimental results show that the analysis and optimization of supply chain channels is a necessary link for the development of enterprises. The proportion of online sales channels is rising, from 8.71% in 2016 to 42.76% in 2020. The growth trend of online sales channels is gradually slowing down, but it is still in a normal trend, which shows that the development of online sales channels is positive.

Keywords:Supply Chain; Channel Mode; Game Theory; Big Data

1.INTRODUCTION

With the advent of the Internet, the first mock exam era has brought about the rapid development of e-commerce market. The emergence of e-commerce has created the mode of network sales, which changed the traditional single line sales mode of enterprises, and provided a turning point for the transformation of the SCCM of enterprises[1-2]. The simple supply chain has been unable to adapt to the rapid changes in today's market. Enterprises seize the network sales, change the SCCMl, optimize and upgrade it to promote their own enterprises to occupy a certain share in the market [3-4]. At the same time, the development of E-commerce makes the conventional enterprises gradually lose their market competitiveness, which also forces the enterprises to accelerate the transformation and upgrading of the supply chain [5-6]. This transformation not only increases the competitiveness of enterprises, expands the market platform, but also increases the business pressure of enterprises, and makes great changes in the economic system of the whole society [7-8]. This paper analyzes and studies the traditional single enterprise supply chain channel to understand its shortcomings in the current era of development, systematically analyzes the new supply chain mode combined with online sales channel, and discusses the optimization of enterprise supply chain channel in TEOBD [9-10].

2.ENTERPRISE SCCM

The Current Situation of Traditional Supply Chain

Because the start and development of supply chain management in China is later than that of western countries, many enterprises have little understanding and practice of supply chain management, which is shown as follows: first, the cognition of supply chain management is relatively simple. In China, many traditional enterprises' management ideas can not dare to go to the advanced ideas of foreign countries. Many managers have great limitations in their understanding of supply chain management, and they have not deep understanding. Therefore, they may lead to misunderstanding of supply chain management, such as many managers' knowledge of outsourcing and horizontal integration of supply chain, It still stays in the strategic management thought of vertical integration in economics.

Stackelberg Game Optimization Algorithm

In the process of analyzing the optimization of SCCM, it is also an important issue to study and understand the decision-making problem of the upper and lower levels of the supply chain. The upper and lower levels of the supply chain interact and restrict each other. In the process of operation, how to obtain the optimal solution of supply chain channel operation is also a major research point. In this paper, Stackelberg game optimization algorithm is used to study supply chain optimization,the algorithm model is as follows:

$$\max_x F(x, y), (x, y) \in \Omega_0 \qquad (1)$$

$$\max_y G(x, y), (x, y) \in \Omega_1 \qquad (2)$$

Among them, F, x and Ω_0 are the objective function, decision variables and constraint set of the upper level decision maker, and G, y and Ω_1 are the objective function, decision variables and constraint set of the lower level decision maker. When the upper level decision-makers make decisions, they can control the lower level decision-makers according to their own goals. The lower level decision-makers not only achieve their own goals, but also affect the realization of the upper level decision-makers' goals.

3. EXPERIMENTAL STUDY

3.1 Subjects

This paper mainly studies the analysis and optimization of enterprise SCCM in TEOBD. In this paper, through the analysis of the traditional single enterprise supply chain channel, to understand its shortcomings in the current era of development, and combined with the online sales channel for a systematic analysis of the new supply chain mode, to explore the problem of enterprise supply chain channel optimization in TEOBD.

3.2 Experimental Process Steps

This paper mainly studies the analysis and optimization of enterprise SCCM in TEOBD. This paper expounds the supply chain management through research and analysis, and points out that this paper mainly focuses on the optimization of network sales. Then this paper analyzes the current situation of the traditional supply chain, points out the problems it lacks, studies the supply chain management under the platform e-commerce, focuses on the aspects of network sales and supply chain, puts forward the win-win relationship between e-commerce and supply chain, and points out a development direction for the optimization of enterprise supply chain analysis.

4. ENTERPRISE SCCM ANALYSIS AND OPTIMIZATION EXPERIMENTAL RESEARCH

4.1 Online Sales Channels

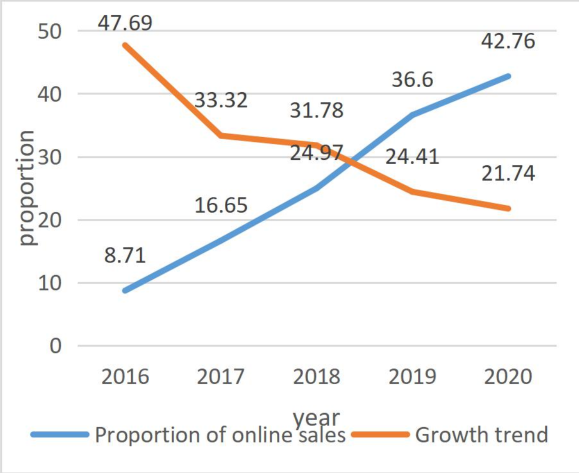
In TEOBD, the development of the Internet is driving the take-off of e-commerce industry. With its convenient, cheap and diverse characteristics, online sales are gradually occupying the market share. Facing the growing network sales, enterprises should size up the situation, analyze and optimize the SCCM, and change from a single traditional SCCM. In order to strengthen the determination of enterprise SCCM optimization, this paper collects and collates the proportion and growth trend of online sales channels in recent years through data mining, and the results are shown in Table 1.

Table 1.Proportion of online sales channels

	2016	2017	2018	2019	2020
Proportion of online sales	8.71	16.65	24.97	36.6	42.76
Growth trend	47.69	33.32	31.78	24.41	21.74

As can be seen from Figure 1, in recent years, the proportion of online sales channels has been rising, from 8.71% in 2016 to 42.76% in 2020. It can be clearly understood that the prospect of online sales channels is broad. On the other hand, the growth trend of online sales channels is gradually slowing down, but it is still in a normal trend, indicating that the development of online sales channels is positive.

Figure 1.Proportion of online sales channels



4.2 The Proportion of Purchasing Channels

With the development of the Internet, people's consumption concept has changed greatly. More and more consumers are no longer limited to offline physical channels, but online and offline shopping transactions according to their own needs. Therefore, enterprises should also keep pace with the times and realize the combination of online and offline in the supply chain port. This paper collects data and sorts out the proportion of purchasing channels in recent years, as shown in Table 2.

Table 2.Proportion of purchasing channels

	2016	2017	2018	2019	2020
Online trading	8.71	16.65	24.97	36.6	42.76
Offline Trading	91.29	83.35	75.03	63.4	57.24

the proportion of online shopping is rising. With the further development of the Internet, the proportion of offline shopping channels is reduced from 91.29% in 2016 to 57.24% in 2020, which further illustrates the necessity of combining online and offline channels.

5.CONCLUSIONS

Through the research on the analysis and optimization of enterprise SCCM in TEOBD, it can help enterprises realize the importance of reforming supply chain and optimizing channel to a certain extent, which is conducive to the implementation of dual channel supply chain mode, better optimization decision-making and better supply chain operation efficiency. Therefore, the research on the development of enterprise SCCM is beneficial to the development of enterprises. It can help enterprises to carry out transformation and upgrading, establish supply chain channels that match their own enterprise situation, optimize the design and management of supply chain channels, and enhance their own market competitiveness.

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On the Reform of English Translation Teaching in the Context of Internationalization of Higher Education

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Abstract: With the further development of economic globalization and China's accession to the world trade organization, the internationalization of higher education has become a new trend. At the present stage, how to carry out innovative reform of English translation teaching under the trend of globalization is a problem to be solved. In this regard, this paper analyzes the current situation and the advantages of English translation teaching. On this basis, combined with China's teaching situation and basic national conditions, the paper puts forward the targeted suggestions and countermeasures, in order to provide valuable references for the exploration of the teaching reform path of English translation in the situation of internationalization of Higher Education in China.

Keywords: education internationalization, English translation, teaching reform

1.INTRODUCTION

At the end of the 1990s, the tide of internationalization of higher education sprang up, in which many countries participated. The international education markets have been opened up, among which English translation course is of great significance to cultivate international talents who meet the requirements of national and social development. At present, the teaching of English translation in Chinese higher education is still based on the traditional teaching model, and its teaching effect has been unable to meet the requirements of the development of the new era for high-quality language talents. Therefore, under the background of internationalization of higher education, it is imperative to innovate the teaching reform of English translation.

2.THE NECESSITY OF ENGLISH TRANSLATION TEACHING REFORM UNDER THE BACKGROUND OF INTERNATIONALIZATION OF HIGHER EDUCATION

With the development of information technology, the communications and interactions between countries have become more and more frequent, and the higher education tends to be internationalized. In this context, the demand for talents in the translation market at home and abroad is also growing. In order to better adapt to the international development situation, the teaching reform of English translation major has become an important topic.

2.1 To adapt to the development trend of education internationalization in the future

Higher Education is the great plan of the country, which plays an irreplaceable role in the prosperity of the country, the rejuvenation of the nation and the development of the society. With the development and advancement of information technology and economic globalization, the internationalization of higher education has become an inevitable development trend of future education, and all the countries in the world attach great importance to it. [1] Driven by the current situation, China's education reform for English translation is imminent, and the demand for talents in the translation market is also increasing. Therefore, the innovation and reform of translation teaching in China is to adapt to the future development situation, and is the inevitable path to pursue the internationalization of talent training.

2.2 Being consistent with the demand for talents in the domestic translation markets

In recent years, with the improvement of China's international status and the continuous promotion of opening to the outside world, China's demand for high-quality translators is growing. Based on the demand for professionals, China's major colleges and universities have increased the proportion of English translation courses, and take it as a compulsory course. Under the background of internationalization, how to cultivate interdisciplinary talents with excellent professional ability, innovation ability and international vision is a major issue facing China. Therefore, the innovation and reform of English translation teaching in China is consistent with the demand of the current translation market.

2.3 Being closely related to the improvement of students' translation ability and employment prospects

As an international common language, English's status has been improved under the situation of the world economy gradually moving towards integration. Under the trend of education globalization, the teaching objectives of English translation course in colleges and universities have a new direction, that is, to cultivate advanced translation talents as the goal orientation, to strengthen the training of students' professional ability and career planning, so as to meet the needs of the society for talents. Therefore, the innovation and reform of translation teaching is conducive to the enhancement of students' professional translation skills, understanding the market demand from different dimensions of training, so as to enhance their employing ability.

3.THE CURRENT SITUATION OF ENGLISH TRANSLATION TEACHING IN THE CONTEXT OF INTERNATIONALIZATION OF HIGHER EDUCATION

In the process of contact with the world, both political and cultural exchanges, economic and trade interactions in China need the full participation of professional translators. However, the proportion of translation majors in colleges and universities is less than 10% after graduation. Through the analysis and research, there are some problems in English translation teaching in Chinese higher educational institutes.

3.1 The old teaching content and out of line with reality

In the international education situation, colleges and universities have not paid more attention to the allocation of English translation textbooks. Because the textbook version is relatively backward, the sentences quoted in the text are not consistent with the language development characteristics of the present era, which leads to the students' practical learning needs not being met. In addition, in the classroom teaching of English translation, university teachers use the traditional teaching mode of cramming method, which focuses on the teaching of theoretical content and the practice of teaching materials example sentences, such as literary translation and theoretical research results, which leads to the relative limitation of practical skills of English translation students. At the same time, it is difficult to contact the real translation work in society. [2]

3.2 Single teaching mode and poor learning effect

At present, most of the translation courses in China are mainly classroom teaching, and teachers still use the old teaching mode in the past, and the teaching effect is worrying. On the one hand, teachers are good at the teaching of cramming method in traditional mode, that is, teaching through the theoretical teaching knowledge of textbooks and situational simulation translation exercises, and oral explanation and comment on classroom exercises or homework after class. The teaching in this mode is dry and boring, which is not conducive to students' initiative learning. On the other hand, due to the lack of relevant experiences in translation, the content of the exercises arranged by university teachers is out of line with the practices, which has little effect on the improvement of students' translation application ability.

3.3 The fuzzy teaching objective and the weak practical ability

At present, the problems in English translation teaching in colleges and universities are vague teaching objectives, and there is no curriculum system aiming at talent orientation, which leads to the general low practical ability of students and the employment situation is not optimistic. Because the classroom teaching in the university is more theoretical than practical, the teachers in the class teaching mainly focus on the teaching materials, and lack of market knowledge, which makes it difficult to involve in the real translation projects for students to practice. In addition, the teaching objectives of English translation in colleges and universities are not clear, students have not experienced the society and lack understanding of the workplace. Most students have no plans for the future, which leads to the phenomenon of work and major mismatch after graduation.

4.EXPLORATION OF ENGLISH TRANSLATION TEACHING UNDER THE BACKGROUND OF INTERNATIONALIZATION OF HIGHER EDUCATION

With the further internationalization of higher education, more and more attention has been paid to the cultivation of high-quality translators in China. In order to meet the development of society and the national demand for talents, colleges and universities have carried out teaching reforms. In view of the problems existing in English translation teaching in China, we can reform and explore from the following aspects.

4.1 To determine the teaching objectives oriented to the cultivation of translation talents

In order to adapt to the trend of internationalization of higher education, colleges and universities are bound to determine the goal oriented teaching goal of cultivating translation talents. First of all, the high-quality compound translation talents must have the professional ability to master a foreign languages, and master a variety of industry knowledge and the latest subject knowledge, so that they can do well in the future translation work. Secondly, translators need to have good thinking transformation ability and be competent for the related work of translation. [3] Therefore, colleges and universities need to make clear the teaching objectives oriented by personnel training, and build the corresponding curriculum system on this basis, which will get twice the result with half the effort.

4.2 To construct a teaching system oriented by improving practical ability

Under the background of internationalization of education, we must start with the reform of English translation courses in order to improve students' translating practical ability and realize the teaching goal of cultivating translation talents. First of all, the compilation and updating of English translation textbooks should keep pace with the times. At the same time, teachers need to keep abreast of the latest scientific research trends in time, so as to ensure that the subject knowledge imparted is kept up-to-date in teaching, so that students can have a sound understanding of the current situation and development trend of translation. In addition, in the process of English translation teaching, in addition to the explanation of basic theoretical knowledge and the translation practice of textbooks, undergraduates need to go out of textbooks to receive practical training, or obtain relevant translation certificates, so as to improve their translating practical ability.

4.3 To cultivate a team of teachers oriented by high quality teaching output

In the current situation of international education, a high-quality teaching team is the premise to achieve the goal of training senior translators. Colleges and universities can carry out professional and targeted training for teachers through the mode of school enterprise cooperation, so as to improve the professional ability of English teachers. At the same time, colleges and universities can hire foreign enterprise staff with strong personal ability to act as lecturers, which can not only enhance the exchange and learning between teachers, but also supplement the latest scientific research knowledge that students lack. [4] In addition, inviting experts from the translation industry and translation companies to hold regular lectures on campus is not only conducive to improving teachers' professional quality, but also helpful to enhancing students' practical training skills.

5.CONCLUSION

To sum up, with the further development of globalization, cooperation and exchanges between countries are becoming more and more frequent, and higher education is gradually moving towards the international market. Therefore, how to cultivate high-quality translators who meet the requirements of social and national development is an important task of English translation teaching. Based on the research of this paper, colleges and universities can explore the new path of reform from three aspects of teaching objectives, teaching system and teaching staff, so as to meet the requirements and expectations of talents in the new era.

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On the Guidance of Core Socialist Values in the Education in Ideology and Politics for College Students

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Abstract: In the context of the new era, China has entered a period of development of socialism with Chinese characteristics. The development of Chinese education is changing rapidly. Education in ideology and politics needs to fully reflect the characteristics of the times. Therefore, the education in ideology and politics for college students should also conform to the development of the times and fully implement the core socialist values. In the implementation of education in ideology and politics, it is necessary to strictly follow the guiding ideology of Marxism, strictly control the trend of the times, and adhere to the guidance of core socialist values, which is the only way to carry out the education in ideology and politics and promote the development of the new era.

Keywords: Core socialist values; College students; Education in ideology and politics

INTRODUCTION

Nowadays, China is in an era of rapid development, and it is a crucial stage for realizing the Chinese dream of the great rejuvenation of the Chinese nation. In the current development of the new era, the education in ideology and politics is an educational work that cannot be ignored, and it is an indispensable link for cultivating talents with positive thoughts and grasping the correct political direction. Therefore, in the context of constant changes and development, it is the theme that need to be discussed and considered constantly in the development of the times to deepen core socialist values and integrate these values into the education in ideology and politics effectively. This paper studies and discusses the meaning and significance of the core socialist values and its guiding strategies.

1. THE MEANING OF CORE SOCIALIST VALUES

The 18th National Congress of the Communist Party of China made a new summary of core socialist values, and put forward the new concepts of advocating prosperity, democracy, civilization, and harmony, advocating freedom, equality, justice, and constitutionality, advocating patriotism, dedication, integrity, and friendliness. It has summarized the correct value orientation of today's society in 24 words, and explained the core socialist values from the perspective of the country, the society, society and the citizen [1]. It can be seen that core socialist values are highly valued by the Party and the country, and their construction system is gradually improved in the continuous practice, and its application in the education in ideology and politics cannot be ignored. The core socialist values are not single theoretical system, but the unity of theoretical system and practical system. In terms of theory, the effective use of these values can rebuild the values of the people and make the positive thoughts popular in the society. With the rapid development of social economy today, the expression of core socialist values not only meets the needs of the vast majority of people's value pursuit, but also provides a clear-cut value orientation.

2. THE SIGNIFICANCE OF CORE SOCIALIST VALUES IN GUIDING THE EDUCATION IN IDEOLOGY AND POLITICS

From the individual level of college students, using core socialist values to guide their education in ideology and politics can improve their moral quality, develop correct and scientific behavior habits, build a talent team with good morality and firm political thought. It helps to promote the wide spread of positive thoughts among college students, and is conducive to educating people with the thought of socialism with Chinese characteristics in the new era, strictly implement the Party's educational policy to cultivate talents with morality, and cultivate young talents with firm political thoughts [2], so that the majority of students unswervingly adhere to the party's absolute leadership. In addition, it can cultivate college students to continuously improve their own quality, cultivate professionalism, implement the concept of friendship, contribute personal wisdom, and make great contributions to the stable development of the society and socialist modernization.

From the perspective of colleges and universities and their education, instilling core socialist values can improve the quality of education in ideology and politics, help the stable development of colleges and universities, form a good atmosphere for the school and students' growth, and attract more talents to study in the school. With the continuous progress of colleges and universities, it can promote the progress and development of overall higher education, and help the vigorous development of education in ideology and politics [3].

And from the perspective of the Party and the country, it is necessary to promote the mutual compatibility and cooperation between the education in ideology and politics and core socialist values, so as to cultivate the true builders and successors of the cause of socialism for the national prosperity, national rejuvenation and people's happiness, and to promote the development of national socialist construction.

3. THE STRATEGIES FOR THE GUIDANCE OF CORE SOCIALIST VALUES IN THE EDUCATION IN IDEOLOGY AND POLITICS

3.1 To promote the education in ideology and politics into the social atmosphere, and to contribute to the society

The society, a complex subject, is a crucial link in the development of national construction. Teenagers can't get away from the support and development of the society no matter when they are in school or in the future employment. College students learn to adapt to the needs of social development and make contributions to social development with their limited strength is an eternal topic to be discussed in the stage of students' development [4]. So it is feasible to promote the correct and scientific integration of core socialist values into the social atmosphere in the process of guiding the education in ideology and politics. In the process of education, we should effectively integrate into the social atmosphere, promote the effective combination of individuals, schools and society, form a comprehensive and accurate education pattern, and promote the continuous expansion and popularization of core socialist values. For example, organizing college students to visit and remember the revolutionary martyrs' red base, strengthening the Party's leadership, helping students deepen their patriotism, and laying a strong patriotic feeling for socialist construction; organizing the activities of sending love to the homes for the aged and orphanages to strengthen their sense of social responsibility, strengthen the connection between the society and students, cultivate the selfless spirit of friendliness and fraternity for students to adapt to the needs of social development. Therefore, it is necessary for the society to join the link of education in ideology and politics guided by core socialist values to promote the effective improvement of teaching quality [5].

3.2 To improve education evaluation, and to promote the progress of teaching quality

In today's education development mode, it is in line with the trend of the times to carry out the teaching evaluation of ideological and political course and establish the evaluation mechanism. Therefore, in the process of deepening the guidance of socialist core values in the education in ideology and politics for college students, promoting the continuous improvement of teaching evaluation has played a significant role in promoting and assisting the improvement of the quality of the education, and can more effectively promote the improvement of teaching and realize the comprehensive evaluation of students' ideological and political education. At the same time, the evaluation of education in ideology and politics has great convenience and feasibility. It can realize the modernization and scientization of the evaluation reform of education in ideology and politics, promote the majority of teachers to improve the teaching work of education in ideology and politics, and help core socialist values better penetrate and implement in the hearts of college students, as well as laying a solid talent foundation for socialist construction. We should collect evaluation information in many ways, strengthen students' awareness of teaching feedback, cultivate their firm sense of responsibility as college students and human pioneers, and put core socialist values into practice, so that students can bear core socialist values firmly in mind, and they can develop in all-round and healthy ways.

3.3 To optimize ideological and political courses, and to form an excellent teaching system

As the main position for instilling the theory of core socialist values for students, colleges and universities have fully set more scientific and rational ideological and political curriculum. Establishing a reasonable and scientific curriculum system for the particularities of college students can effectively improve the teaching quality and teaching efficiency, effectively combine the theoretical education with practical education, and promote the diversification and correctness of students' thoughts and value orientations.

4. CONCLUSION

With the continuous development of the society, the importance of core socialist values has become increasingly prominent. The development of the new era has brought unprecedented opportunities to the reform of education in ideology and politics. However, it has also brought more and more severe challenges to the reform education in ideology and politics. Therefore, in the process of education in ideology and politics for college students, it is necessary to promote the diversification and modernization of educational methods, and contribute to building a socialist talent team.

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A Review of Research on Higher Education Internationalization

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Abstract:The ongoing COVID-19 has posed a great challenge to the internationalization of higher education in China. However, the trend of globalization is irresistible.We need to base ourselves on the new changes in the international situation and reposition the internationalization of higher education. This paper firstly analyzes the general situation of the research on the internationalization of higher education, and then analyzes the existing research on the nature, the motivation and the approaches of higher education, and in the end puts forward suggestions and development directions for future research in view of the shortcomings of the research and the current domestic and foreign environment.

Keywords:internationalization of higher education; the nature; the motivation and influence factors; the approaches

INTRODUCTION

Since the 1980s, globalization has had a profound impact on the world politics, economy, society, culture and other fields. In order to meet the challenge of globalization, it is an inevitable choice to promote the internationalization of higher education. On the one hand, accelerating and expanding the opening up of education is an important way to improve the internationalization level of China's higher education, realize the modernization of higher education and build an educational power. On the other hand, internationalization is also one of the important strategies for universities to carry out the construction of "double first class".

Since the 18th CPC National Congress, the CPC Central Committee and the State Council have attached great importance to the opening up of education.In June of last year, Opinions of the Ministry of Education and Other Departments on Accelerating and Expanding the Opening up of Education in the New Era were officially issued. Then in October, the CPC Central Committee and the State Council issued the Overall Plan for Deepening the Reform of Education Evaluation in the New Era, which mentioned that it is necessary to improve the evaluation of international exchanges and cooperation among colleges and universities, and promote the quality of inter-school exchanges, study in China, cooperative education, and the introduction of overseas talents.The internationalization of higher education has been put under a higher vision -- the new pattern of higher education opening to the outside world.

However, the ongoing COVID-19 has posed a great challenge to the internationalization of higher education in China. Affected by the epidemic, great changes have taken place in the world pattern: conservatism and populism have risen, and cooperation and exchanges between countries have been destroyed. However, the trend of globalization is irresistible, and presents new trends such as more intense international competition and strengthened regional cooperation[1].We need to base ourselves on the new changes in the international situation and reposition the internationalization of higher education. Therefore, it is necessary to review the existing research on the internationalization of higher education.

1.THE GENERAL SITUATION OF THE RESEARCH ON THE INTERNATIONALIZATION OF HIGHER EDUCATION

1.1.The number of researches on internationalization of higher education

Search "higher education internationalization" from web of science, which is the world's largest English database that covering the largest number of subjects. Its core collection contains 1311 articles, including 1311 in research sciences and 413 in science technology. According to the visualization analysis, it can be seen that the research field focuses on education educational research, accounting for 73.529% of the selected literature, followed by computer science, business economics and linguistics, accounting for 10.473%, 10.33% and 9.254% respectively (see Figure 1).The number of literature fluctuated from 2010 to 2019, reached the peak in 2019, and slightly decreased in 2020 (see Figure 2).

Select	Field: 研究方向	Record Count	% of 1,394	Bar Chart
☐	EDUCATION EDUCATIONAL RESEARCH	1,025	73.529 %	
☐	COMPUTER SCIENCE	146	10.473 %	
☐	BUSINESS ECONOMICS	144	10.330 %	
☐	LINGUISTICS	129	9.254 %	
☐	ENVIRONMENTAL SCIENCES ECOLOGY	85	6.098 %	
☐	SOCIAL SCIENCES OTHER TOPICS	83	5.954 %	
☐	ENGINEERING	76	5.452 %	
☐	GEOGRAPHY	69	4.950 %	
☐	PSYCHOLOGY	66	4.735 %	
☐	BEHAVIORAL SCIENCES	65	4.663 %	

Figure 1 Top 10 fields with the topic of higher

education internationalization

Source:the visualization analysis from web of science

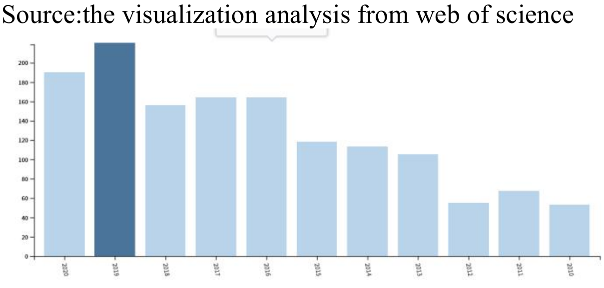

Figure 2 The trend of publication years from 2010 to 2020

Source:the visualization analysis from web of science

As far as the domestic academic attention on the internationalization of higher education is concerned, taking 2010-2020 as an example, according to the statistical analysis of CNKI journal database, which has the largest number of domestic papers and the greatest impact, 1218 relevant literature have been published, and the researchers are basically from universities.Similarly, the subjects mainly focus on Higher Education (1093) and foreign language and Literature (67).From 2010 to 2013, the amount of research literature on the internationalization of higher education has been increasing year by year. Since 2014, the overall trend of Chinese literature has fluctuated, but the average annual number of papers is higher than that of 2010-2013. The domestic academic circles are still paying great attention to the internationalization of Higher Education (see Figure 3).

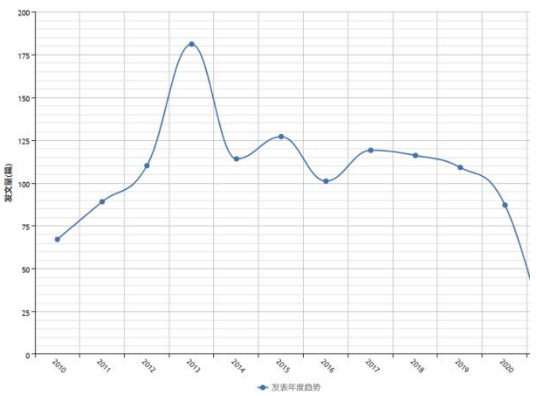

Figure 3 The trend of publication years from 2010 to 2020

Source:the statistical analysis of CNKI journal database

1.2.Key words distribution of research on higher education internationalization

Taking "higher education internationalization" as the topic, we search in the core collection of web of science, and find that the research hotspots in this field cover a wide range of contents, involving the fields of education, economy, politics and culture, from the macro to micro level, mainly including: implications, bilingual science education, collaborative learning, governance, soft power, globalization and international higher education, neoliberalism, nationalism, student perceptions, internationalization of teaching and the curriculum, international student experience, higher education brand equity, education diplomacy, country distance, mobility of students and academic staff, cross-border delivery of education, higher education for sustainability development, barriers, challenges, inequalities, talent management, identity, personality, communication, english-medium, migration, policy and practice, adjustment and adaption, institutional structures, Confucius institutes, acculturation, cultural competence, international comparisons, global citizenship programs, global citizenship, race, colonialism, discourse, resurgence, interdisciplinary, higher education reform, world-class universities, social interactions, academic and social integration, cooperation and competition, knowledge economy, pedagogy.

While in China, researchers pay more attention in the fields of education and economy. We can see them as follows: trade in higher education, overseas high-quality higher education resources, risk prevention and control, assimilation management, international index system, "double first-class" construction, international school running, talent training, cross-cultural communication, path of internationalization, international talent exchange, localization exploration, sino foreign cooperation in running schools, global challenges, trade, talent competition, university reputation, global student flow, human resource management, multilingual teaching methods and effects, the impact of overseas study or visiting on university teachers.

2.RESEARCH TOPICS OF HIGHER EDUCATION INTERNATIONALIZATION

2.1.The nature of higher education internationalization

The concept of internationalization has been used in higher education for several decades, while the academic circles still have different understandings on the connotation and extension of higher education. Jane Knight`s definition is"internationalization at the national, sector, and institutional levels is defined as the process of integrating an international, intercultural, or global dimension into the purpose, functions, or delivery of higher education"[2] . Higher education is supposed to have functions of maintenance, alteration and advancement of knowledge, which mean an extensive responsibility associated with the inherent specificity of finding answers to problems not yet known[3].

American scholar Dr. Clark Kerr mentioned in his book Higher Education Can't Escape History in 2011 that the essence of internationalization of higher education is the internationalization of knowledge and scholarship, which is mainly manifested in the international mobility of knowledge, scholars and students."The internationalization of knowledge and academy is a spontaneous phenomenon based on the logic of the development of knowledge and academy, that is, knowledge and academy need to develop and progress through communication."[4]Chinese scholars Liu Yi and Luo Lamei believe that in essence, the development of higher education internationalization should seek solutions to the problems of inward and outward internationalization from the micro, meso and macro dimensions, realize the effective flow and co construction of personnel, projects and institutions, and build a more dynamic internationalization system of higher education[5].

Some scholars have analyzed the basic elements of the internationalization of national education. For example, Wang Weiwei (2018) believes that the internationalization of higher education can be divided into international education concept, international curriculum, international training objectives, international personnel exchange, and international academic and scientific research cooperation[6].

2.2.The motivation and influence factors

The internationalization of higher education has changed from the early "spontaneous phenomenon" to "conscious action": developed countries try to maintain their international advantages by gathering talents through internationalization; developing countries take the initiative to promote the internationalization of higher education in order to learn from the advanced experience of developed countries. In fact, the higher education of the "late style" modern countries is often used as a tool to catch up with and surpass the "early style" modern countries from the very beginning[7]. The intervention of the state makes the internationalization of higher education go beyond the meaning of knowledge and academy itself, showing more and more strong political color. It is not only the collision of academy and knowledge, but also the expansion and embodiment of national strength. Therefore, the logic of higher education internationalization has changed fundamentally, from the epistemological logic of developing knowledge and learning to the political logic of serving the development of national competition. Considering the supply side and demand side of higher education as a special "commodity", the motivations for its internationalization can be summarized as follows：

National political needs: the political motivation of the internationalization of higher education is to regard the internationalization of education as an important part of diplomatic policy, which is connected with the overall foreign policy of the country as the "fourth dimension of diplomatic policy"[8]. For example, the main purpose of the "Fulbright plan" of the United States is to enhance mutual understanding between the United States and other countries through educational and cultural exchanges, and ultimately maintain and develop peaceful relations between countries.

The need of international economic competition: with the deepening of globalization and the coming of the era of knowledge economy, knowledge, technology and information have become the core elements to promote economic development. Fundamentally speaking, the competition between countries is the competition of science and technology and talents. In addition, the trend of University industrialization is becoming more and more obvious under the background of globalization. More and more countries regard higher education as an export commodity for economic motivation, forming the international trade service nature of higher education internationalization[9].

Using global resources to enhance the level of local higher education`s internationalization and improve the international competitiveness of domestic higher education has become the fundamental purpose of higher education internationalization in all countries. Serving national competition has also become the external driving force for the development of higher education and the internationalization of higher education in all countries.

In the micro aspect, the research focuses on the development of colleges and universities, the professional development needs of college teachers and the personal development needs of students.In the development of colleges and universities, some scholars believe that for new undergraduate colleges and universities, further promoting the process of education internationalization can improve the level of running a school, the level of running a school, enhance the core competitiveness of the school, and promote the sustainable development of the school[10].Participants in study abroad programs have the opportunity to acquire a wide range of skills (for instance, intercultural competence, global awareness and foreign language skills) that can help them successfully compete in the labour market[11].

2.3.The approaches of higher education internationalization

'Internationalization should respect and build on local characteristics,' J.Knight once said. The purpose of internationalization is to supplement and expand local characteristics, rather than conceal or weaken them[12].If we do not recognize and respect this basic fact and ignore local characteristics, internationalization will lose its true value. Similarly, attention to the international aspects of higher education should not obscure or diminish its local characteristics.

Since the 1990s, the internationalization of higher education began to spread and develop from the center to the periphery, and developing countries changed from the former home countries of foreign students to host countries receiving foreign students. However, for developing countries, there are still problems such as brain drain and the influence of western cultural colonialism in the process of higher education internationalization. Therefore, scholars in developing countries have conducted a great deal of analysis on the connections and interactions between nationalism, internationalization and globalization.

Some researchers argues that cross-border education only benefits a small number of students, while the majority of students cannot enjoy the benefits of internationalization of higher education, resulting in actual educational inequality. Although the internationalization characterized by the cross-border mobility of people has been actively promoted, due to the uneven level of social development, the limited quality of higher education resources and the difference of individual intellectual resources, this internationalization model is not universal, and most students cannot enjoy it. As Nielsen once pointed out, the EU-sponsored Erasmus, Tempus, Socrates and other programs devoted to promoting international student mobility have been implemented for many years, but the student mobility rate in most universities has still not reached 10%. This means that the remaining 90% of students are not being educated at the international level[13]. Offshore provision is more convenient since students remain in their home country and offers internationally recognised and negotiable degrees with much lower direct and indirect costs.

The purpose of offshore provision is to help all students to accept international education without leaving their home country, which can be realized through the internationalization of the curriculum[14].Under the background of globalization, curriculum internationalization means to introduce cross-cultural elements into the curriculum based on the international perspective, and to realize internationalization in terms of the curriculum design, the lecturing methods, the education resources, the international exchanges, the grading manners, and the innovative education. While we have to admit that onshore provision has generally higher academic status along with all the added attractions of living abroad[15].

More scholars focus on the path of internationalization of higher education in a specific country to conduct specific analysis. Hantian Wu believes China’s present approach can be concluded in three dimensions: sino-foreign higher education collaboration (i.e., the Confucius Institute program), international development aid in higher education, and international student recruitment at the higher education level. At present, Sino-foreign cooperative school running has become the third type of higher education running parallel with public universities and private universities. On the whole, Sino-foreign cooperation in running schools has accumulated abundant international resources of higher education in recent years, and further activating and maximizing the benefits of these international resources is an inevitable choice under the circumstance that the increase of international resources cannot be increased temporarily under the epidemic situation.

4.SUGGESTION FOR FUTURE RESEARCH

In the context of globalization, the competition between countries is intensifying, and this competition is essentially the competition for talents. The inequality of the world academic system and the resulting "brain drain" in developing countries are becoming more and more serious, and the internationalization of higher education in developing countries is facing severe challenges. In the post-epidemic era, the international landscape and national human resources policies have changed, and the global flow of human resources has emerged in a new situation.

Chinese colleges and universities have fulfilled their teaching tasks in the face of the challenge of the epidemic, and after the outbreak is over, China is highly likely to become an attractive country for foreign students. There will be more foreign students, especially those from friendly countries and countries along the Belt and Road, who want to study in China. How China's higher education can increase its global influence is worth further discussion.

At the same time, this topic is also faced with the following deficiencies in the process of discussion: the limitation of data availability; Economic effects of unmeasurable value, such as the research achievements of foreign students; Due to the limitations of research Angle, length and data, there is a lack of cost accounting and cost-benefit empirical analysis of internationalization of higher education. Domestic scholars in the process of research in the lack of practical concrete application research. It can be predicted that the research on the internationalization of higher education will focus more and more on the specific problems at the micro level.

5.CONCLUSION

For the sake of educational equity, we should actively explore "internationalization at home." Modern information technology provides an opportunity for us to explore new forms of international academic exchanges. In the post-epidemic era, it is necessary to break through the physical limitations of academic exchange and cooperation through the extensive and in-depth application of information technology, construct "online courses" and hold "cloud academic conferences" to expand the time and space of academic exchange, explore new forms of international academic exchange, and form a "new normal" of online international academic exchange and cooperation.

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Technical and Tactical Analysis of Singles Final in 2021 Australian Women's Tennis Open

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Abstract:By using the methods of literature review,mathematical statistics, video observation and logical analysis, this paper makes a comparative analysis of the technical and tactical data of the Australian Open women Naomi Osaka vs Jennifer Brady in 2021,The 23-year-old Naomi Osaka won the fourth Grand Slam singles title in her career by overcoming her own state fluctuation and challenges from her opponents,Summarizing the winning rules of the competition, the results show that: (1) Jennifer Brady and Naomi Osaka have the same success rate in the first serve, and the former has an advantage in scoring before the net, but the ACE ball and winning points are less than those of Naomi Osaka , and the stability of key points needs to be improved,(2) Naomi Osaka has a good psychological quality in the final, and can calmly deal with and face the situation of high-pressure breaking points even at the breaking point with excellent offensive and defensive ability of the bottom line.

Key words: Naomi Osaka ; Jennifer Brady; Techniques and tactics;

1.FORWARD

Rising Rookie, Stars Strive for Brilliance The 23-year-old Naomi Osaka is known as the "King of Hard Ground" of the new generation of women's tennis power,Naomi Osaka has the charm of Serena's peak in her tough serve, stable hair reception and bottom line attack and defense. Jennifer Brady went further after the last US Open semi-finals, and the Australian Open final is also Brady's best Grand Slam result. Two young players injected fresh blood into this competition, presenting a new era of young, energetic and powerful women's tennis.

Research object and method

1.1 the object of study

Taking the data of Naomi Osaka and Jennifer Brady in the women's singles final of Australian Open in 2021 as the research object, this paper analyzes the technical and tactical data.

1.2 research methods

1.2.1 video recording method

Through watching the live video and playback of the 2021 women's Australian Open Naomi Osaka and Jennifer Brady by official website for many times, this paper analyzes the data of this competition, the application of technology in the stadium, the psychological quality of athletes, the winning points and the unforced mistakes

1.2.2 mathematical statistics method

Through sorting out the competition data of Naomi Osaka and Jennifer Brady, analyzing the data with SPSS software and excel 2010 data analysis tools, and comparing the technical performance of both sides with two independent samples Chi-square test, the reasons for losing the competition were found out and summarized.

2.Results and analysis

2.1 analysis of athletes' body shape

Table 1: Statistical table of basic information of research objects

athlete	nationality	Height (cm)	age	forehand	backhand	Win or lose	Ranking before the 2021 Australian Open
Naomi Osaka	Japan	180cm	23	Hold the racket with your right hand	Two-handed backhand	win	3
Jennifer Brady	United States of America	178cm	26	Hold the racket with your right hand	Two-handed backhand	minus	22

Tennis is a kind of skill-dominated net-fighting sport,Athletes' physical form and physical quality are indispensable factors in studying tennis skills and tactics,Physical quality is the basis of technology, and physical quality is inseparable from physical form, which in turn determines athletes' style of playing, competition style and the application of skills and tactics.

From the body shape, Naomi Osaka straight body type is stronger than James Brady, and the style of the ball tends to be tough,Jennifer Brady has an advantage in running because she is relatively light, and can actively receive and return the ball.

From the competition experience, Jennifer Brady, who entered the Australian Open finals for the first time this year, lacks psychological training and stable technical and tactical application compared with the experienced Naomi Osaka.

From the way of holding, both of them belong to right-handed holding and backhand holding, and the ball style is also characterized by fast speed, heavy weight and fierce style; Both belong to violent players.

2 SERVE ANALYSIS

2.1 analysis of service success rate and scoring rate

Table 2 Analysis of service success rate and scoring rate of Naomi Osaka VS Jennifer Brady

athlete	Naomi Osaka	Jennifer Brady
First-round success rate (%)	48%	48%
First-round scoring rate (%)	77%	62%
Second-round scoring rate (%	55%	42%

Serving is an indispensable skill in tennis, and serving plays a vital role in the victory of the game. In the first game, Naomi Osaka scored 30-30 in the first serve, and then served with high quality continuously. In the second game, Jennifer Brady suffered an impact on the serve, and suffered a continuous break point at 15-40 when she made a mistake,In the third game, Naomi Osaka led 40-0 and even lost two points,At the crucial time, she blasted the ACE ball to complete the 3-0 lead. In the fourth game,Naomi Osaka continued to maintain her strength, and hit a 40-15 consecutive break. In the fifth game, Jennifer Brady made the final impact, shooting the winning score to force the score to be 40-40,After that, each of them guaranteed Naomi Osaka to lead 5-2,Brady withstood the score to be 40-40, and then Naomi Osaka served to win the game,successfully guaranteeing 6-3 to win the second set. As shown in Table 2 above, the success rate of the first round is 48%, while the first round score rate of Naomi Osaka is 77%, and the second round score rate is 55%, both of which are better than James Brady's 62% and 42%.

2.2 Analysis of Service Speed and Landing Point

Table 3 Analysis of service speed of Naomi Osaka VS Jennifer Brady

athlete	Naomi Osaka	Jennifer Brady
The fastest speed of the first round	197km/h	184km/h
Average speed of one engine is km/h	176km/h	175km/h
Average speed of second engine is km/h	125km/h	141km/h
The fastest service speed is km/h	197km/h	184km/h

Service speed directly determines service quality. The speed of the first hair ball in Naomi Osaka is as high as 197km/h, which is higher than that of James Brady's 184 km/h,The advantages of serving are reflected in the speed of serving, the sharp angle and the rotation of the landing point; Naomi Osaka District 1 and 2 have more outer corners in the first serve, while the second serve usually has inner corners in the first serve and outer corners in the second serve, with less chasing service in the middle. Naomi Osaka second serve placement is conservative, the average speed of the second serve is 125km/h, which is lower than Brady's 141km/h, and the serve angle is limited, especially the second serve is weak, which gives Jennifer Brady a lot of opportunities to receive and receive forehand sideways.

2.3 technical analysis of scoring rate, ACE and Double fault of receiving service

Table 4 Naomi Osaka VS Jennifer Brady's scoring rate, ACE and double fault technical analysis

athlete	Naomi Osaka	Jennifer Brady
Score rate of receiving service	42%	33%
ACE	6	2
Double fault	2	4
Total scoring rate	69%	53%

The scoring rate of receiving service determines the winning trend of the game,As shown in Table 4 above, the scoring rate of receiving service is higher than that of James Brady, and Naomi Osaka played two ace balls 77 seconds before the start of the game. In the game, Naomi Osaka finished 6 ACE balls and 2 double fault, while Brady was 2 ACE balls and 4 double fault. In the second game of the first game, Naomi Osaka chased it from 0-40 to split it equally, but failed to finish the break,However, in the tenth game, facing the opposite situation of falling behind 15-40, Naomi Osaka actively adjusted and achieved the break with a very stable attitude,She also won the first set 6-4 . At the same time, at the beginning of the second game, he broke twice with sharp attack and quickly got a 4-0 lead. The return ball makes full use of the deceleration of the second serve in the middle and back field and the deep area of the bottom line, and actively grasps the return line and the return ball in the middle and back field, so that the bottom line ball played has the oppressive ball quality of weight.

2.4 technical analysis before the network

Table 5 Naomi Osaka VS Jennifer Brady's pre-network technical analysis

athlete	Internet access times	Online score	Online scoring rate (%)
Naomi Osaka	six	four	66%
James Brady	four	three	75%

Note: online scoring rate = online scoring/online times *100%

Scoring before the net can reduce physical exertion and score quickly,Modern tennis players not only attach importance to the bottom line score, but also attach great importance to scoring before the net. As shown in Table 5 above, Naomi Osaka surfed the Internet more often than Jennifer Brady, but its scoring rate before the net was not as good as Jennifer Brady's,In the ninth game at the end of the session, after 30-30 draws, Naomi Osaka hairball was put short before surfing the Internet, and then Jennifer Brady successfully saved the ball and picked out the top score to get the break point,As shown in Table 5 above, Brady surfed less, but his scoring rate was higher. The reason lies in Naomi Osaka Naomi's interception in front of the net, possession of the ball in front of the net, and insufficient timing of surfing the net,In most cases, she can only take risks and score points before the net as much as possible.

2.5 winning points and unforced errors analysis

able 6 Naomi Osaka VS Jennifer Brady's winning score and unforced error analysis

athlete	Winning score	unforced error	Number of breakspoints	Sending and receiving unforced errors	Net winning points
Naomi Osaka	16	24	45(80%)	three	45（80%）
James Brady	15	31	24（50%）	five	23（67%）

Winning points and unforced mistakes are important factors to measure players performance in the competition,As shown in Table 6 above, Naomi Osaka winning points are higher than Jennifer Brady's,In the competition, both players got some break opportunities, but Naomi Osaka won more key points, and one of its 16 winning points directly realized a break point. Caught four of the five breaking points in Naomi Osaka and realized two of Brady's four; In terms of net win, Naomi Osaka's beauty is 80% higher than Jennifer Brady's 67%,In view of Jennifer Brady's breaking efficiency of 67% in the fourth round, 70% in the quarter-finals and 100% in the semi-finals, the performance of breaking efficiency in this final has declined to some extent.

From the unforced mistakes, Jennifer Brady's 31 times were higher than Naomi Osaka 24 times, which accounted for about 1/4 of her total number of 7 games in the whole Australian Open.

3 CONCLUSION

3.1 Naomi Osaka and Jennifer Brady are more suitable for tennis,Comparatively speaking, Naomi Osaka is the golden physique of tennis players. To a certain extent, it laid the foundation for the victory of the game

3.2 Naomi Osaka straight hairdressing ball is stable, fast, with many changes in angle, good psychological quality and good ability to grasp key points, and can be adjusted in time according to changes on the field; Jennifer Brady's serve stability is not enough, the change is less, and the key points deal with serve badly.

3.3 Naomi Osaka's ability to go straight to the United States is better than other technologies, but its awareness of surfing the Internet is not strong, the scoring rate before the Internet is not high, and the technology before the Internet is relatively short,Jennifer Brady has less access to the Internet, but the scoring rate is higher.

4 SUGGESTIONS

4.1 Improve the accuracy of serving

The speed, strength, landing point and rotation of serve are the important core factors of serve quality. The stability and scoring rate of the first round of Naomi Osaka need to be improved, so the daily training can improve the stability of the first round through the mode of "competition instead of training".

4.2 Pay attention to daily physical training

In the course of the competition, Naomi Osaka also experienced a lack of active pace running,In the face of the ball coming, the pace adjustment was not timely, and the return quality was low,Therefore, it is necessary to strengthen the practice of pace, running and physical fitness in the training process to prepare for the next competition

4.3 Flexible technology

In the course of tennis match, Jennifer Brady's physical quality and body shape are not superior to Naomi Osaka to a certain extent, so she should avoid her sharp edge, not pursue strength to a certain extent, and draw the ball greatly with speed, but pay attention to improving the technical fineness and game skill

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Design Research on Wisdom Home Based on Multi-Sensory Experience

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Abstract: This article combines Zhu Shiping's "experience marketing and model construct" and Maslow's demand theory, analyzing the satisfaction value of consumers in the consumption process. The key terms defined by cognitive neuroscience research published by Stein et al., To describe the sensory relationship analysis of multi-sensory experience in describing the concepts related to multi-sensitivity treatment, to explore the design and application of the experience design in the smart home hall. This article believes that the renovation of home houses with the core, gave birth to the development of the experienced home house. Through this type of space, the maximum degree of experience value will be delivered to the user, so as to expand the breadth and depth of the user experience behavior during the consumption process, this is the inevitable trend of improving the experience home hall.

Keywords: multi-sensory design experience design smart home

1. INTRODUCTION

American Strategic Skyline LLP Company B. Joseph Pinell and James H. Gilmore presented in the book "Experience Economy" in 2002: "Carefully Designing the user's experience is the great soul of all products, and the three-color Internet is the arrival of the experience of the economic era. " Experience the economy is a new economic development form after product economy, commodity economy, and service economy, its terminal, epitaxial, knowledge, and sensory, etc. in the form of current global economic development. American scholars Jonathan and Vogel mentioned in "Creating Breakthrough Products" article "In the experience of economic era, the function and form of products should follow the unified design standards, thus creating the products expected by the user, using the household time when using the product Ability to have a satisfactory experience process. " Zhu Shiping is based on Maslow's demand theory in the "Experience Marketing and Model Construction". It emphasizes that customer satisfaction depends on differences between experience results and experience expectations, experience economics promotes the experience design. development of. Its design aims to fully mobilize users vision, smell, auditory, taste, tactile, etc., integrate multiple sensory contact points and stimulus points, provide users with emotional resonance, break the traditional unique sense of sensory experience, enrich experience content, Creating an unforgettable user experience.

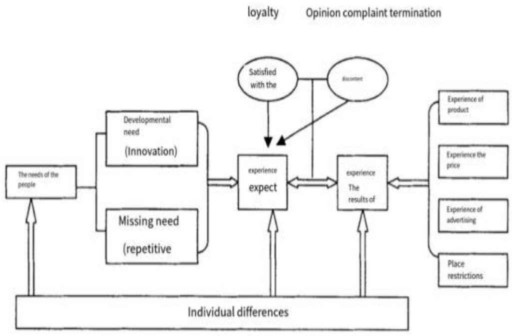

Figure 1: experiential marketing and its model

2.MULTI-SENSORY EXPERIENCE OF SENSORY RELATED ANALYSIS

Freud's "Iceberg Theory" believes that people's self is like iceberg, which we can see is a small part of the surface behavior, and a large part of the world is hidden in a deeper level. In short, in human thinking activities, 10% of the consciousness is seen by what we have seen, and the remaining 90% subconscious levels are only guided to the consciousness with the help of external forces, their thoughts and behaviors will be guided to the consciousness. Among them, sensory transmission is an important external force to use means, sensory stimuli is material, subconsciously, forms a signal to be consciously accepted after changing these materials. Stan and others have guided the sensory term and definition in cognitive neuroscience research (Figure2) , from Stan's definition of sensory terminology, many sensory integration is more accurate compared to single induction. Cognition. We provide additional information from another sensation to the perception of another feeling, combining two empirical, can more reliably estimate the sensory source (Bülthoff & Mallot, 1988). Dekhof believes that "we understand the process of understanding things through one thing, is the process of simultaneous touch and feeling different levels, now it is clear, touch is not skin, but various feelings Interaction". Each sense of sensory feeling in the multi-sense is interrelated, interacting, and the sensory system will feel the sensory experience of a sense of things to form a three-dimensional intersection, and the number of sensory stimuli is quantified and sensory The number of contact points is affected, atmosphere, environment, smell, and formation will affect consumers' cognition and emotions.

term	definition	Attribute of concept attribution
Monopathy	Any neural or behavioral process associated with a single sensation	Neurobehavioral response
sentimental	Any neural or behavioral process associated with multiple senses	Neurobehavioral response
redundancy	Reliability of cross pattern stimuli with spatial and temporal overlap of the same sensory source	Sensory sources, as well as neural or behavioral responses
Multi sensory integration	A specific multisensory processing in which redundant sensory information is best integrated, resulting in a multisensory correspondence that is significantly different from a single sensory correspondence	Neurobehavioral response
Multi sensory combination	A special multisensory process in which complementary sensory information is combined for a more accurate estimation of sensory sources	Neurobehavioral response

Figure2: definitions of key terms in Cognitive Neuroscience (summarized by Stein et al. 2010)

3.ANALYSIS OF THE SENEORY ELEMENTS OF THE CONTACT POINT OF HOME EXPERIENCE HALL

Each sense of the five senses is the interaction, interacting, commonly presented things, which causes people's psychological response, the number of sensory stimuli, the number of sensory channels and the number of sensory contact points, atmosphere, environment, odor The formation will affect the consumer's cognition and emotion of things. Consumers' feelings for home vendors are mainly from branded home products themselves, people who have used and feel the most straightforward and feelings of home products. For the Smart Home Experience Hall, enterprise products that are manifested as substances can bring direct experience and the true value of the brand. Due to the product categories involved in home retail brands, including home improvement building materials, furniture, home appliances, daily necessities, snacks, floral green plants, home textiles, kitchen supplies, home accessories, etc., product itself, material, function, and Product packaging, etc., different specific stimuli and emotional experiences for consumer sensory.

(1)Light element

The impact of the comfortable optical environment is not only reflected in physiological effects, but also two major hyperins that the main sightseeing environment and the objective light environment constitute a comfortable light, but it is impossible to use the subjective effect of the optical environment due to the individual differences. Comfort, the light environment is quantified with objective evaluation indicators. In order to better find out 34 evaluation indicators such as light flux, color temperature, illumination, color development, etc. in order to better find out 34 evaluation indicators such as light volume, color temperature, illumination, colorimetery. Different color temperature values play a big impact in indoor scene applications, China has three types of classification in my country in 《GB50034-2013 Building Design Standard》(Figure3), when the color temperature is less than 3300K, the light source is more biased toward yellow, called it Warm light; When the color temperature is greater than 5300K, the light source is more biased towards white, called a cold light. In the same environment, the author adjusts the effect map (The frist picture ： color temperature is 3000K, the second picture： color temperature is 4500K, the third picture： color temperature is 6000K.) degraded that the larger the color temperature, the light source is more In yellow, the user has the feeling of "warm", the more "cold" feelings.

Relative color temperature (k)	Color table features	Applicable place
<3300	warm	Guest room, bedroom, ward, bar
3300~5300	middle	Office, classroom, reading room, shopping mall, consulting room
>5300	cold	Hot processing workshop, high illumination place

Figure3: Color Temperature

In the experience design, people-oriented are the design core, so the objective "building lighting design standard" value is combined with the subjective person as an evaluation of the objective "building lighting design standard" value. In the literature research, comprehensive evaluation of the fuzzy comprehensive evaluation method, the statistical analysis method, and the gray aggregation evaluation method were used.

(2)Gas elements

Visual in five senses passed the most direct, acquisition of the highest information frequency, followed by olfactory, auditory, taste, and touch. Martin Lin Shuang (Martin Lindstorm) has pointed out that "people's emotions are generated by olfactory." From the perspective of neuronal anatomy, the olfactory system is extremely high, and the edge system of memory encoding has extremely high. The degree of coincidence, when the air of the air enters the nasal cavity, and after the combination of the olfactory inside the ingredient, it can induce the neuroelectric impulsis of the olfactory sensory neuron, and then transmit the olfactory information to the sniffing ball, and the numerous structures of the edge systemare directly Or indirectly receive the projection or influence of the olfactory ball, so the olfactory information is short and simple, and the memory is still last. As a information medium, the olfactory sensor and feeling are opposite the complex, its olfactory experience is the translation of all odor information, the interaction and influence of the sense of olfactory and human sense, emotion, health, etc., in space Setting a pleasant smell will make consumers more time to experience the product, and memory will be more profound.

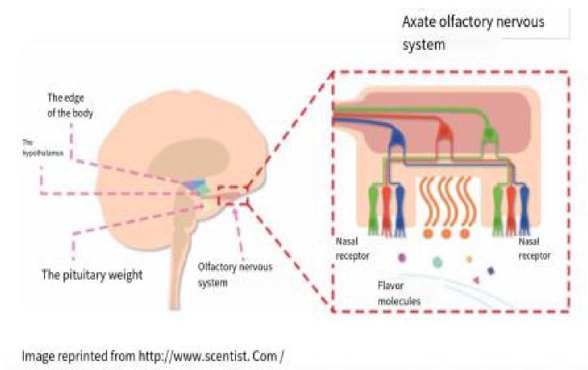

Figure4: Olfactory System

(3)Material elements

In addition to visual beauty, the most significant performance of the material itself is that the touch, such as ice-cold and delicate ceramics, soft raw cotton, uneven leather and other natural raw materials are full of vitality, representing modern industries, stainless steel, plastics, etc. The relatively smooth, it is easy to give a cold distance, but the transparent glass is clean and transparent, full of breathing; different metal materials have different brightness, combined with the hard structure, full of modern technology; plastic materials easy processing and production And wide application in China. In the application of the product, the material has strong expressiveness, often adding a fashionable tool, in a home environment, users choose a variety of materials according to their own needs. These materials are coordinated with each other, pass abundant tactile information, while giving users a general sincerity and happiness.

4.STUDY ON THE RELATONSHIP BETWEEN USERS VISITING AND SENSORY EXPERIENCE UNDER THE SCENE+ TECHNICAL PARTICIPATION

In the book of the "Scene Era" written in Robert Scout and Shel Isre, the author describes the five technical strengths of the scene age: big data, mobile devices, social media, sensors and positioning systems. And show the new era Internet will enter the scene of the next 25 years. Scene + Rapid development of mature Internet technologies in numerous occasions, the arrival of the 5G era is the development of mature conditions for the development of scene + technology, and the scene + mode can simulate the virtual world of complete independent real world through realistic fiction. The content brings an immersive experience, but users can not only build the information of multiple dimensions in a scene, but can further implement the sharing and propagation of the scene. It uses human vision, touch, taste, smelling, smelling five sensory systems, trying to create a holistic immersive scene, using the five sense system in the process of visiting the home, will be fully mobilized and the end of any sensory Stimulate, thus driving the consumer and the scene of emotional communication and physical interaction. The immersion experience enables consumers to pass abundant emotional information in the interaction of consumers and virtual space scenes, and enabled by the displayed pictures to think of the material, touch, smell of home products, thus reaching multi-sensory interaction.

5. CASA ANALYSIS

For smart home experience space, mainly through living scenes and interactive activities, let consumers are in a special scene of home life. In order to expand communication with consumers, the brand is realized for consumers from perception and emotional cognitive upgrade, the brand has a space for the overall planning and design, making each scene to enter space. Consumers are placed in the scene experience of ideal home life, and under the "Specifications" of space text, they mobilize their positive emotional resonance. In addition, by integrating its own resources, it is aware of creative activities or events, allowing this scene to "live" to enable consumers' "psychological field" and space "physical field" to participate in interactive activities, constantly exchange.

Experience design space is not single with a single product to express, using human view, touch, taste, sniffing, smelling five sensory systems, trying to create a whole immersive scene, thus driving consumers and scene emotions and physics interaction . In the traditional furniture store, it is usually displayed together in a large amount of places, consumers will have "eye flowers" in a single type of furniture environment, making it impossible to grasp whether the selected furniture is with home improvement style and other furniture Harmony with harmony. Take Zhengzhou Yijia Home Brand as an example, the space design is mainly divided into restaurants, model rooms, furniture combination areas, delivery area, and is also divided into children's play area, cashier, refund area, Food supermarket, garage, etc. IKEA's space area architecture is very clever, and the open portroom is entitled to several carefully designed furniture combinations, which is printed to guide and consume their lifestyle and consumption thinking. The second floor model room, furniture area, and delivery area of the delivery space architecture from the whole to a single and repeated space-oriented space design consumers stimulate consumer behavior. Aldos He has proposed: "I feel + Choice + Understanding = Watch", IKEA semi-closed models are designed in soft, light, home accessories and other aspects, the minimum, and the maximum reducing real family life scene The immersive scene design makes consumers more likely to produce behavioral experiences to increase consumer consumption desires. Under the rapid development of information technology, IKEA sets intelligent screens in the model room, and the three-dimensional space in the screen enables users to design personalized home scenarios according to their own preferences, and purchase the corresponding products according to prompt. User sensory has a deep interactive experience through technology. It is a brand experience more interactive and fun. With the development of technology, the integration of new information technology and multi-sensory integration design is also the development trend of future smart home experience.

6.CONCLUSION

Based on the large number of domestic and foreign literature and case studies, this paper analyzes the needs of users and physiology in the experiential home school action process, combined with the user experience, and integrates the intelligent home hall. Under the era of experience in the era of economic development, the development of comprehensive, experienced, integrated, and multi-angle home halls is the frontier position of consumption. This paper analyzes the problems and design development direction of the current experience-style wisdom home, proposing what kind of home experience in the user experience in the user experience, but what kind of home experience is needed in the user group, but is in society The topic of development is worthy of discussing the topic of exploration, thereby guidance for the design of household products.

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Coming of Age: The Importance of Community-based Art Education for Senior Citizens

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Abstract: This article focuses on the artistic endeavour of senior citizens, not as a social welfare, but as the valuable cultural potential to be valued and explored. Emphasis is given to identifying their cultural strength and potential, such as a sense of history and the accumulation of experiences, for the cultivation of a distinctive art form with vocabularies that have not been formally recognized as art. By giving different cases, this article seeks to provide a broad vision of how community-based art respond to both the social welfare and the physical well-being of senior citizens.
Keywords: Art Education, Senior Citizens, Community Art

With the increase of the aging population in China and many parts of the world, much attention has been paid to the social welfare and the physical well-being of senior citizens. By giving successful examples about how community-based art education promotes the artistic endeavor of senior citizens, this paper focuses on the importance of the community-based art education of senior citizens. Community-based art education for senior citizens cannot be simply regarded as social welfare, but as valuable cultural potential to be valued and explored. Emphasis is given to identifying their cultural strength and potential, such as a sense of history and the accumulation of experiences, for the cultivation of a distinctive art form with vocabularies that have not been formally recognized as art.

There are several definitions of community-based art education. Adejumo (2009) defined "community-based art" as a term to describe works of art produced by people living within the same locality, and defined by common interests such as shared concerns, cultural heritages, traditions, and language patterns. Community-based art education provides specific forms of experiential art learning experiences.[1] Bastos pointed out that community-based arts education refers to any education theory or practice that concerns the relationship between the arts and communities (2002).[2] Through the participation of local communities in the arts, Community-Based Arts Education raises awareness of self-recognition and facilitates the search for and establishment of socio-cultural identity. Although community Arts is now commonly found within the tertiary. NGOs initiate art projects to strengthen the linkage between individuals and the community. There are few art programmes figured on aging people. Square dancing still congregates the most senior citizens due to its low cost and ease of participation. Therefore, with the growing popularity of population aging, it is the right timing for us to have an in-depth discussion on this topic.

Men of Winds (MOW) is a non-profit, senior community wind band based in Hong Kong. Established specifically for men aged 50 and above, aiming to promote elderly arts by providing a platform for music exchange. Most of the band members do not possess any music background. They only began learning music after joining the band. After facing high pressure from the work environment all day long, the band has transformed into a place where they seek peace and relaxation when being away from work. Besides, the band is also a precious transition platform for the retired especially the newly retired ones who have the tendency to face many family and social problems after the release from their work-life into retirement. The band tries to use music to bring solace to them and support them mentally. Men of Winds is a good try that combined community-based art education and senior citizens together. This form uses music to connect senior citizens serves as a tool in building them a new social network after retirement. In addition, for those who had missed out on the opportunity to pursue music during their younger days, "Men of Winds" helps to revive their dreams.

Today educators in China put efforts into figuring out what they can do to support or form school art education programmes;[4] Arts organizations administrators seek to advance their enrollment figures or promote audience number. Senior citizens are a large community that can be cultivated as a potential audience group.

Saitama Gold Theater is a theatre project with people over 55 years of age. The idea of forming the group was conceived and proposed by the late Yukio Ninagawa when he was appointed as Artistic Director of Saitama Arts Theater, aiming to provide the people of age with an opportunity to discover a new perspective on themselves through theatre based on their own personal history. Ninagawa regards old age as proof that you have experienced deep emotions and many days of ordinary lives. Therefore he believes that physical expression based on this personal history might help one to discover one's new perspective.

This is an attempt to integrate 'ageing' into 'theatre', demonstrating creativity different from that of professional actors. The group has drawn interests since its beginning from not only the theatre sector but also various corners of the society as one of the leading cases of this kind, as a practical response to the issue of the ageing society in Japan. Approximately 8 million citizens born during the post-war baby boom between 1947 and 1949 began reaching retirement age in 2007 in Japan, reflecting the social climate where a growing number of the ageing population became an urgent issue. In 2006, an open call for application commenced by Saitama Gold Theater. And this theatrical endeavor was covered by diverse range of media and the news was spread throughout the country. Over 1,200 people applied for the project whereas the theatre initially sought after 20. The response was not limited from within Japan but from abroad, for example, the USA and Canada, which presents there are rare performance opportunities for ageing people on another aspect.

Saitama Gold Theater offers all the members 4 hours a day, 5 days a week training by Japan's leading theatre professionals as well as Ninagawa himself. The curriculums ranged from basic voice and movement training, acting and dancing which included Japanese traditional stage dance, to the study sessions on the historical background of the plays and special workshops on stage combat, etc.

After the whole training, Saitama Gold Theater organises members to do some real stage show. Performances in 2006 included the interim performance called "Pro-cess" in July (anthology) and in December (Kunio Shimizu's Ravens, We shall Load Bullets). Saitama Gold Theater launched out into Paris in 2013 with Ravens, We shall Load Bullets (Japanese Title: Karasu yo, Oretachi wa Tama o Komeru), a revival of Kunio Shimizu's 1971 piece directed by Yukio Ninagawa. The following year saw the Ravens staged at Kwai Tsing Theater, Hong Kong and at Théâtre de la Ville, Paris, as well as three cities at home (Tokyo, Toyohashi & Kawagoe) which successfully completed the company's first world tour. Saitama Gold Theater not only offers an opportunity for senior citizens to learn and to perform on stage, but also cultivate a large amount of audience with the awareness to go to the theater and pay for drama.

In community-based art education, as a specific teaching approach focusing on arts and communities, community-based art education enables students and educators to gain insights into multiple aspects of life surrounding them, including economics, politics, education, and culture (Gaudelius & Speirs 2002, p. 70), which could focus on and respond to specific social issues. These insights can give arts educators opportunities to 'develop programmes that connect art-making and the study of art to ideas about the environment, and local history (Gaudelius & Speirs 2002, vii). [3] With the increase of the aging population in China and many parts of the world, much attention has been paid the social welfare and the well-being of the senior citizens. With regard to above mentioned examples, it is not hard to find that there are ways that community-based art education can helps senior citizens in multiple aspects. Each project showed a degree of empathy for a unique reality issues related to the ageing society and gave senior citizens an opportunity to use their art skills to deal with the world through art.

Community-based art education has various definitions when it meets different groups of people. By taking a second look at these definitions and experimental projects, more ideas for further studies of combing community-based art education and senior citizens are visible. Community-based art education projects could rediscover the creativity of the elder generation dedicated.

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Research on Strategies for Technical Optimization of Database Security of Computer Networks

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Abstract: The 21st century is the age of information and the Internet. People's daily life and normal learning need the support of computer networks. The widespread application of computer networks has increased people's attention to the databases security of computer networks. At this stage, the security system of computer networks in China is in a stage of continuous evolution and improvement, and there are still problems and dangers. Therefore, it is necessary to strengthen the technical optimization of database security of computer networks, improve the database security and reliability of computer networks, and ensure the normal use of computer network users.

Keywords: Computer network; Database security; Technical optimization

INTRODUCTION

The continuous expansion of application scope of computer network technology requires strengthening the security management of computer network databases, reducing the possibility of network information risks and the possibility of loss when computer users use the computer network. At this stage, due to economic interests, some institutions or organizations use illegal means to steal or tamper with other people's information, resulting in serious damage to users' network security. Based on this, it is particularly important to strengthen the technical optimization of database security of computer networks.

1. ANALYSIS OF SECURITY PROBLEMS IN COMPUTER NETWORK DATABASES

1.1 Problems in security of hardware

Computer hardware is a prerequisite for the normal operation of computer network databases. The quality and safety of computer hardware facilities such as network cables, monitors, and servers will affect the normal operation of computer network databases. If there is a security problem in the hardware configuration, it will directly affect the normal operation of the computer network database, affect the fluency and security of data transmission, and cause a series of phenomena such as data loss and data transmission interruption.

1.2 Problems in security of information data encryption and backup

The encryption technology of computer network is an important measure to improve the security of computer network database. Encryption technology is related to the storage level of information and the systematic operation of network databases. If there is a lack of encryption and backup for the Information Technology Bureau, many illegal elements and viruses will seize the loopholes in the database and take the opportunity to enter into the network to disrupt the normal operation of the computer network database. Once illegal groups break through the database system of computer networks, the user's data information will be directly damaged. Once the lost data is illegally used by others, the resulting harm is unimaginable.

1.3 Problems in security of improper operation of computer network users

Unreasonable operations by computer network users will affect the security of computer network, and non-compliant browsing or downloading will directly threaten the security of database of computer network. When users modify the parameters of the computer network at will, it is easy to cause disorder of the information of computer network database, which is not conducive to the improvement of security and reliability of the database, so illegal access and unreasonable use of data and information by users can also cause serious security risks.

2. STRATEGIES FOR TECHNICAL OPTIMIZATION OF DATABASE SECURITY OF COMPUTER NETWORK

2.1 To strengthen optimization of computer software and hardware and strengthen data encryption and backup technology

The technical optimization of database security of computer network should start with the optimization of software and hardware facilities. The optimization of network cables, monitors and servers can provide a stable ecological environment for the operation of computer network databases. Thus users should overhaul and update the hardware in advance to maintain the most stable state of the hardware facilities and avoid unreasonable data transmission and data loss during the use of the database. And firewall technology can be used to monitor and prevent viruses in time to ensure the security of network environment. With the help of trusted protection software, the corresponding software should be timely updated and optimized to improve the safety and reliability of the protection software. The software and hardware are kept in good condition, which can guarantee the normal operation and safe operation of the computer network database.

Data encryption and backup work are important ways to improve the security of computer network databases. Only by encrypting and protecting important files can the security of information be guaranteed. In the process of encrypting computer network data, users themselves must have the decryption skills. If the user does not master the skill of decryption, the data will be difficult to obtain normally. Therefore, computer network users must have correct skills in encryption and decryption to improve data security, so that users can obtain information normally. In addition, it is necessary to set user permissions for encrypted files to ensure that unauthorized persons cannot be decrypted, and add a layer of protection to data information. Data backup is an important way to optimize the security of computer network databases. The data backup and recovery can minimize the loss caused by data loss.

2.2 To perfect the data security management system and strengthen the technical management of users

Under the practical conditions of the wide application of computer network technology, strengthening the improvement of network database security management system can provide the system level constraints and guarantee. The security of network database has great influence on individuals, organizations and institutions. Once security problems of serious database occur, they will threaten the property of individuals and institutions, and also have adverse effects on the society. Therefore, to pay attention to the security of computer network database, we should actively publicize the security of database and severely crack down on illegal behaviors and strengthen the enforcement of law in the field of computer network database. The parties shall be held responsible for the information leakage of computer network database. The security of computer network database is raised to the legal level, and the behavior of others can be regulated in time to reduce the possibility of malicious data disclosure. Secondly, to improve the management of computer network database, professional and technical personnel are required to monitor the operation of database in time, clarify the different responsibilities of management personnel, and improve the quality and efficiency of safety management. The system is a compulsory standard, and it is an external constraint to enhance users' sense of responsibility and those who deliberately steal information.

To optimize the security technology of computer network database, we need to strengthen the optimization management of users' using technology. First of all, it is common for multiple users to access the same database by strengthening the optimization of the authentication technology of computer network users, which greatly reduces the security of database operation. Therefore, it is necessary to strengthen the technology of users' identity verification, and restrict the users' permission and behavior to access the database through technologies such as passwords, real-name verification, and verification codes to ensure the safe operation of data rates. In addition, the teaching of safe use of database technology is carried out to improve the users' own safe use and safe operation. Through the security guidance and education of users and the strengthened verification of user identities, the unreasonable operation behavior and phenomenon of users are avoided, and the possibility of database security accidents can be reduced as much as possible.

2.3 To strengthen the security control before and after the events

Database is a collection of data organized by certain structure and rules, and it is a "data warehouse" formed by the comprehensive user data. Strengthening the pre-diagnosis, in-process control and post analysis is the whole process management of improving the security technology of computer network database. Database vulnerability scanning system can help users evaluate the security status of the database at present stage and analyze the unsafe configuration problems in the computer. In the event, the sensitive data access control, security audit and active defense are strengthened through the database safe box. Afterwards, the database security protection system is analyzed and controlled based on database protocol to improve the possibility of danger blocking. Through SQL analysis, the virtual patch package function of database is provided based on predefined prohibition and license policies to improve the security and reliability of the comprehensive database.

3. CONCLUSION

At present, there are some security problems in computer network database, such as problems in software and hardware, problems in information data encryption and backup, and problems in improper user operation. These problems are the root of data information leakage and database security events, which will threaten the normal use of users. Therefore, the technical optimization of security management of computer network database needs to strengthen the encryption of data and the way of user management.

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The Role of Victim Involvement and Its Improvement in Criminal Justice Processes

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Abstract:The view of victims and whether such view is considered in criminal trails are crucial. This essay argues that to what extent victims' view taken into consideration depends on the type of crime and the stage in criminal justice processes. To illustrate this proposition, this essay will firstly explain why the victim's concerns and needs are vital in certain crimes. Second, it will evaluate whether victim statement schemes ("VSS") is an effective mean to achieve the victim's involvement.
Keywords: victim involvement; criminal justice process; victim statement schemes

INTRODUCTION

The policy of the modern criminal justice system tends to be rehabilitation or punishment-driven, which the interest of justice and security of the state is balanced against the rights of an accused. Thus, the most affected party by crime, the victim appears to be marginalised. The last two decades have seen the rise of the restorative justice movement, which puts the victim at the heart of the criminal justice system. However, as Ashworth argues, the criminal justice process is a complex chain. It consists of various individual agencies with specific interests and practices at different stages. This naturally raises the question of to what extent needs and concerns of victims should be taken into account in formal criminal justice processes.

1.THE CONNECTION BETWEEN VICTIMS' VIEWS AND THE CRIMINAL JUSTICE PROCESS

This section focuses on the importance of victims' needs and concerns in the criminal justice system and the difficulties derived from a restorative policy. The idea of restorative justice is closely linked to the needs of victims. The justice system is equally at the service of victims, with the ultimate goal of restoring their violations and rebuilding their damaged relationships. This section will show that while it is pertinent and crucial to include victims' concerns in certain types of crime and initial stages of the criminal justice process, it is inappropriate to prioritise their views in others.

The first argument in support of wider victim's involvement in the criminal justice process is that victim's needs, and concerns are essential for the initial stage of crime detection and the later stage of the criminal justice process such as policy formulation and law reform. Maglione argues that unless we listen to victims' concerns, certain areas of law cannot be reformed, and crime could not be prevented. This is particularly true in the areas of domestic violence and sexual assaults. The Huang and Chung's empirical research on intimate partners abuse reveals immediate and lasting mental and physical health effect on the victims. Children who routinely witness frequently violence also exhibit behavioural and psychological disturbances. Without the victim's engagement in the criminal justice process, law enforcement would find it difficult to regulate abusers' behaviours and attend to the needs of victims. Besides the legal reform, Richards states that, a more complete comprehension of victim trauma which is resulted from personally listening to and soliciting input from victims and others who represent them is salient. This helps policymakers to formulate a comprehensive support scheme. For instance, it is suggested that victims' most needed information is the progress of their case. They wish to be trust and not being criticised for their behaviours.

Thanks to the increased reported cases and feedbacks from victims, the government has been able to proceed with the regulation reform and implement the new laws targeting domestic abuse. For example, seven specialist domestic violence courts were set up in 2004, prioritising children and women's safety. Another progress of it is thanks to the effective feedback, the Charters have been replaced by a Code of Practice introduced under the Domestic Violence, Crime and Victim's Act 2004, which set the minimum standard of services that victims could expect from the criminal justice agencies. For instance, most victims have the right to information about decisions relating to case progress, to be reported. The law reform in domestic violence vividly demonstrates the importance of victims' needs and concerns in the criminal justice process.

However, at the trial stage, victims' needs, and concerns appear to be less pertinent to the crime itself. This claim relies on its main preoccupation with the defendant's right to a reasonable trial. Defendants are entitled to the guarantees of fair procedure and are meant to include the presumption that individuals are not guilty. When the needs of victims are prioritised at the detriment of offenders' defence, the accused's privileges are irreversibly diminished. While the significance of not convicting innocent citizens is emphasised, government policies are clash with that value. The unfair emphasis on victim raises the likelihood in miscarriages of justice. Innocent citizens who are suspects are likely victims of the criminal justice process. Moreover, in practice, we cannot draw the conclusion that reducing the defendant's rights would deliver better justice to the victim. In this delicate circumstance, it is necessary to safeguard the victim, while also guaranteeing defendants' basic rights protected from infringement. Accordingly, victims' concerns and needs should be excluded from the trial stage.

Some scholars argue that victims' rights are not in contention with the accused, even at the trial stage. The language of balance implies that victims' interests must be balanced against offenders. Some methods are developed to ensure the interests of defendants and victims balanced. On the one hand, for example, presenting details or TV connections in court which allows victims to be informed, could act as supporting tools to the criminal justice system. Bednarova argues that these supporting tools are not necessarily a danger to the accused' rights. On the other hand, a variety of mitigating factors is allowed to reduce the defendants' sentences. This may operate against victims' expectations as well as jeopardise the accused 'interests. For example, Fenwick's empirical study reveals that a guilty plea may often induce innocent citizens to plead guilty out of fear. Therefore, these means of balancing interests have been criticised for developing unreasonable expectations of the right balance. As Jackson rightly points out, at the trial stage, it is unrealistic to strike a balance between victims' concerns and the accused's rights. It is essential to put the defendants' interests before the victims.

In addition to the trial stage, the opinion of victims or victims' family is less relevant and useful to the sentencing in the criminal formal process. Echoing Dignan's argument, in some serious crimes such as murder, those statements of victims and their families tend not to provide benefits to the procedure of criminal justice since they might be extreme and not fact-based, caused by the nature of revenge. Thus, as far as traditional justice is concerned, prosecutors and the jury are the only two parties that decide on the length of sentencing. Victims are not officially allowed to participate in criminal proceedings. This is because victim engagement is inconsistent with standard sentencing and disciplinary procedures and may be a breach of the principles of fair desserts, objectivity, and proportionality. Additionally, sentencing rulings are rendered based on public safety and interests rather than on private (victims') interest. When the wishes and interests of a victim are taken into consideration during sentencing, it can skew rational reasoning and justice. However, as demonstrates in the next part below, although it is not a very successful exercise, criminal justice process does attempt to include victims' views through VSS in the sentencing stage.

Finally, excessive attention to victims' concerns and need will blur the objective of the criminal justice system. If we focus too much on the victim rather than the offender's behaviour, this is putting the cart before the horse in structuring the justice system. The goal of the justice system is to prevent crime, to understand the causes of crime, to give the offender a second chance to enter society, and finally to achieve rehabilitation. If we focus too much on the victim's point of view, we cannot achieve the purpose of the justice system very well.

To sum up, it is argued that at the initial report of crime detection, crime prevention and legal reform, victims' needs, and concerns are crucial. Without attention to their voice, certain crimes such as domestic violence or sexual assaults are unlikely to be uncovered and dealt with. Without inputs of victims, these areas of law would also struggle to reform in accordance with reasonable support schemes.

2.VICTIM STATEMENT SCHEMES NEED TO BE FURTHER REFORMED TO ACHIEVE BETTER VICTIM INVOLVEMENT

Victims and advocates of restorative justice have suggested that the justice process should be extended to include the input of victims while deciding sentences. Victims in nearly all common law countries already have the right to engage in the penalty phase, typically by presenting evidence about the impact of the offence. This impact testimony is sent to a sentencing court in the form of a victim impact statement ("VIS") in Scotland or a victim personal statement ("VPS") as it is called in England and Wales. Roberts and Manikis argue that Victims' statements provide a range of benefits including justice being strengthened, victims' sense of empowerment and recognition, psychological benefits, and respectful after-crime care. Additionally, the statements can include supplementary evidence, assist to arrive at a suitable punishment, enable victims to collaborate, and improve their trust and satisfaction with the system.

However, the implementation of VSS does not come without any criticism. A few scholars have questioned the scheme's efficiency to improve the victim's engagement and doubted any meaningful impact on the sentencing stemming from such scheme poses. Criticisms of the impact statements mainly rest on their incompatibility with adversarial justice which victims are excluded from the process. Nevertheless, the assessment of the VSS in England received mixed feedback. On the positive side, it is said that the VSS lifted the victims' expectations of the criminal justice system and improved their perceptions of justice. On the negative side, it is reported that victims' overall satisfaction towards the criminal justice process did not improve and they felt they were not taken seriously during the process.

Such feedbacks are the result of a combination of identified two factors. The first factor is that victim's poor engagement in the scheme. Previous studies in England and Wales shines no light on the percentage of victims of crime who filed VPS. As Chalmers notes, the response rate has been 'very patchy' to date. However, a range of strong patterns is emerging from previous studies. First of all, only a limited percentage of victims indicated that they had sent a statement. The response rates recorded in previous studies varied. On average, the percentage of victims who participated in VPS was around 15% for general crime (such as theft) in Scotland. For areas such as domestic violence, this number surged to 42 per cent. This did not come as surprise since domestic violence is the area of law where victims' statement weighed most during the initial investigation stage. Mastrocinque suggests that in England and Wales, we witnessed an average of 30 per cent VPS response rate across all categories of victims of crimes. The WAVES results also shed some lights into the number of victims who gave a statement at the initial investigation stage as well as the proportion of victims who subsequently participated. Not unexpectedly, victims of the more violent offences are least inclined to issue a statement. The result of A's empirical studies echoes this observation.

The linked obstacle to more extensive usage of the VPS includes the failure of institutional professionals and practitioners who are entrusted with the programme to deliver the results. Poor understanding of the VPS is the top factor, leading to inconsistent implementation. In 2009, the Collaborative Thematic Analysis identified significant variance in the experience and interpretation of the scheme on the part of police officers. This can explain the uneven response rates. Shapland concluded the implementation of the VPS initiative is a complete failure due to the lack of enforcement mechanism. For example, in England and Wales, there is no statutory obligation on the police, lawyers or all legal practitioners to remind and inform victims of the VPS system. However, in other countries such as Canada or New Zealand, clear obligations are imposed on practitioners by the law to guarantee that victims are made mindful of the VPS.

Moreover, judges in the United Kingdom are also not statutorily required to consider the victim account during the sentencing stage. In contrast, a clause in the Penal Code obliges a sentencing court to investigate if the survivor has been informed of the ability to write a victim impact statement in Canada. Besides, the lawyer or someone supporting the victim can seek an adjournment to enable the victim to prepare a declaration and statement. Judicial provisions of this sort may promote a more vigilant approach to reminding victims of their rights. As Bottoms and Roberts rightly argue, the lack of consequences for non-compliance may impede the successful implementation of the VSS initiative in the UK.

3.HOW CAN VICTIM STATEMENT SCHEMES BE REFORMED?

The first field of change is the promotion of a general understanding of VIS and VPS. A study published in 2009 found that most individuals from England and Wales were not well educated about victims' rights. This study reveals that less than one in five people are fully aware of their right to retain their VPS. Just 1 in 10 English was aware of the freedom to create a VPS. This entails that unless the victim is told of their willingness to perform the VPS, most victims will remain ignorant of the service. Latest studies in other countries also support that the promotion in the general understanding of victim care and victims' rights helps the victim participation in the criminal justice process. For example, a nationwide survey performed in Canada in 2011 found that 73% of respondents reported little to no information at all regarding victim impact statement. After the wider promotion and training programme, this rate reduced to 30% in 2018. This shows that promoting a general understanding of the VPS system is vital in raising the participation rate.

The second area of reform is to allow more flexibilities when it comes to the format of the victim statement. For example, different forms to present the victim statement can be used. First of all, we should not limit victim statements to paper-format only written by victims in person. For some special groups, such as children, foreigners, and some victims who have suffered serious crimes, and who often have lost the ability to give a statement, victim statements can be taken in the form of video recordings or interviews with a matched interpreter. Some New Zealand scholars have demonstrated that video recording of victim statements facilitates the entire criminal trial process. For example, taking a victim's statement on video can significantly increase the rate of early guilty pleas in domestic violence cases.

4.CONCLUSION

It is undeniable that the victims' voice is vital in ensuring their needs and concerns being attended. As demonstrates in the first part, victims offer valuable insights into the stages of crime prevention and detection during the criminal justice process. Without their contribution, the legal reform would not be able to effectively target crime prevention and provide adequate support towards victims. It is particularly true for areas of crime such as domestic violence. In contrast, views of victims and victims 'family can be less valuable in the trial and sentencing stage. This is because their accounts of the crime tend to be extreme and biased. It is argued that the interests of defendants need to be put first during the trial stage.

This essay also admits that victims' account can be useful during the sentencing stage. VSSs are utilised as a mean in the hope to achieve higher victim participation. However, its implementation was an unsuccessful exercise due to the lack of awareness of the VSS and the lack of recognition among professionals. To improve the efficiency of the scheme, this essay proposes two areas of reform. First, the government should promote the understanding of VSS and second, flexible forms of VSSs should be allowed to improve the victim's participation.

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Research and Discussion on Post-modern Feminism and Narratives in Classics of British and American Literature

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Abstract: The reason why certain literary works can become irreplaceable classics circulated through the ages is that their deep connotation and significance have the eternal and unlimited value of research under the continuous development of literary theory and the continuous expansion of literary research methods. It can be seen that with the help of post-modern feminism, narratives in the classics of British and American literature can be more exciting and charming in various aspects. This paper studies post-modern feminism, narratives in the classics of British and American literature, and gender narrative strategies in British and American classics.

Keywords: post-modern feminism; narratives in the classics of British and American literature; gender narrative strategies

INTRODUCTION

Western feminism, to a certain extent, especially post-modern feminism represented by British and American feminism, has provided a new latitude for reinterpreting gender narratives in Western literary classics, and expanded people's understanding of the shaping of gender images and the relationship between the sexes in literary classics. Reinterpreting British and American literary classics with the help of postmodern feminism will inject fresh blood into the criticism and interpretation of British and American classics, thereby enriching the meaning of literary classics.

1. OVERVIEW OF POST-MODERN FEMINISM

There are two camps in western feminism: British and American feminism and French feminism. British and American feminism is dominated by liberal feminism, focusing on the improvement and enhancement of women's status in social politics, economy, and education. While reflecting on tradition and breaking through gender limitations, British and American post-modern feminism also allude to the development of post-modernist theories from different sides, reflecting the multiple concerns of feminism. Radical liberal feminism, radical cultural feminism, Marxist feminism, socialist feminism, eco-feminism and other ideological trends continue to emerge and highlight, reflecting feminism's attention to itself and to society, nature, and culture, making feminist topics and women's demands present diversity, breadth and objectivity [1].

Western post-modern feminism includes not only the political and economic demands of modern Western women in the process of pursuing democracy and freedom, but also their cultural demands and ethical demands by tracing the roots of the gender order to rebuild a more harmonious relationship between the sexes. The feminist thought has always presented a kind of diverse cultural care. It relies on the position of dialectical materialism, and reinterprets the western literary classics with the use of the important concepts of post-modern feminist thought. It makes the western literary classics more colorful and charming.

2. RESTATEMENT OF NARRATIVES IN CLASSICS OF BRITISH AND AMERICAN LITERATURE

With the development of literature, linguistics and philosophical theories as well as the continuous updating and progress of research methods, the study of gender narrative strategies in western classics has received extensive attention at home and abroad, and many influential works have emerged. But at home and abroad, feminist literary criticism masterpieces such as Sexual Politics, mainly explore the patriarchal ideology of male writers in the western classics from the close reading of the text and the relationship between the characters, and further understand the narrative skills of male and female writers and the author's unique gender consciousness expressed by corresponding narrative skills in the specific historical and cultural background through the combination of the theoretical appeal of post-modernism and the analysis of narratology and through the comprehensive exploration of the narrative strategies such as the distinction between narrative and discourse, the unreliability of the narrator, and implicit author, which will further promote the communication and dialogue between Chinese and Western cultures [2].

To read literary classics from the perspective of post-modern feminism is to take western literary classics as the longitude, post-modern feminism as the latitude, and narratology as the main analysis tool. It better presents the gender narrative strategy in western literary classics, especially in the classics of British and American literature. In this way, we can understand the extent to which Western literary classics reflect the gender relations, gender perspectives or gender prejudices of their times, and what kind of social development and cultural changes are reflected by the continuation or changes of these perspectives or prejudices.

3. GENDER NARRATIVE STRATEGIES IN THE CLASSICS OF BRITISH AND AMERICAN LITERATURE

3.1 Questioning the Authority of Male

In the long history of world development, the word “authority” seems to be associated with a certain gender, that is, male. Whether in the field of social politics, economy or literature, the image of authority seems to be only associated with male. For a long time, male dominate the political and economic structure of the society, and their literary creation and criticism mode dominate the literary discourse and even the readers' psychological acceptance of works. But the phenomenon that people are accustomed to does not necessarily have fallacies, and there is not necessarily without questionable place. For literary critics who pursue the truth of gender narrative, they can not only question the authority of gender narrative and interpretation of British and American literary classics and the mechanism of establishing such authority, but also examine the value of such authority shaped by western culture. For example, the images of the melancholy Prince Hamlet, the vicious woman Lady Macbeth, and the perfect woman Portia are in Shakespeare's classic plays. If we can question the authoritative criticism from the perspective of gender narrative, we will find that the definition may be very different or even opposite. Therefore, both feminists and male egalitarians are making unremitting efforts in seeking the fairness of gender narrative and restoring the truth of gender narrative [3].

3.2 Presenting Female "Voices" in Gender Narratives

For contemporary gender researchers, especially feminists, the word "voice" gives people a sense of empowerment. In the study of sound reproduction and discovery, what we need to discover is "another sound". For example, in the famous book Jane Eyre, Bertha, Rochester's wife, has no chance to make her own voice at all. Readers know her only through the narration of her husband who imprisons her. And Rochester's narrative is another kind of imprisonment and concealment of Bertha on the discourse level [4]. The word "voice" to some extent is a symbol of gender identity, because narratives carry social relations, and more importantly, they carry certain specific gender writing consciousness. The narrative voice not only reflects the existence of society and economy, but also reflects the existence of the rights struggle between the sexes in literature. The gender narrative in the literary classics will produce a certain Matthew effect to a certain degree. For example, in Emile written by Rousseau, the gender protagonist has become the gender prototype in many novels, and this image is widely accepted by readers, which influences the gender value judgment of readers to a certain extent.

4. CONCLUSION

In summary, British and American feminism has played an important role in the historical process of China's struggle for national independence and reform and opening up, and it has played a significant role in promoting equality between men and women in China. In the global environment of dialogue between Chinese and Western cultures in the 21st century, British and American literary classics provide us with a broader dimension. With the expansion of post-modern feminism, narratology theory brings more in-depth exchanges and communication, enhances the diversity and tolerance of literary criticism and creation, and has a pivotal influence and significance.

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Research on the Ideological and Political Teaching Methods of College English Course

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Abstract: Ideological and political education is an important aspect of educational work, while curriculum ideological and political education work is an important part of ideological and political education work. Based on the analysis of the development situation of the curriculum ideological and political education work, to solve the key problem of the college English course ideological and political education work, this paper puts forward the college English course teaching method of "point - surface" combination, which is expounded from the perspectives of concept, principle and characteristics, hoping to provide some beneficial enlightenment for the curriculum ideological and political teaching methods innovation.
Keywords: College English; Curriculum Ideology and Politics; Teaching methods

1.INTRODUCTION

Ideological and political education is not only an important aspect of talent training in modern society, but also an urgent need for the moral development of students themselves. The in-depth development of ideological and political education is of great significance to the cultivation of outstanding traditional Chinese virtues and the establishment of socialist core values for students. The ideological and political construction of college courses takes Marxism as the guiding ideology, fully excavates the value of ideological and political education of each course, gives full play to the guiding significance of ideological and political education, realizes the deep integration of ideological and political education with other disciplines, and constructs a new model of moral education in colleges and universities that combines explicit education with implicit education. The comprehensive development of the ideological and political construction of college courses will make the ideological and political education penetrate into all aspects of the students, which is of great significance for epoch-making.

2.CURRENT SITUATION OF CURRICULUM IDEOLOGICAL AND POLITICAL DEVELOPMENT

In recent years, the ideological and political construction of curriculum has been widely carried out in universities across the country, and the ideological and political work of curriculum has been developed to a certain extent. However, the ideological and political development of curriculum still has many deficiencies. First of all, the number of full-time ideological and political teachers is rare, and the ideological and political consciousness, accomplishment and ability of professional course teachers need to be further strengthened[1]. Secondly, the present course ideological and political teaching method is stiff and inflexible, lacking of practicality and interest; Thirdly, the depth of ideological and political teaching in the course is not enough to achieve the application effect of ideological and political education in guiding learning practice[2]. In order to solve the above significant problems and to promote the ideological and political education of college students to achieve the ideal effect, the exploration of new rules, new methods and new paths of the ideological and political work of college courses has become an important subject to be urgently solved by today's educators.

3.KEY PROBLEMS TO BE SOLVED IN COLLEGE ENGLISH COURSE

The extraction of ideological and political teaching elements

To carry out the ideological and political teaching of college English courses, it is necessary to extract the ideological and political teaching elements, which is the premise and guarantee of the ideological and political teaching of college English courses. The extraction of ideological and political teaching elements of college English courses can be based on the specific teaching contents, and typical elements can be selected from the perspectives of Chinese classical culture, traditional virtues and socialist core values. On the one hand, the extraction of ideological and political teaching elements should be closely related to the teaching content; on the other hand, they should be rooted in the connotation and essence of ideological and political education.

The choice of course ideological and political teaching strategy

Moral education is the central link of modern education, and the ideological and political education needs to be integrated into the whole process of education and teaching[3]. Therefore, under the guidance of the theory of all-round human development and the ideological and political concept of curriculum, the curriculum teaching is divided into the three parts of pre-class excavation, in-class integration and after-class consolidation. Before class, teachers dig out the ideological and political education elements contained in professional courses, and integrate them with teaching resources such as audio and video links for students to study independently. The integration into the class is the central link of the course ideological and political, and the deep integration of teaching content and ideological and political content in a rich and colorful form to show in the classroom can play an unexpected teaching effect. A large number of teaching practices show that after-class teaching is an important means for students to internalize and transfer their learning contents in class, and the ultimate goal of ideological and political education can be realized by internalizing the related contents in students' minds through after-class consolidation.

The application of course ideological and political teaching methods

The ideological and political teaching methods of the course need to be flexible and varied, which can improve the interest of the ideological and political teaching of the course and effectively enhance the effect of the ideological and political teaching of the course[4]. All kinds of teaching methods, such as information teaching method, flipped classroom teaching method, mixed teaching method, cooperative teaching method[5], project display teaching method, feedback-adjustment teaching method and wisdom classroom teaching method, can be flexibly applied to the course ideological and political teaching process according to different teaching needs.

4.RESEARCH ON THE IDEOLOGICAL AND POLITICAL TEACHING METHODS OF COLLEGE ENGLISH COURSE

Summary of "point-surface" combination teaching methods

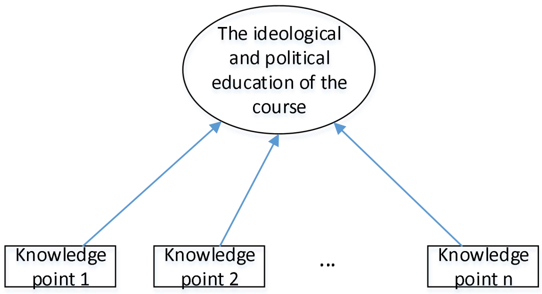

Figure 1. "point-surface" combination teaching method schematic diagram

As shown in figure 1, the college English course "point-surface" combination teaching methods refer to all kinds of knowledge points of the college English clustering respectively, at the same time, combined with the content of ideological and political of each teaching unit to form the “point-surface” combination, depending on the English knowledge points to support the teaching content, depending on the ideological and political education to cover all knowledge points, finally to achieve the goal of ideological and political education of college English courses.

"Point - surface" combination teaching methods design principles

The “point-surface” combination teaching methods design should follow the principles of knowledge clustering, divergent thinking and ingenious integration. When "point-surface" combination teaching methods is applied, the principle of knowledge clustering means that each selected knowledge point needs to be classified and distinguished, and the classification and induction of knowledge points are convenient for students to have a deep understanding of knowledge points. The principle of divergent thinking means that the ideological and political education should diverge in thinking and explore more aspects of ideological and political education as much as possible. The principle of ingenious integration refers to the ingenious integration of each knowledge point differentiated by clustering and each aspect of ideological and political education obtained by divergent thinking, so as to achieve the best teaching effect of ideological and political courses.

The characteristics of "point - surface" combination teaching methods

The "point-surface" combination teaching method has the characteristics of generality, flexibility and progressive application. Generality means that the teaching method of "point-surface" is not only applicable to the ideological and political teaching of college English courses, but also to the ideological and political teaching tasks of many other courses. Flexibility means that "point-surface" combination teaching methods only needs to grasp the fundamental design principles, and each detail of the teaching process can be handled flexibly, which provides a broad space for innovation in teaching design. Progressive means that the teaching scheme designed based on the "point-surface" combination teaching methods will not be the best scheme, but will be better and better, which is an increasingly better and progressive teaching design method.

5.ANALYSIS AND DISCUSSION

Based on the current situation of course ideological and political development and the characteristics of college English course, the course ideological and political teaching method of "point-surface" combination of college English is proposed. It needs to follow the design principles of knowledge clustering, divergent thinking and ingenious integration, and has the application characteristics of generality, flexibility and progressive. The ideological and political courses "point-surface" combination teaching method of college English is an exploration of ideological and political teaching methods of college English courses, and it is hoped to provide beneficial enlightenment for the innovation of ideological and political teaching methods of courses.

ACKNOWDGEMENTS

The authors gratefully acknowledge the support of the special project of "Ideological and Political

Curriculum" and "Curriculum Ideological and Political" in 2020 of Liaoning Vocational Technical College of Modern Service (No. 2020SZ-YB05).

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Research on Emotional Characteristics of of Self-consciousness of Contemporary College Students and the Relationship between Their Self-consciousness and Self-acceptance and Psychological Well-being

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Abstract: The study and life at the university stage is an important preparation stage for a person before adulthood. Everyone faces pressure from studies, employment, family and many other aspects. The emotional characteristics of each person are gradually stabilized in this stage, so it is the critical period for the development of individual self-awareness and is the most critical period for the change and development of students' psychology. The results of the study show that the characteristics of students' self-consciousness are inseparable with their study and life, and the emotional characteristics of students' self-consciousness are also affected by factors such as self-acceptance and psychological well-being. Researches on the emotional characteristics of students' self-consciousness indicate that the development and changes of students' self-consciousness and emotions help students to actively cope with various difficulties and ups and downs encountered in their study and life, help students accept themselves, and improve their psychological well-being. Therefore, schools should offer courses related to psychological education and emotional regulation to ensure the healthy development of students' mental health and promote development and progress of students' learning.

Keywords: Self-consciousness; Self-acceptance; Psychological well-being

INTRODUCTION

In the growth and development of current college students, their mental health is getting worse and worse, and there are more and more psychological problems, which seriously endangers the physical and mental health of students and also seriously affects the study and life of college students. College students are a special group, and this special group has unique characteristics of self-consciousness. In recent years, social tragedies caused by improper self-conscious emotion management have been reported frequently. It has become inevitable to study the characteristics of students' self-consciousness and to find corresponding solutions [1]. Cultivating the emotional management ability of college students not only requires the efforts of students, but also requires teachers to adopt effective teaching measures in mental health education to improve the quality of mental health education as a whole, and promote the development of students' self-consciousness.

1. THE EMOTIONAL CHARACTERISTICS OF COLLEGE STUDENTS' SELF-CONSCIOUSNESS

1.1 Instability

As the pace of modern life is accelerating and social competition is becoming more and more fierce, college students are under tremendous pressure in the process of continuous pursuit of self-development. When the pressure on college students exceeds their limit, some students will experience unstable self-consciousness. Sometimes they are excited, enthusiastic and optimistic, but sometimes they are in low mood and depressed. The instability of self-consciousness will seriously affect the study and life of college students. The instability of self-consciousness and emotion is affected by many factors such as students' personality, social environment, family relations, school education and so on.

1.2 Richness

The physical and mental development of college students is becoming more mature and their awareness is also increasing. They have a deeper understanding of their own characteristics in personality, ability and quality, moral culture, and put forward higher requirements for knowledge accumulation, social communication and self-development. University campus is a small society that is full of various opportunities and challenges and various temptations. At the same time, various problems such as professional interest, interpersonal communication and employment choice also appear in front of college students. And there are rich and colorful self-consciousness emotional experience, so the self-consciousness of college students is rich.

1.3 Impulsivity

College students are in the youth of life, with simple thinking, ideal and sensitive thoughts, and strong self-esteem. When encountering difficult problems, they often show that they do not think and act impulsively, especially when they encounter unexpected events that they cannot accept and handle, they are more obvious and easy to act rashly. This personality will often cause irreversible harm to students themselves or their teachers and classmates. In recent years, more and more criminal cases of college students show that this self-consciousness emotion is harmful. Teachers and parents should strengthen the management education for students, and students should constantly improve their ability to resist setbacks and psychological tolerance. In case of problems, it is necessary to think calmly, listen to the opinions of parents and teachers and classmates around them, and do not make decisions blindly or even make regret for life.

1.4 Hierarchy

Hierarchy is also one of the characteristics of students' self-consciousness. During the four years of university, the self-consciousness of college students has gradually changed from being unstable and immature to being stable and mature. As freshmen entering the university campus, college students are full of enthusiasm and excitement about campus life. They are eager to meet new friends and have a wide range of interests and participate in various campus activities. Everyone who has entered the university is looking forward to having a colorful university life [2]. Since the sophomore year, with the constant familiarity and adaptation to the school learning and living environment, they gradually lose their novelty. When students feel the gap between ideal university life and real university life, they have a sense of loss, and lose the initiative and enthusiasm to participate in various activities. The emergence of this situation is also related to some students' misconceptions and bad habits. If the phenomenon can be improved, students will face the study life during the university with a positive attitude, including the work life after graduation. If it is not improved, the enthusiasm for the study and life of college students will gradually be lost, and they will look at the problems encountered in their study and life with pessimistic and negative emotions, which will continue until the graduation of the fourth grade of university and even accompany people throughout their lives.

2. THE RELATIONSHIP BETWEEN STUDENTS' SELF-CONSCIOUSNESS AND SELF-ACCEPTANCE AND PSYCHOLOGICAL WELL-BEING

In the field of research on mental health of college students, "self-acceptance" has always been an important topic that researchers pay attention to. Self-acceptance is one of the positive evaluations of the individual's self-concept, and it is one of the key factors affecting the self-consciousness of college students. In previous studies, psychologists believe that the definition of self-acceptance is the ability of an individual to evaluate their own goals and translate them into reality, that is, individuals compare their comprehensive quality with others, humbly accept the suggestions provided by others, and use these opinions as a reference for self-correction and self-improvement. Self-acceptance, as an important part of self-consciousness, is a prerequisite for individuals to achieve self-worth and an important condition for obtaining a healthy personality. It has irreplaceable significance in the growth of every student, the development of mental health, and the process of adapting to the society [3]. The formation and development of self-acceptance is not only influenced by the individual itself, but also by the environment. From the perspective of environment, family is often regarded as one of the most important factors in the formation and development of individual self acceptance. The higher the intimacy between family members, the higher the degree of personal self-acceptance of college students. From an individual perspective, some individual characteristics and behaviors will also affect the degree of self-acceptance of college students to a certain extent. At the same time, self-acceptance, as an extremely complex psychological phenomenon, will also affect the self-consciousness of college students. Students with a high degree of self-acceptance are emotionally stable and have an optimistic attitude towards life. When they encounter difficulties, they can flexibly view and analyze problems from multiple perspectives, so as to flexibly adjust their own self-consciousness and behavior activities. Therefore, the research of psychologists should explore the problem of students' self acceptance from the perspective of the individual and the environment, and explore the relationship between students' self-consciousness and self-acceptance, and explore ways to improve the level of students' self-acceptance, as well as exploring new ways for the improvement and optimization of students' personality and mental health education.

The research on psychological well-being is still in its infancy, mostly focusing on personality traits and social support. There is an inseparable relationship between students' self-consciousness and psychological well-being. Individual self-consciousness affects students' psychological well-being all the time. Similarly, the higher the level of psychological well-being, the higher the students' self-consciousness and the more stable the emotions. Colleges and universities should start with two aspects to improve students' psychological well-being. On the one hand, they should improve students' overall quality, enhance their ability to adapt to the external environment, and encourage students to proactively confide in others; on the other hand, they should actively pay attention to the mental health development of students. And parents, teachers, and friends should pay attention to caring and helping college students [4]. Psychological well-being is not only the lifelong pursuit of all people, but also has a profound impact on the future development of college students. For college students full of ideals, it is necessary to continuously improve their psychological well-being, stimulate their inherent potential, enhance their core competitiveness, and help every student achieve remarkable life achievements as much as possible, which is of great significance to individuals and the country.

3. CONCLUSION

To sum up, college students are the hope of the future development of our country. Psychologists should pay attention to the research of students' self-consciousness, improve their psychological quality, and cultivate mental health builders and successors of our country. The development of mental health is affected by many factors. Teachers should actively pay attention to students, find out the influencing factors of students' self-consciousness and give targeted help. The society should pay attention to the special emotional groups of college students, reduce the anxiety by improving their self-acceptance and psychological well-being, so as to improve their physical and mental health and promote their all-round development.

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Application of Ecological Design Concept in Modern Interior Design

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Abstract: With the rapid improvement of people's living standards, people began to pursue ecologization and natural living conditions. Therefore, ecologization has become the first choice for people to live. In interior design, combined with ecological design concept, we can achieve better work result, and it is easier to be accepted by the market, which is also the mainstream of modern social design. This paper will explore the application of ecological design concept in interior design and I hope to improve the understanding of the society for ecological design, and make interior design get better development.
Keywords: ecological design concept; Modern interior design; application

INTRODUCTION

With the rapid development of social economy, the concept of ecological protection and sustainable development has been deeply rooted in people's mind, and people have paid much attention to the living environment that has reached an unprecedented level. And interior design is more related to people's lives. In the process of interior design, we must combine people's development concept and development idea to design more design products that meet the needs of owners. Ecological design concept has a wide range of application prospects in today's society, which is also accepted by many owners. This paper mainly studies the application mode and combination mode of ecological design concept in interior design, hoping to make the society develop better and the owners' living conditions reach a better state.

1.COMBINATION OF ECOLOGICAL DESIGN CONCEPT AND MODERN INTERIOR DESIGN

(1)Combination of Daylighting Design

Interior lighting design is an important part of interior design, which is reflected in the influence of light environment on people's vision and feelings. To some extent, it can meet people's aesthetic requirements. People have higher and higher requirements for lighting with the rapid change of the times [1]. This kind of request displays in the illumination and the indoor overall style aspect. Natural lighting is very important to the building because it belongs to sunlight. It can not only be used in the daytime, but also bring some warm to people. However, artificial lighting is mainly reflected in the lighting lamps, which can set off atmosphere for indoor environment, and also reflects the design concept and personal taste of the owners to a certain extent. In the process of ecological design, we must understand the relationship between man and nature. If we don't know the meaning, we will make the design unable to have relevance to the essence of life, only on the surface, and even hardly make the owners satisfied with the results of the experimental design. So ecological design is not an empty slogan, designers must actively contact with nature and design according to the owners' thinking, achieving better design effect.

(2)Combination of Thermal Insulation Design

The thermal insulation design of building is the most important process in the architectural design, which can also be called the key point of building. Any design is based on aesthetics, but the most important thing of thermal insulation design is to complete its main thermal insulation function, and the next goal is aesthetic function. In terms of thermal insulation design, the materials with high heat resistance should be used in building materials, which can not only keep the temperature diffusion, but also restrict the outdoor temperature enter the room. The doors and windows of the building are the most critical part of thermal insulation, which is also the weakest part. So the quality of the building materials and glass of doors and windows should be improved. Moreover, in the process of construction, the sealing effect should be well done, and the combination strategy of greening absorption and natural ventilation needs to be adopted in heat insulation design. However, different people have different design concepts. No matter which design concept meets the basic function of thermal insulation, it is the most important function of design or building products. Once this function is satisfied, which can make the foundation of interior design very solid, and other designs can also be said to be icing on the cake.

(3)Combination of Environmental Protection Material Design

In any project construction process, the use of green environmental protection materials can achieve a good result. For interior design, the most important thing is that ecological design must use nonradioactive building materials to achieve better building decoration result. If the building only keeps beauty state, the building will have damage people's health, then this kind of design is unreasonable, and should not be widely used. In our real life, ecological design also needs to use green environmental technology and non-polluted building materials, so as to meet people's aesthetic pursuit. Even green material technology has become a trend now, so interior design experts can also consider using this technology and material. And the combination of environmental protection materials and ecological design is an excellent design way. Also, ecology must be in contact with nature which will provide a variety of materials. And these materials have different functions and characteristics which has different relevance. Therefore, the use of environmental protection materials can not only meet the needs of design, but also make ecological design more in line with the natural style, which letting the owners more satisfied.

(4)Combination of Green Design

Green design is an important part of interior design and greening has an important impact on buildings and cities. Therefore, we must increase the investment of green plants from the visual aspect to beautify the environment, to make the interior design more productive and increase the indoor environmental protection value, achieving the effect of regulating urban heat and purifying air [2]. Moreover, the process of planting green plants is also an important process, which can adjust people's mood, especially in the very busy life state, green plants can make people free from the tense state. Because green plants can give people the feeling of fresh and leisure, which cannot be replaced by other building materials. So many people are eager to live in a natural green living environment in the past life. So this kind of design concept is bound to use in the aspect of urban design now, the design that can be combined with people's production mode. Even the design not only can meet some of people's reverie, but also let people's design ideas show through the green design and let people more in line with the concept of green design. Therefore, people can plant some flowers and plants which can be used in decorating their living space, to make their living space more close to nature and their sentiment be edified.

(5)Combination of Energy Utilization

The utilization of energy is vital in interior design. Ecological design also needs to be associated with the use of solar energy to achieve better results. For example, we need to build the relevant links of interior design according to the law of solar radiation in the process of solar radiation, so that the interior design can make full use of the angle and temperature of solar radiation to achieve the status of coordination with the interior design style [3]. Moreover, different regions also have different design combinations. In cold regions, it is suitable for the north, winter and other cold regions. However, in the hot and humid areas of Southern China, we need to expand the indoor ventilation design, and reduce the sunlight and indoor temperature by adding shutters or reflective glass. So architectural design is very interesting which can also practice people's thinking ability. Energy is abundant in today's life, at least in the current situation, there are a lot of energy can be used by human beings. And different energy has a different way to influence the environment. So the use of natural and new energy can protect nature to a certain extent, but also can make colorful designs to meet people's demand for energy.

(6)Combination of Space Layout

Space design is an important part of ecological design. And the space layout reflects the concept of ecology which also reflects the personal design style and perspective of the designer. Therefore, ecological design must fully consider the coordination of the natural environment and the effect of sustainable development in the process of design [4]. Also, Space Layout can be impacted by climate factors to some extent. Therefore, only when the above contents are fully considered, can the spatial layout be more harmonious, more in line with the local temperature, humidity and comprehensive situation, and can the architectural style meet the owners' expectations.

2.ANALYSIS OF THE COMBINATION OF ECOLOGICAL DESIGN CONCEPT AND MODERN INTERIOR DESIGN

(1)Analysis on the Development of Scientific and Technological Intelligence

The application of new technology and new materials will have a certain impact on the future, and will inevitably face some challenges. And these challenges may be advantageous or disadvantageous. Anyway, we should make a comprehensive analysis of the development of scientific and technological intelligence. For example, the transformation of glass and solar energy should be considered in the process of interior design. At the same time, we should also test the toughness of new fibers and alloys. After all, any new materials can have better application prospects and value only if it can meet the normal use needs. This is also the process that the development of scientific and technological intelligence must go through.

(2)Analysis on the Development of Innovative Personality

Innovation is a stage that many industries must go through. If they don't innovate and still work according to the past work style and work experience, they can't keep pace with the times and have a better market share in today's society. Ecological design is of great significance for interior design, which embodies people's environmental protection concept and the requirements of their own quality of life. To achieve the goal of innovative personalized design, we need not only have innovative thinking, but also innovative technology. If the two can be coordinated together, we can achieve better innovative interior design effect, which is in line with people's personalized needs. So the innovative personalized development and interior design concept coincide with each other.

(3)Analysis of Comprehensive and Diversified Development

Comprehensive and diversified development is the mainstream trend of society. Any industry cannot exist above law enforcement, and only other industries or other professional can fit can each other, they will have better development effect. Moreover, the style of interior design industry is very complex, different people have different preferences and different artistic ideas, and their requirements of design are also different. Now the status of interior design is very high in today's society, which represents people's aesthetic needs and personal quality of life. Therefore, the development towards a comprehensive, complex and diversified direction can reflect the pursuit of modern people. I hope that we can have a clearer understanding of ecological design and interior design through the study of this paper, making modern interior design more in line with the concept of ecological design, improving people's quality of life, and making people's living environment better and better.

Conclusions: In a word, the combination of ecological design concept and modern interior design must start from lighting design, thermal insulation design, thermal insulation material design, green design, energy utilization and space layout to achieve better results. In the analysis of the combination of ecological design concept and modern interior design, it should also be analyzed from the perspective of scientific and technological intelligence, the perspective of innovative personality development, and the perspective of complex and diversified development, and then we can achieve a better analysis effect. I believe that modern interior design can be transformed from human factors to social factors in the future, so that the whole society can be in a state of sustainable development, and then make interior design radiate a new state.

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Application of Tourism Geographic Information System in Tourism Industry

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Abstract: the high speed of economic and social development makes people's life level has been significantly increased, development awareness of modern leisure life accumulation, the travel industry rapid development in the new social environment, the traditional means of management and service have been unable to meet the demand of the development of the tourism industry, standardization, intelligent, systematic become the main trend in the development of tourism management. As an emerging subject, geographic information system can exert its technological advantages in tourism, fully meet the personalized needs of tourists and provide them with targeted high-quality services, realize the optimal allocation of tourism resources, strive for the simultaneous development of economic benefits and social benefits, and promote the healthy development of tourism industry. This study focuses on the analysis and research of the application of tourism geographic information system in the tourism industry to provide effective support for the high-quality development of tourism information system and the sustainable development of the tourism industry.

Keywords: tourism geographic information system; The tourism industry. Application

1.THE INTRODUCTION

Geographic information system includes thematic information system and regional information system. The former can provide targeted and professional services to enhance the value of geographic information system and inject impetus to the development of modern tourism. The application of GIS in the tourism industry is helpful to realize the reconstruction of the tourism geographic information system, effectively play the role and influence of the system, and effectively highlight the tourism related elements and geographical space graphics. The comprehensive application of tourism geographic information system provides tourists with intuitive and abundant information, at the same time also realized the tourism management decision auxiliary, tourism geographic information system to the data query, data analysis, resource acquisition, etc play a predominant role, existing data content will get more efficient use of in this process. Tourism Geographic Information System (GIS) is based on database. A large number of videos, texts and graphics can assist information dissemination and complete the addition and modification of information in a short time.

2. COMPOSITION AND FUNCTION OF TOURISM GEOGRAPHIC INFORMATION SYSTEM

2.1 Composition of tourism geographic information system

Tourism geographic information system includes application subsystem, query subsystem, model base management subsystem, database management subsystem and so on. Each subsystem plays different roles and functions. The application subsystem can use the database to complete the spatial operation and analysis, select the appropriate application model and carry out the prediction and analysis, and realize the functions of tourism decision-making, planning and management. The query subsystem can provide tourists with rich information content, including tourism resources, service facilities and so on. Tourists can use the query system to obtain the information they need and make a simple analysis. The query system can provide queries under different conditions. The model base management subsystem mainly completes the modification, inquiry and establishment of the application model, and realizes the purpose of planning, prediction and analysis. The operation of tourism geographic information system is based on the database, and the rich and diverse contents, such as climate characteristics, service facilities, traffic conditions and so on, are the fundamental to ensure the orderly operation of the geographic information system.

2.2 Function of tourism geographic information system

The application of tourism geographic information system in tourism can help tourists to complete spatial data analysis and tourism information inquiry in a short time. The tourism geographic information system can usually realize the functions of tourism information output, tourism expert consultation and tourism information retrieval and inquiry. Tourism information output is to complete the display or presentation of images, texts and maps through the screen or printer. Tourism geographic information system can quickly complete the editing, production and output of geographic information, information modification is very efficient and the cost is very low, and these data can be stored very conveniently. Personalized service can effectively improve the satisfaction of tourists, tourism geographic information system to provide tourists with travel information they need, combined with the specific needs of tourists to the integration of information, model base, knowledge base, expert database fully integrated with database can provide targeted for the tourists and the hierarchy of plan, This can better close to the actual needs of tourists and ensure that resource planning and decision-making are more scientific and effective. Tourists in the process of tourism will maintain a strong interest in tourism destination and surrounding tourism information, effective access to tourism information will promote the healthy development of tourism, tourism geographic information system in data information retrieval advantages are very prominent. For example, tourists can use the tourism geographic information system to obtain the contact information, operation and management mode, traffic information and land condition information of the scenic spot management department, so as to better complete the tourism planning and get a better tourism experience.

3. THE APPLICATION OF TOURISM GEOGRAPHIC INFORMATION SYSTEM IN TOURISM INDUSTRY

3.1 Tourism information inquiry

Tourist destination near the key information and the core advantage is the main influence factors to attract tourists to the tourism destination to watch, only to pass the information to tourists can effectively highlight the value of tourism destination, that is important way to realize the value of tourism resources transformation, introducing geographic information system in the tourism industry to provide more high-quality query service for tourists, This is the best way to achieve information transmission, and this is also the traditional tourism map can not achieve the effect. Tourists should pay attention to the basic geographic information of the tourist destination when using the query function of the tourism geographic information system, and understand the location and image of all tourist attractions with the help of the system. Secondly, tourists can obtain the traffic information they need through the modification of query conditions, such as faster bus lines, more detailed street information, and timely updated road conditions information. Again, tourists can use the tourism geographic information system to complete the hotel and hotel information query, which will help tourists to choose their favorite hotel or convenient hotel.

3.2 Professional consultation for tourists

The tourism geographic information system can make use of the huge database and advanced computing methods to provide users with one-to-one services, the needs of tourists will be fully met, which will make the tourists to the system's favorable degree greatly improved. While providing basic information, many tourists hope that the tourism geographic information system can plan their own tourism plans to meet their needs. Professional consulting services can transform the plans into practical programs, which is also the main direction of the development of tourism geographic information system. All kinds of information provided by tourism geographic information system is the basis for users to make travel plans. Tourists can make reasonable travel plans according to their own needs. Professional consulting services will make travel plans more scientific and reasonable, and give full play to the role and value of various tourism resources.

3.3 Tourism information output

Geographic information system can output tourism-related information, such as the development of personalized tourism map for tourists, tourists collected and sorted out of all kinds of information after printing and form a tourism information table. Tourism geographic information system has a strong editing ability, convenient and efficient data maintenance, which effectively realizes cost control, timely updates the geographic information, tourists can get the most timely information, which also makes the timeliness and effectiveness of tourism information output significantly improved. If there is negligence or omission in the process of map making, the error information can be corrected in time. The digitized information can be conveniently stored in various memories, and users can obtain information and data in time by using computers or smart phones.

The sustainable development of the tourism industry needs the effective assistance of geographic information system, which will provide all-round support for the tourism industry, tourism enterprises will get more convenience, and tourists will also get more convenient and high-quality services.

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Research on Exploration and Practice of Ideological and Political Theories Teaching in the Course of A Glimpse of Chinese Culture

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Abstract: The compilation of the textbook A Glimpse of Chinese Culture draws on the important achievements of many Chinese and English monographs and textbooks on the exploration of Chinese culture. It is hoped that students will have a deeper understanding of Chinese culture and come into contact with all aspects of Chinese culture and Chinese history through the transmission of textual information between words and sentences. The deepening of Chinese culture and education in ideology and politics should complement each other, and the scientific and effective implementation of teaching reform can not be ignored. This paper researches and discusses the strategy of ideological and political theories teaching in the course A Glimpse of Chinese Culture.

Keywords: A Glimpse of Chinese Culture; ideological and political theories teaching; discussion and practice

INTRODUCTION

The book of A Glimpse of Chinese Culture not only introduces the superficial knowledge of Chinese culture, but also feels the spiritual connotation of Chinese civilization and the core and value of Chinese spirit, which can help readers have a deeper understanding of Chinese culture[1]. In addition, the ideological and political theories teaching of the curriculum can promote the learning of Chinese civilization and culture for college students to a certain extent, help them understand more thoroughly and have a deeper impression, and help to create positive talents and socialist builders with literary literacy.

1. THE COURSE OF A GLIMPSE OF CHINESE CULTURE AND THE REFORM OF IDEOLOGICAL AND POLITICAL THEORIES TEACHING

The book of A Glimpse of Chinese Culture discusses the treasure house of Chinese culture with a long history, introduces Chinese traditional thoughts and values, and Chinese people's code of conduct, and guides students to discuss and learn the thoughts of Confucius and others in the process of continuous discussion and learning [2].At the same time, it also introduces Chinese art, presents the Chinese people's spiritual world and unique aesthetic system, and becomes a window to show Chinese people's vitality and creativity. In addition, this book also provides a professional analysis and introduction to the development and foreign exchanges of China's science, technology and education. Traditional Chinese science and technology have created brilliant achievements, introducing important scientific and technological achievements in ancient China, such as the Four Great Inventions and the Dujiangyan Water Conservancy Project. China has a long history of education, and Confucius was the most famous educator in ancient China. His ideas of teaching students in accordance with their aptitude and comprehensive development are still popular today [3]. In the end, it introduces and popularizes the places of interest in China. Undoubtedly, China is one of the oldest civilized countries in the world with many historical sites. In these beautiful and unique scenery, China's extensive and profound history and culture are displayed. The ideological and political theories teaching of the course of A Glimpse of Chinese Culture refers to refers to a comprehensive educational idea that the course of A Glimpse of Chinese Culture and the ideological and political theory go hand in hand in the form of the whole process and the whole course education pattern in the education and curriculum arrangement of colleges and universities, so as to cultivate people with morality. It integrates the educational elements of positive ideological and political education, including the theoretical knowledge, values and spiritual pursuits of ideological and political education, into the required and optional courses required by college students, so as to make students have a subtle impact on their ideology and behavior, and create high-quality talents needed in the new era [4]. The reform of ideological and political theories teaching is a topic that universities need to discuss together. Its rational and scientific implementation can continuously educate our qualified builders and reliable successors for the great cause of socialism with Chinese characteristics, and can cultivate and deliver talents for the realization of the Chinese dream of the great rejuvenation of the Chinese nation, which is greatly conducive to the advancement of socialist culture and education.

2. DISCUSSION AND PRACTICE STRATEGY OF

IDEOLOGICAL AND POLITICAL THEORIES TEACHING IN THE COURSE OF A GLIMPSE OF CHINESE CULTURE

2.1 To promote the mutual penetration and continuous integration of classroom education and ideological and political education

The Chinese nation has its unique cultural characteristics in the long-term historical development, including the essence of excellent traditional culture and humanistic spirit. These cultural spirits need to be continuously inherited and carried forward in the student group, and the core idea of the course of A Glimpse of Chinese Culture is to inherit the cultural spirits. In the process of teaching reform, college teachers should constantly permeate the thought and spirit of positive energy in the course of A Glimpse of Chinese Culture, and cultivate students to establish a correct outlook on life and values in the process of learning Chinese culture. And in the ideological and political classroom, we should greatly increase the relevant content of Chinese culture, explain and teach, and promote the ideological and political theories teaching of A Glimpse of Chinese Culture to be more and more perfect [5].

2.2 To optimize the curriculum and arrange more optional courses

As the main position of Chinese literature and cultural system theory inculcation of relevant professional students, it is important for colleges to promote the curriculum of A Glimpse of Chinese Culture be more scientific and reasonable and establish a reasonable and scientific curriculum system according to the particularity of college students. It can effectively improve the quality and efficiency of teaching, effectively implement the indoctrination of Chinese literature theory, and arrange more optional courses to expand students' knowledge of Chinese literature and culture and promote the relevant professional students' knowledge system to be more scientific, as well as cultivating reliable talents.

2.3 To strengthen social contact and promote the deep integration of the ideological and political theories teaching

In the learning and growth of college students, the complex subject of the society has always been a crucial and indispensable link and a platform. College students cannot get away from the support and development of the society whether they are studying in school or in the future employment. It is an eternal topic for college students in the stage of development to learn to adapt to the needs of social development and make contributions to social development with their limited strength [6]. The setting of the ideological and political theories teaching of the curriculum of A Glimpse of Chinese Culture should be even more so. Therefore, it is feasible to promote the ideological and political theories teaching of the course of A Glimpse of Chinese Culture to integrate into the social atmosphere correctly and scientifically in the process of reform. In the process of education, we should effectively integrate into the social atmosphere and promote the effective combination of individuals, schools and society to form a comprehensive and accurate education pattern and help the ideological and political theories teaching of the course of A Glimpse of Chinese Culture to a higher level. For example, we can organize college students to visit the mountains and rivers of the motherland and major projects mentioned in A Glimpse of Chinese Culture, such as Dujiangyan, to personally experience the great rivers and mountains of the motherland and the profound cultural heritage, and promote the ideological and political reform of the course to be more in-depth and practical. And we can also organize the popularization or publicity activities of Chinese culture with the nature of social welfare to strengthen the connection between the society and students, and to cultivate the selfless spirit of spreading their knowledge for students to adapt to the needs of social development, so that the society will know more about the thickness and details of Chinese culture.

3. CONCLUSION

Chinese culture has a long history and profound knowledge, and college students' understanding, development and inheritance of it cannot be ignored. It is precisely because of this that the ideological and political theories teaching of the course of A Glimpse of Chinese Culture is of great importance. Relevant educators need to continuously integrate Chinese cultural education and ideological and political education to optimize curriculum settings, to strengthen students' social connections, and to make contributions to the construction of socialist cultural education.

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Mastering the Right to Control Data: A National Perspective

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Abstract: The purpose of this study is to improve the ability of the country to master the right to control data. This study first analyzes the contention of national actors for the right to control data under the background of big data era. Secondly, this paper attempts to look forward to the development trend of power control theory. Finally, the data control power is analyzed from the national perspective, and it is proved that there is a positive correlation between the state and data power. Through this study, it is expected to help sovereign countries to better exercise their legitimate power and safeguard their national security and interests in the practice of power control.
Keywords: big data; right to control data; national security; state power; national interest

1.INTRODUCTION

"Big data is information, knowledge and wisdom."[]According to the definition of Gartner,big data refers to high-capacity, high-speed and high-value information assets. Driven by new technological change, big data not only has a profound impact on international organizations, political parties and other non-state actors, but also affects and changes the government, enterprises and individuals of a country. In this context, the "big problem"[] caused by big data technology has become an important topic of national governance, and the "data right" based on big data technology has also created a new field for the development of national activities and the promotion of national capacity.

2.METHODOLOGY

2.1 New development of power control theory

Although the current understanding of "data right" has not yet formed a unified and recognized definition, the dispute over the power of data resources among countries is becoming more and more intense. Therefore, first of all, through the summary of the historical process of the development of power control theory (as shown in Table 1), this paper defines the concept of data control right, that is, a country's ability to manage and control certain data resources in a certain period of time. At the same time, the development trend of the theory is prospected, and the game of power control between countries has been transferred to the stage of data power.

Table.1 Development and evolution of power control theory

Power control theory	Proposer	Target object	Power category
Domination of the sea	Alfred Thayer Mahan	Ocean	Sea power
Land control right	Halford John Mackinder	Land	Land rights
Air supremacy	Giulio Douhet	Space	Air rights
Control space rights	Daniel Graham	Space (Outer space)	Space rights
Right to control information	No specific proposer	Information	Information right

2.2 The right to control data from a national perspective

When discussing all kinds of "sovereignty" from the perspective of the state, the traditional power control theory often only analyzes the influence of "ownership" on the state from a certain perspective, but lacks the discussion of multiple dimensions. For this reason, this paper mainly discusses the influence mechanism of data power on the country from the three dimensions of national security, state power and national interest (as shown in Figure 1), in order to explain how the country should improve its ability to master the right to control data.

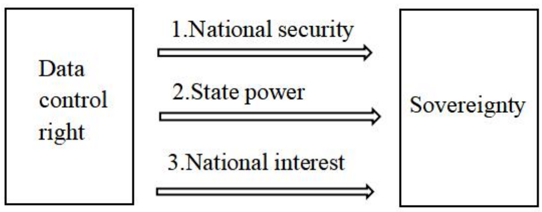

Figure.1 The mechanism of the influence of data control right weight on the country

3. THE RIGHT TO CONTROL DATA FROM THE PERSPECTIVE OF THE STATE

3.1 The right to control data from the perspective of national security

Security is the core variable that shapes the behavior of the state. The measures taken by sovereign states in the international community are to transcend the "security dilemma" []and become a "security state"[]. The competition for the right to control data is increasingly becoming a constraint faced by the country[]. The struggle for control triggered by big data has led to a sharp decline in the "sense of security" []initiative of various countries. But the struggle for supremacy also provides an opportunity for the reshaping of national identity[].

The ability of countries to control data rights and the willingness to compete for data rights are combined to examine different types of national identity roles (as shown in Table 2). First, the situation of weak ability and low willingness. The country is in an "insecure" state, and the national identity is an "insecure state"; second, the situation of strong capacity but low will. Although the state has a strong ability to control power, its status is only a "relatively safe country"; third, the capacity is weak and the will is high. Affected by the limited capacity, the state is a "limited security country"; fourth, the situation of strong capacity and high willingness. A "safe country" has been realized. This shows that national security depends not only on the willingness to control, but also on its ability to control data.

Table.2 National identity

		Ability to control data rights	
		Weak	Strong
Willingness to control data rights	Low	Unsafe country	Relatively safe country
	Tall	Limited security country	Safe country

3.2 The right to control data from the perspective of state power

Power is one of the core concepts of international politics. The realistic view of power holds that inter-state politics is power politics. The liberal view of power not only emphasizes the role of the international system, but also regards power as an important national goal. The view of power of constructivism can be summarized as "ideas construct interests, interests construct power".

With the prominence of the importance of data resources, "data right" has become a new kind of state power. For the data "rising countries", mastering the right to control data will enhance the country's competitive advantage[] and the ability to reform the international system[], and then accelerate the process of power transfer in international politics. In order to better safeguard their national security and interests, they often choose to enhance their ability to control data rights. At the same time, the struggle for the right to control data among countries has opened the "black box" of international conflicts[]. Data powers regard data emerging countries as "revisionists" of the international order[] and "challengers" of the international system[], as a challenge to the existing liberal international order. At the same time, the power game launched by the great powers in cyberspace increases the possibility of cyber war[] between countries, and seriously endangers global security and strategic stability.

3.3 The right to control data from the perspective of national interest

National interest is the decisive factor in international relations. The formation of a country's foreign policy is to serve the national interests[], and the ultimate goal of the state's operation of power in the anarchic international system is also to pursue national interests. In this context, the right to control data may not only become a potential threat, but also have the opportunity to become an important factor to promote the development and prosperity of the country.

From the international level, the mastery of the right to control data has become a new point of interest of the country. In order to obtain relatively more benefits in the process of data control, major countries speed up the introduction of the national big data strategy. At the same time, under the influence of interest preference[], some countries "manipulate" the national interests of other countries in order to establish the comparative advantage of power control, which will damage the legitimate national interests of the "stakeholders". From the national level, the right to control data needs to properly deal with the relationship between "national interest" and "public interest". On the one hand, multinational Internet enterprises also hold certain "data rights" in the cross-border flow of data. On the other hand, the data rights of individual citizens are born, and the state needs to pay attention to the data rights of individuals.

To sum up, the author believes that there is a positive correlation between data power and countries (as shown in Figure 2). That is, as the data power variable changes from small to large, the security, power and interests of a country will also change in the same direction in a certain range. This shows that the right to control data has become a new commanding point, and giving priority to seizing and mastering the right to control data in the whole process is the fundamental guarantee for a country's survival and development in the international community.

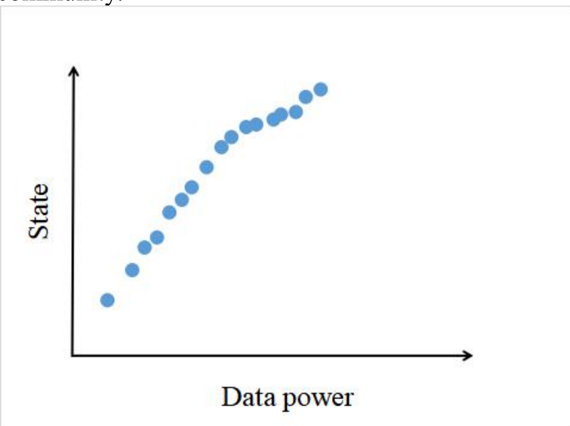

Figure.2 Relationship between data power and state

4.CONCLUSION

Based on the summary of the evolution of power control theory, this paper examines the impact of data power on national actors from a multi-national perspective, and shows that there is a positive correlation between a country's data power and its own country. However, there are still many shortcomings in this paper, only from a theoretical point of view to explore the relationship between the interaction and integration of data rights and the state, and not combined with specific cases to analyze and demonstrate the conclusions, which has certain limitations. Therefore, the right to control data at the practical level needs to be studied in more detail.

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Research on the Teaching Mode of Preschool Education under STEM Teaching Concept

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*A*bstract—STEM teaching concept refers to the abbreviation of science, technology, engineering and mathematics. It emphasizes the interdisciplinary learning, but it is not simply arranged and combined, but forms a new whole on the basis of the four subjects, aiming to cultivate students' logical thinking ability and practical ability. The nine characteristics of STEM teaching concept, such as "interdisciplinary", "practical" and "experiential", are generally consistent with the teaching mode of preschool education major. The domestic demand for preschool education practitioners has been increasing, and students in learning preschool education major, need to consider much more than what they teach.
Keywords—STEM teaching philosophy, preschool education, interdisciplinary integration

1.INTRODUCTION

The development of STEM teaching concept

STEM teaching mode is to integrate "Science", "Technology", "Engineering" and "Mathematics" in one teaching mode. In fact, this programmatic proposal that integrates science, technology, engineering and mathematics has a certain enlightenment on the localization of science education in China, Li Jing (2018) analyzed the Enlightenment of STEM education concept on the practice of science education, and pointed out that in the interdisciplinary and comprehensive education form based on ability and dominated by practice, the three enlightenments of STEM teaching concept should be widely spread in science education. She believed that in science education, theoretical thinking such as hypothesis and speculation should be combined to help researchers establish a framework. Secondly, it focuses on practice and operation so that learners can construct and constantly repair their own theoretical approaches. Finally, in the open discussion between teachers and students, this kind of scientific debate has nothing to do with right and wrong, but needs to be justified. In these processes, learners should be encouraged to express their thinking forms with words and record the process of scientific practice. The theoretical concept put forward in the New Curriculum Standard "Science education should reflect the interconnected nature of science subjects as in practice and experiment in the real world" is roughly the same as the concept of STEM teaching theory model. Domestic education and teaching theories cultivate scientific and technological talents in a single field to a certain extent. For example, when students are in high school, they need to separate arts and science. Students only take Arts (history, geography, politics) or Science (biology, physics, chemistry) in the college entrance examination. The choice of Arts and Science almost determines the direction of future employment, which almost becomes a decisive factor. In the new reform, combining arts with science, and choosing the "3 + 3" mode can make Students are free to study, not bound to a certain field. In short, this is a student-centered mode, and the difficulty of teaching is lower and the students' acceptance is higher. In this mode, students can change from passive acceptance of knowledge to active inquiry, and understand and master subject knowledge in a short period of time, and can quickly solve related problems in practical work.

Core features of STEM teaching

The concept of STEM teaching has three features，

Wu Siyong (2018) studied the impact of STEM education on the remolding of preschool children's science education, indicating that one of the purposes of STEM education is to cultivate students' ability to solve practical problems. Therefore, the author believes that the core feature of STEM teaching mode is to put practical ability first. For example, we will combine technology technology with mathematics, and apply mathematical thinking to technological development, "Dewey, a famous educator, combines pragmatism philosophy with the actual situation of American education, and puts forward such theoretical concepts as education as life and education as growth. It is necessary to start from children's real life and guide students to actively participate in real practice rather than rote learning by rote." Li Jing (2018) showed in her three enlightenments of STEM education concept on science education practice that its core feature lies in the integration of knowledge of different disciplines. However, the practical ability training system based on stem concept innovation proposed by Tian Huifeng (2018) and other scholars shows that "constructive setting takes students as the main body, teachers as the auxiliary", constructs the concept of the first and second courses, establishes the innovation practice project chain, and launches the project chain with purpose and results (including innovation guidance teachers, enterprise technical personnel, and innovation new practice courses, innovative practice projects), and achieved unprecedented innovative results. The views put forward by these scholars are similar to those described by the author. Although they have been pursuing practical ability, what is more important is that we need to pursue the innovation ability brought by the improvement of practical ability. For example, she extended STEM education concept to STREAM education, including science, technology, reading, engineering, art and mathematics. This is a form of deep learning between disciplines. Therefore, in the process of knowledge integration between disciplines, the author believes that the integration of knowledge fragments of different disciplines is very important, and it is also the trend of future development. For example, at present, some companies combine music with artificial intelligence, realize the theory of combining art with science and technology, and develop it into reality. In addition, the boundaries between disciplines are cancelled in the curriculum model. For example, before physics class, students need to preview some mathematical concepts, and adjust the time arrangement of the two classes to the similar time nodes, and arrange the mathematics class in front of it. This requires the school to have an overall and careful coordination and plan for the curriculum arrangement (Yu Shengquan & Hu Xiang, 2015). Finally, our practical experience in this series of processes, Emphasizes the students themselves, brain, students need to learn to use mathematical and scientific knowledge to solve practical problems, this experience would be to get knowledge and use of feeling, this way will affect the students for the long-term development in the future life, for example: students build lego, understand the physics concept and construction, the abstract knowledge in relation to the real life, understand the STEM the experiential education concept. In short, is to let learners experience and practice according to the working methods of a scientist or engineer, participate in the learning process independently, cooperate with learning groups, and solve problems, which is conducive to learners to explore and learn with relevant knowledge, and emphasize the autonomy and process of learning. In fact, in addition to these three kinds of STEM education ideas, they also include interest, situational, collaborative, design, artistic, empirical and technological enhancement. I think these are secondary characteristics, and some scholars have listed them as the main characteristics. However, from the results, the author thinks that STEM education idea is to set students as the main standard, starting from the ability, which greatly increases the teachers' ability of discipline design. Therefore, the characteristics reflected in the combination of the two are not fully summarized.

2.THE CORE CHARACTERISTICS OF PRESCHOOL EDUCATION

A. Operability

In the field of preschool education, Peng Hailei (2013) analyzed the differences of preschool education in the United States and China, and found that the National Association for the Education of Youth Children (NAEYC) divided preschool education into several categories: early childhood education professionals, early childhood educators, early childhood teachers, early childhood education preparation teachers, early childhood education assistants, etc. It can be seen that the classification of preschool education professionals in the United States is very detailed, and the students of this major roughly divide the curriculum into professional theoretical courses and professional practice activities courses, and they are carried out simultaneously. This is different from the curriculum setting of preschool education major in China. Most domestic colleges and universities need to learn professional knowledge of preschool education first, and then carry out practical courses. Because of the short practice time, the students' practical activity course has not achieved the expected effect. The author thinks that the cultivation of students' professional practice ability can not only rely on one semester or several months of practice. After learning certain knowledge in the school, it is the best result to apply it to practice and integrate knowledge with practice, which reflects the operability of preschool education major, Qin Jinliang (2006) said that preschool teachers need to experience three conceptual changes in learning preschool education major when analyzing the practice integration curriculum of Higher Normal Education Major under the practice concept. From the original "knowledge owner" to "skilled person" and "reflective practitioner", the author found that in the process of three concept changes, the operability of "practice" is very important, and it also needs students' continuous practice and reflection. So how to provide students with convenient and effective practice place is what teachers of preschool education should consider.

B. Fusibility

Many scholars' research shows that the integration of disciplines in preschool education is very necessary (Ha Xuecun, 2018; Shen Wanru, 2016). However, the author believes that not only disciplines and disciplines need to be integrated, but also subject teaching and science education teaching also need to be integrated to a certain extent. For example, Yang Yuanguo (2018) talking about the integration of science education in the teaching process of preschool normal education, chemistry teaching can be integrated with science education and teaching. After these processes of "writing training 、observation training 、scientific exploration training", scientific fairy tales are created to realize the teaching method of combining science and art. The author thinks that it is a new mode to integrate different subjects and science education by using the integration of preschool education. But the integration of preschool education can also be reflected in the integration of different cultures. In the dance teaching part of preschool education major, some teachers will integrate regional culture with dance teaching of preschool education specialty, promote cultural heritage, and show children the charm of regional culture and dance. The author thinks that the feasibility of integrated education in the curriculum of preschool education is very large. According to the current curriculum of most colleges and universities, it is mainly divided into public courses, professional courses, education courses and practice courses. Some schools will increase the curriculum of special education in compulsory courses, which plays a great role in cultivating bidirectional talents engaged in special education and preschool education. Quan Xiaoyan (2016) analyzed the curriculum of preschool education in the context of inclusive education, and said that the curriculum of integrated education must be flexible enough to meet the needs of students from different religions, communities, races and languages. The author thinks that it is very necessary for special education to join the compulsory courses, but we should not follow blindly and emphasize the executive power.

Complexity

Preschool education major is a professional subject that our country attaches great importance to both at home and abroad. From the number of kindergartens and pre-school institutions, we can see that the demand for professional talents of preschool education in China is very large. For example, according to the statistical report in 2013, there are 198,600 kindergartens in China, but there are 1,487,900 teachers in teachers and kindergartens, The actual ratio of teachers to children is 1: 26.18, which shows that there is a huge talent gap for preschool teachers (Shi Xue, 2014). One of the main reasons for the huge talent gap is the complexity of preschool education. Preschool education has not been paid attention to for a long time. The qualified rate of teachers is low and the professional quality is not high, which affects the overall development of preschool education. In addition, there is a problem in the employment of preschool education, that is, teachers' salary is not high, and there is supervision and construction in the whole system. In order to solve this kind of problem, we should first start from the government policy, increase the support for preschool teachers in principle, and need to assess the professional quality level of preschool teachers, and increase the proportion of practical courses in the curriculum design.

3. HOW TO APPLY THE CONCEPT OF "CROSS-MAJOR INTEGRATION" OF STEM TEACHING TO PRESCHOOL EDUCATION MAJORS

The development of the concept of multidisciplinary integration

One of the core features of the STEM teaching concept is the interdisciplinary integration model. Yu Shengquan and Hu Xiang (2015), when analyzing the STEM education concept and the interdisciplinary integration model, explained that the curriculum model would allow each subject to remain an independent subject, but the arrangement of the teaching content of each subject should pay attention to the relationship between each other. For example, the STEM teaching concept does not divide disciplines into physics, chemistry, biology, etc., but integrates them into science, technology, and engineering, which means we need to integrate these disciplines. This kind of integration mode is called "knowledge integration orientation". This kind of knowledge integration orientation emphasizes that students can solve and learn problems through their own experience learning. This mode should be applied to preschool education professional courses. For example, dance in preschool education major is a highly technical discipline, which is difficult for students without dance foundation. Therefore, most of the preschool education majors in Colleges and universities focus on the professors of dance editing and creation, lacking humanistic teaching activities to a certain extent, resulting in a serious lack of comprehensiveness of students. According to Shen Jie (2019) in the study of stem education concept and interdisciplinary experimental teaching integration mode, the experimental data in the teaching process show that according to the survey results of 40 students in the class on the mastery of interdisciplinary basic theoretical knowledge and experimental case processing ability, most students' theoretical scores are higher than practical ability, and students' comprehensive ability to solve problems is also weak. However, the author believes that it is easier to integrate the knowledge of art discipline. For example, if the content of humanities is integrated into dance teaching, can students be more comprehensive in learning. On the whole, the lack of students' practical ability is due to the lack of integration of all subjects in the curriculum. We should integrate the objectives, contents and methods at multiple levels, combine the students' professional practical ability and theoretical knowledge ability, and connect with each other in an all-round way, restrain each other and penetrate each other. Improve students' learning style, change passive to active, fundamentally promote students' ability of cooperation and communication and problem-solving ability.

B. The whole teaching process of innovation

In recent years, scholars in the field of preschool education have been exploring the innovative scheme of talent training mode of preschool education specialty, aiming to cultivate talents of subject system based on "broad foundation, long skills, heavy practice and strong quality". This coincides with the concept of "cross-disciplinary integration" in STEM teaching philosophy. However, STEM teaching philosophy focuses more on the process of educational practice, which is lacking in the curriculum. From the perspective of the market, the direction determined by the market is to focus on the results, that is, what degree students can reach at last, rather than what the students experience in the process. Therefore, in order to integrate STEM teaching concept into the new teaching design, the first thing to do is to strengthen students' attention to the learning process. Zhao Yuanyuan (2017) proposed to pay attention to the combination of teaching evaluation and learning evaluation when analyzing the "process" teaching of pre service education major. However, the author thinks that this measure has been implemented all the time, but the effect is not good. Therefore, Zheng Chuanmin (2015) pointed out that the interdisciplinary teaching mode of professional courses is a new concept in the interdisciplinary innovation of preschool education specialty, which is no longer blindly imparting knowledge, but emphasizes the cultivation of comprehensive skills. Therefore, paying attention to the cross teaching of process and curriculum is a new condition and concept to run preschool education well. After a lot of research on the music art of preschool education, the author found that some scholars put experience and practice in the first place. For example, Jiang Hong (2015) showed that the teaching exploration of combining vocal music class with "playing, singing and dancing" reflected the comprehensiveness of vocal music class of preschool education specialty, which was very effective in cultivating the habit of "audio-visual synesthesia". For example, students can imitate the sounds of various animals in animal Carnival and arouse the audience's fantasy about animals from the audio-visual images. This also applies to other disciplines combined with singing and dancing, such as piano, solfeggio and ear training.

C. How to embody the particularity of preschool education in the process of "interdisciplinary integration"

The author believes that the particularity of preschool education is often reflected in the need for a strong combination of theory and practice. First of all, we need to integrate relevant theoretical knowledge, the general professional courses and public courses generally include preschool education, preschool psychology, educational sociology, preschool hygiene, child development psychology, music, dance, art, early childhood education psychology, child health science, research methods of early childhood education, kindergarten games, kindergarten play teaching aids design and production, mandarin course, teachers' spoken language. Some knowledge can be integrated in subject setting, such as vocal music, dance and art. In the course arrangement, try to arrange them together as much as possible. These three disciplines are all practical disciplines. In these disciplines, some knowledge can be linked together, such as music and dance, which can be combined for teaching. Chen Yunbo (2017) mentioned in his research on the integration and innovation of disciplinary courses for preschool education major that some theoretical courses can be combined with practice, bring students into real life, exercise their application ability and practical operation ability, and improve their understanding ability of theoretical knowledge. He also pointed out that it is not correct to pay attention to art training but not skill training, which will lead to students' incomplete and unsound artistic skills and skills.

4.CONCLUSION

In this paper, combined with STEM teaching concept and preschool education major, the author focuses on the concept of "interdisciplinary integration" in STEM teaching concept, analyzes how to apply this concept to preschool education major, hoping that teachers can not only apply the knowledge of other disciplines, but also pay attention to process teaching and students' experience.

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Analysis of the Inheritance and Promotion Strategy of Craftsman Spirit

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Abstract: In all walks of life in modern society, there are continuous requirements to inherit and promote the spirit of craftsmanship, and to continuously improve their work strength and professionalism in the workplace, so as to make their own contributions to the society and the people. contribution. However, in this rapidly developing modern society, due to the pressures of life, career, and study, and impetuous hearts, most people have less and less power to use and inherit the spirit of craftsmanship. Ignore the practice of the craftsman spirit, which hinders the inheritance and development of the craftsman spirit to a certain extent. Especially for the education industry, if the craftsman spirit is not put in place, it will cause students to fail to understand and inherit the essence of the craftsman spirit in the learning process. Therefore, in the work of inheriting and promoting the spirit of craftsmen, teachers have played a very important role. However, when some teachers spread and promote the craftsman spirit, they have many shortcomings, so they cannot reflect the inheritance and promotion of the craftsman spirit in their work. Therefore, in order to continuously and effectively inherit and carry forward the spirit of craftsmanship, this article will explore and analyze the problems in carrying forward the spirit of craftsmanship and related solutions to achieve the ultimate goal of inheriting and carrying forward the spirit of craftsmanship.

Keywords: craftsman spirit; inheritance and promotion; strategic analysis; educational work

INTRODUCTION

With the development of the times and the needs of society, the inheritance and promotion of the craftsman spirit has become more and more important. In the work of all fields in the society, it is necessary to implement the core ideas of the craftsman spirit to achieve higher levels. Standard work requirements and achieve ideal working conditions. Teachers play a very important role in the spread and development of craftsmanship. Teachers must have a very clear understanding of the concept of craftsmanship and set an example to integrate the craftsmanship into work education. Only in this way can students effectively understand the basic concepts of craftsmanship and how to practice craftsmanship in their study and life. Continuously improving teachers' teaching culture and ability level can effectively strengthen and strengthen teachers' professional, engineering spirit and consciousness, and the inheritance and promotion of craftsman spirit can be sustained and effective development.

1. THE CORE CONTENT AND PURPOSE OF THE CRAFTSMAN SPIRIT

The spirit of craftsmanship can be used and embodied in every industry. It is necessary for every staff member to have a serious and responsible work attitude and spirit in their own posts, do their every job, take every responsibility, and love Own job and position [1]. Only in this way can we continue to improve and improve ourselves during work. At the same time, in the process of making continuous efforts and being responsible for their own work, they have greatly promoted and improved the work efficiency and quality of the society, and made certain contributions to the development and progress of human society. Craftsmanship is also an important criterion for judging a person's professional quality and a very lofty spiritual quality. It also reflects the excellent and responsible spirit of the staff in their work, as well as the attitude of striving for excellence in their own career [2]. Therefore, in the development of modern society, it is very necessary for the inheritance and development of the craftsman spirit, not only to strengthen the dissemination and understanding of the craftsman spirit in all aspects, but also to continuously practice and implement it in life and work. . Only in this way can we effectively achieve the purpose of inheriting and promoting the spirit of craftsmen.

2. THE STATE OF INHERITANCE AND DEVELOPMENT OF THE CRAFTSMAN SPIRIT IN CONTEMPORARY SOCIETY

In the operation of various professions in modern society, the inheritance and development of the craftsman spirit is at a relatively slow pace due to the influence of various factors, and the manifestation of the craftsman spirit is not very obvious [3]. For example, because modern people’s life pressure is relatively high and the pace is relatively fast, they are not fully and familiar with the understanding and learning of this noble craftsman spirit and attitude, which leads to the development and improvement of many jobs in the society. Not obvious. And some people will be affected by various interests in their work, and they will ignore the importance of work quality, which leads to the inability to ensure that the craftsman spirit is carried out to the end in many jobs [4]. In addition, the intensity of propaganda and dissemination of the craftsman spirit is not enough, so many people are unfamiliar with the basic knowledge and concepts of the craftsman spirit, which hinders the inheritance and development of the craftsman spirit. In particular, for the profession of teachers, if you can't learn and operate the craftsman spirit well, the spread and development of the craftsman spirit will be greatly negatively affected. For some teachers, the working attitude and ability level in teaching work needs to be improved, and the implementation and mastery of the craftsman spirit is not comprehensive. This will make the students not be able to truly appreciate the lofty and greatness of the craftsman spirit when they are learning and implementing the craftsman spirit, and thus they will not feel the necessity and importance of learning the craftsman spirit.

3. EFFECTIVE MEASURES TO STRENGTHEN THE INHERITANCE AND PROMOTION OF CRAFTSMAN SPIRIT

(1) Improve teachers' comprehensive teaching literacy and teaching level

Teachers must continuously integrate the spirit of craftsmanship into the teaching of students when they are teaching, take every job seriously and complete, and have patience and confidence to answer and analyze students' questions and doubts, and actively Take the initiative to be responsible for every job. It is necessary to continuously improve the comprehensive teaching quality and teaching level of teachers, realize the importance of craftsman spirit in modern society, and actively understand the meaning of craftsman spirit, so as to enable students to have a good understanding of craftsman spirit during the learning process. A clearer and clearer understanding. Therefore, teachers should strengthen the promotion and development of the spirit of craftsmanship, continuously improve and strengthen their own abilities, and continue to strictly demand their own work quality and efficiency, so that they can get more gains in the teaching process. . Really implement the craftsman spirit in every place, and be responsible for the work, so as to cultivate more outstanding talents, and promote the spirit of craftsmanship and get further development. Therefore, teachers should constantly reflect and summarize these self-reflections in their work, discover their own shortcomings and areas that need continuous improvement and improvement, and actively ask others for advice, so as to optimize their own work and improve their comprehensive teaching strength. Only then can the essence of craftsmanship be brought into full play, and by setting an example, can students truly feel the uniqueness of craftsmanship. Through teachers continue to improve their professional craftsmanship, so that their level of educational ability and professional quality of work have been continuously improved.

(2) Actively disseminate and learn knowledge about craftsmanship

In the process of inheriting and carrying forward the spirit of craftsmanship, it is necessary to effectively and actively spread it, learn relevant knowledge about the spirit of craftsmanship, and let more people understand the connotation and essence of the spirit of craftsmanship. First of all, teachers should set an example. They should constantly instill and teach students' ideas about the meaning of craftsmanship. If they can understand the spirit of craftsmanship, they have a great influence on the formation of their own personality in social work and learning. Big impact. For example, it is possible to use the jobs that serve the people in all aspects of social life and the relevant situation of the staff to expand the knowledge of craftsmen for students. Let students learn through some practical and existing craftsmen in life, so as to continuously regulate and demand their own behavior and learning attitude and spirit. In this way, the craftsman spirit can be spread and learned more effectively, so that more people can promote the craftsman spirit. Craftsmanship is not only reflected in work and study. Craftsmanship is a very valuable personality quality. If a person can form a craftsmanship in his own consciousness during life and study, then it can be used in all aspects of life. Be reflected.

4.CONCLUDING REMARKS

There are many jobs and requirements in various fields of social life. We must pay attention to the cultivation of the professionalism and work attitude of the staff, and apply the craftsmanship spirit to the work process to continuously improve ourselves. Work character ability. Teachers need to continuously implement the craftsmanship spirit, so as to treat their teaching with a more responsible and serious work attitude and philosophy, so that students can continue to feel the broadness of the craftsmanship spirit. In this way, students can make the spirit of craftsman more ambitious in the future work and study, and continue to inherit and carry forward the spirit of craftsman, so that the spirit of craftsman will become endless and pass on from generation to generation.

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Grasping and Applying Works Emotion in Vocal Music Teaching

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Abstract: Music and art was born in people's work and life, it is in order to express human inner emotions, emotions such as happy, excited, sad, sad to be able to effectively transfer through music, the expression of feelings and the singer of the creator desires to arouse the inner resonance of the audience, to the connotation of music transfer out, emotion is the soul of music and art. With the development and maturity of music, vocal music teaching has gradually become the main branch of music professional talent training. In vocal music teaching, we should not only cultivate students' singing ability and singing skills, but also pay high attention to students' emotional grasp ability, so as to realize the synchronous improvement of students' grasp ability and interpretation ability of works.

Keywords: Vocal music teaching; Emotion; Grasp; using

INTRODUCTION

In the development process of vocal music art, human's beautiful emotions have been integrated. The beautiful sound and strong emotions together constitute the cornerstone of vocal music art. Compared with good singing skills, accurate emotional grasp and sincere emotional interpretation are more likely to stimulate the emotional resonance of the audience and win the understanding and recognition of the audience. Modern vocal music teaching research is constantly improved, the teaching system is increasingly scientific, students can better grasp the vocal music singing skills, but the emotional understanding and grasp of vocal music works is not in place. In essence, the emotional training in vocal music teaching has not been paid enough attention to, the teaching method is not scientific and other problems are the root cause of students vocal music emotional expression barriers, which is also the focus of this study is expected to be able to solve.

1.EMOTION CULTIVATION CASTS THE SOUL OF VOCAL MUSIC TEACHING

Emotion and the fusion of sound in vocal music teaching has an important position, even is the core of vocal music teaching, in the vocal teaching system is becoming more and more mature now, vocal skills to master and apply development potential is limited, and promote the fusion of emotion and singing can enhance the appeal of vocal expression, realizes the audience and the singer's emotional resonance, emotional culture is the soul of the vocal music teaching, This has a very positive influence on the development of vocal music teaching level and the improvement of students' learning effect. The pace of today's society continues to increase, the people's life is facing more heavy pressure, modern music is an important way to alleviate the pressure of the life, have fun, different vocal music works can satisfy the audience's emotional needs, and teachers can raise in the teaching process to consider the emotional factors of vocal music works, is the works of creation background and demand in-depth interpretation, To ensure that students can grasp the core of the work at a deeper level.

Teachers' attention to vocal music emotional education can affect students' learning attitude, which is also the development direction of students' learning activities. The emotional cultivation of vocal music teaching should not only consider the actual state of the works, but also consider the characteristics of students. For example, some students are very outgoing and cheerful, and they will show a more active and open state in the emotional expression of vocal music. Some students are more introverted and implicit, teachers should focus on guiding their emotional expression burst, so that students can improve the expression of vocal music works, choose music works suitable for this part of the students to help them improve themselves step by step. The emotional soul of vocal music teaching can guarantee the rich vitality of the interpretation of students' works, establish the emotional connection between students and the creators of works, and then stimulate the emotional resonance of the audience.

2. EMOTIONAL CULTIVATION GUIDES THE HEALTHY DEVELOPMENT OF STUDENTS' AESTHETIC IDEAS

The formation of aesthetic taste is gradually generated in the long-term life and practice of human beings. The works that conform to the public aesthetic idea and aesthetic value trend can better win the appreciation and recognition of the audience. People are the main body of the aesthetic, each person's life and growth experience are different, which also makes their understanding and feeling of vocal music works are also very different. Psychological aesthetic differences directly affect the way of creation and expression of works and emotional connotation. Deep education around emotional cultivation can effectively shape the singer's aesthetic ability and ensure that the singer can better present the connotation of works. In the process of vocal music development, my emotional vocal music creators will be buried deep in work, they hope that through the performers singing pass emotion to the audience, and works of different emotional and aesthetic expression, there is a close connection between the emotional resonance to the shape of aesthetic consciousness, to create a good environment, for the transfer of aesthetic thought, to create a good environment. Singers in the work interpretation process will be better to convey the aesthetic concept of vocal works to the aesthetic trend, so that the audience can feel the work through the expression of vocal works of thought and emotional connotation. Emotion cultivation can help the singer to set up the correct aesthetic trend, distinguish the interpretation of different vocal works more accurately, win the understanding and recognition of the audience, and realize the overall development of vocal performance.

3. EMOTIONAL CULTIVATION HELPS STUDENTS MASTER DIVERSIFIED MUSICAL STYLES

Vocal music is a comprehensive music art, the language expression and the use of skills of the work have a very significant impact on the performance of the work, and in the process of the development of vocal music art has also formed a number of schools and styles. For example, there are obvious differences between Chinese traditional vocal music art and western vocal music art, and they can be subdivided into multiple categories. Only when the singer accurately grasps the music style in the process of the expression of the work can the connotation of the work be better presented. As is known to all, the growth environment and development experience of people from different nationalities and countries in the world are completely different, which also makes their living customs and cultural background have significant differences. Different ethnic groups have formed different characteristics and styles in terms of language and culture, thus giving birth to diversified musical styles. In real life, the audience's cognition and preference for music style are also different. Only the music style that meets the needs of the audience can better win the recognition and liking of the audience. Therefore, in the process of vocal music learning, performers must master diversified musical styles in order to better present the characteristics of the works and effectively improve the comprehensive ability of vocal music expression. Emotion cultivation can help learners to have a deep understanding of the vocal music characteristics and styles of different nationalities, fully present the representativeness of different works by adjusting timbole and tone, accurately grasp the democratic emotion of works, and accurately express the musical style based on the regional characteristics of works. Therefore, emotional expression plays a very positive role in students' mastering of diversified musical styles and meets the needs of comprehensive and rich expression of works.

4. EMOTIONAL CULTIVATION STRENGTHENS THE VOCAL PERFORMANCE OF STUDENTS

The expressive force of vocal music art is mainly the ability that the singer can better complete the feature of the work in the composition of the work, namely the ability that the singer can accurately convey the ideological connotation and emotional elements of the work to the audience. Good vocal music works should not only have beautiful melody and moving timbre, but also rich thoughts and emotional connotations, which can walk into the inner world of the audience, guide the emotional development direction of the audience, and become a truly excellent classic spread works. The inner characteristics contained in the vocal music artistic works need to be realized by the singer from the creator to the audience transmission, the creator, the singer and the audience together constitute the biological chain of musical artistic expression, the singer plays the role of connecting the preceding and the following, which also fully highlights the importance of the singer. Emotional expression is of great significance as the core of vocal music art expression form, teachers in the teaching process to help the students understand the work of the emotion to make them more accurately grasp the emotion, the creator of their emotions and emotional integration and through the singing, then transferred the audience emotional disease trigger emotional resonance. Emotion cultivation is helpful for students to more accurately understand and grasp the core of the works, and promote students to better convey emotions and ideas in the process of work expression. It is helpful to improve learners' ability of vocal music artistic expression, and realize the synchronous improvement of vocal music teaching level and teaching effect.

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Analysis Method to Sliding Force Regarding to Parallel Axis Steering Gear

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Abstract:In my opinion, the target is to reduce the friction force in the sliding force system. However why sliding force nok rate is out of control, what factors will affect the sliding force, one effective analysis method seems more and more important. The sliding force will be reduced more than 700N when the temperature increased from -20 degrees to 0 degree. Force will be reduced by 240N when it increased from 0 degree to 20 degree. So we suggested maintaining all the component and workshop at room temperature to avoid external factor affected.

Keyword: Epsapa Steering gear; sliding force; sliding force pair; KGT

1. THE PROJECT BACKGROUND AND PURPOSE

Background:

To grasp the market development direction, to maintain the sustainable development potential, in early 2017 the company's first localized parallel axis steering gear EPSapa products (hereinafter referred to as: APA) realized serial production .APA products can meet the higher requirements of steering type, mainly for commercial vehicles and luxury car market.

With volume increasing year by year, the proportion of the sliding force test failure gradually emerge, sliding force refers to rack force from the electronic steering gear without power supply, its main defect mode is that the sliding force out of customer's requirements in the qualified yoke play, which will affect customer's comfort level during turning steering wheel. The rework solution is either to manually turn steering gear several times so as to make it go smoothly, or increase the grease on the surface of the rack teeth. In my opinion, the target is to reduce the friction force in the sliding force system. However why sliding force nok rate is out of control, what factors will affect the sliding force, one effective analysis method seems more and more important.

Objective:

The target of this project is to reduce the production cost, improve economy. In order to achieve the target more quickly and efficiently, a team equipped with a technical engineer worked as team leader, quality engineers, colleagues from research and development department and production engineers was created. We discussed and redefined following aims:

1) Through the influencing factors analysis, to identify the defecting tree, establish experience library;

2) Through the implementation of preventive and detection measures, reduce the nok rate of sliding force

3) Establish a EPSapa sliding force research team, practice local analysis ability

4) Share experience with other plants and develop to other problem-solving issue

2. THE PROJECT IMPLEMENTATION

The analysis method of this project is: firstly, we must identify all the necessary sliding force pairs which composed to the whole sliding force system; secondly, we need to estimate the proportion of each sliding force pair regarding to the whole system; the analysis sample we decide to select is from same type of the steering gears from different production plant, which are under average sliding force, cause we have no reference to know theoretical proportion of each sliding force part. So we have to use the steering gears with low sliding force to avoid failure mode. After we set up the sliding force pair matrix, fill in the sliding force data from ok part, and then we disassemble NOK part from our plant, identify abnormal sliding force pair, to set up experience library according to Process FMEA.

2.1 Identify sliding force pair

The main component of the sliding force pair

1). The sensor unit (including input shaft; torque and angle sensor; steering pinion)

2). Pressure piece & adjusting screw (used to adjust the yoke between pressure piece and rack bar)

3). The ball screw (realize rack moving by moving balls from the ball screw unit)

4). Power pack (via belt to transfer the force from power pack to the rack bar)

5). Housing (all the sliding force pairs work in the housing, the shape of the housing is defined by customer)

6). Gearbox cover (assembly with the housing, the ball screw unit is between housing and gearbox cover)

7). Belt (Used to connect the small pulley of the power pack and the big pulley of the ball screw unit)

Regarding to the components above, we defined the following sliding force pair:

1). The sensor unit pair (sensor unit and rack sliding pair)

2).PP belt pair (the sliding unit between power pack and belt)
3).Ball screw unit (the sliding unit between ball screw and belt)
4).Pressure piece unit (the sliding unit between pressure piece and rack)

2.2.The ratio of sliding force pair

We select same type of the steering gears(10 parts) with low sliding force which are from different plant. Regarding to these parts, we disassembled by the following steps: disassemble pressure piece—disassemble sensor unit & sensor cover---disassemble gearbox cover—disassemble belt and powerpack.

The reason we select the parts with low force is cause there are less additional force between the sliding force system than other parts. We could get the ratio in the best condition.

Finally we need to re-assemble same component, cause we found sliding force could be reduced by 20-30N after part disassemble.

The result which analyzed by 2 months is below:

Pressure piece：30-124N

Sensor unit：7-56.5N

KGT：179-262N

Re-assembly：14-32.3N

2.3 Other factors

During the analysis, we also found other factors which also affect sliding force.

2.3.1 Belt frequency

The main transfer system is belt in the steering gear, so we also analyze the sliding force change with different belt frequency. The result is: delta force varies from 20 to 60N regarding to the min and max belt frequency. Theoretically speaking, the more belt frequency, the more sliding force.

2.3.2 running-in

We select 3 parts with the yoke from 0.01 to 0.08mm, test sliding force by pushing and pulling rack, we count one running-in by round-trip which moves rack from left limit to the right limit and then from another direction. Each part we do 100 times, the result is followed:

Force will be reduced by 80N and stable after 80 times running -in

That's why the sliding force will be less year by year. So running-in is really one effective solution to the sliding force issue.

2.3.3 Temperature

The working temperature for the steering gear is from -40 degrees to the 110 degrees, we also test 5 gears with -20 degrees, 0 degress and 20 degrees. The result is followed:

The sliding force will be reduced more than 700N when the temperature increased from -20 degrees to 0 degree. Force will be reduced by 240N when it increased from 0 degree to 20 degree. So we suggested maintaining all the component and workshop at room temperature to avoid external factor affected.

4.KEY PROBLEM FOUND

Via large amounts of the experiments, we got the essential ratio of the sliding force system, in this step, we need to analyze these parts which manufactured from our plants, but with big sliding force (more than 50 parts). Regarding to these parts, we need to disassemble and compare each sliding force pair with the standard one to find the key problem of the steering gear.

Regarding to the result, we got the general summary that:

The ratio for sensor unit pair is bigger than standard

The re-assembly force is bigger than standard especially from gearbox cover side

In fact, we found the same result for these 50 parts, which means the key problem should be come from sensor unit pair and gearbox cover pair. Based on the PFMEA analysis, we select the sector which concerns alignment between fixture and assembly component to search for the potential assembly problem.

After the analysis, we got the following points:

Bad alignment between GBC and KGT during assembly, the assembly force varies from 100N to 2000N which could result to sliding force became bigger. In the drawing, this assembly belongs to the loose fit, less force during assembly, so we realign axial position between GBC and KGT, then we set max force 150N as the assembly force limit in case bad assembly occurred.

Regarding to the sensor unit pair issue, we found this comes from sensor cover after we disassembly several parts. Some parts are already injured in the internal side could be regarded as one evidence of the bad alignment. We also checked the leakage test for these part, the result is also bad. So we improved our assembly system to guarantee the sensor cover assembly.

The positive result confirmed our experiment. After we improved our assembly system for the GBC and sensor cover, the sliding force reduced more than 60N, ok rate increased more than 20%. Obviously, assembly system could affect sliding force.

5.SUMMARY

In this project, cause we are lack of theoretical data for each sliding force pair, in parallel, we got big pressure from production side due to high NOK rate. So we use experiment to analyze the actual force pair and then define the key problem. It really need much more time to test and analyze, but it's really helpful regarding to the situation I mentioned before. In additional, we also export document like potential failure matrix which affect sliding force, sliding force pair ratio and external factors which affect sliding force which are really useful to the manufacture plant.

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On the Optimization of English Phonics Teaching in Primary Schools under the Background of the Internet Era

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Abstract: With the development of the times, the Internet has been integrated into all areas of society, and foreign language teaching is no exception. The teaching mode has gradually changed from the traditional single classroom teaching to the online plus offline teaching mode, and foreign language learning is no longer limited to English classroom. Nowadays, phonics plays an important role in cultivating students' English pronunciation and reading ability.This paper will enhance the effectiveness of primary school English phonics teaching, make full use of network resources, to achieve the purpose of optimizing teaching.
Keywords: Internet; phonics; primary school English

1.INTRODUCTION

Phonics, also known as English phonics method, phonics method is the current international mainstream English teaching method, it is not only the native English-speaking countries children learn English pronunciation and spelling, improve reading ability and understanding of teaching methods, is the second language of English beginners to learn pronunciation rules and spelling skills of teaching methods. Phonics is a teaching method developed according to the structure of words and the pronunciation rules of letters. Teachers can use phonics to cultivate students' ability to read and listen to words, so as to cultivate students' good sense of English from words.

2.RELATED CONCEPTS

2.1The Concept of Phonics

American scholar Adams (1990) believes that there is a close relationship between letters and their pronunciations.Phonics is a vocabulary teaching method that teaches students to recognize this relationship and use it to decode words[1]. He once pointed out that there are 37 most frequently used letter combinations in English, and in simple reading materials, letters or letter combinations in words correspond to their pronunciations, so long as children master the pronunciation rules of these combinations, they can independently spell about 500 most commonly used words.

2.2The current situation of phonics in primary school English teaching

Phonics is not paid enough attention to in the current primary school. English teaching process, many schools do not pay enough attention to the teaching of this subject. The guarantee of class hours is insufficient, and the curriculum arrangement also occupies a small proportion.

Teachers' knowledge level is difficult to meet the needs of teaching in primary school English teaching and teachers' own literacy has a direct impact on the teaching effect. In the specific teaching process, considering the characteristics of English in primary education, there is no high demand for teachers. Because of this, teachers can not actively improve their professional skills, which leads to the relative weakening of teaching ability.

In the process of teaching, the specific way of teaching is often limited by thinking, and teachers'teaching basically follows the traditional teaching methods. The characteristic of this way is that teachers explain the content and students passively accept the knowledge.

3.RESEARCH REVIEW

3.1 Related Studies Abroad

In native English-speaking countries, phonics, as an effective English learning method, has been deeply studied by many researchers, and many related works and research results have been produced. In his book Esmond Vedder Degraff (2009) listed about 3000 words that students had difficulty in learning when they learned words, and summarized the pronunciation rules of phonics and plotted them in a table[2]. Dolores G. Hiskes (2011) describes in detail the various methods of learning phonics, starting with letter sounds, followed by letter combination sounds, followed by word sounds, then phrases, and finally sentences.[3]

3.2 Domestic Related Studies

In recent year, more and more experts and scholar in mainland China have begun to attach importance to phonics and have conducted researches on it, hope to solve that difficulties and problems of primary school students' English learning in China by implementing phonics. Fang Limin (2008) pointed out in her empirical study that phonics can effectively help primary school students to pronounce and spell English words accurately[4]. An Yanyan (2011) conducted an experimental study on phonics teaching for fifth grade students, and found that after mastering these spelling rules, students can skillfully use these rules to spell and spell words, and their learning initiative and interest are significantly improved[5]; Cao Peijie (2018) mentioned that the use of artificial intelligence technology can promote the intelligent transformation of learning environment, teaching methods and educational management, help teachers to understand students, discover students and serve students with the help of data and algorithms, and help students to participate more in classroom language activities.

4.THEORETICAL FOUNDATION

Stephen Krashen, a famous American language educator, put forward the Input Hypothesis. He put forward a famous "i + 1" theory in the process of language input. In phonics, the learner's current vocabulary level is "i", and he points out that if the learner is exposed to input slightly above their current vocabulary level, and this input can be learned and understood, then the input is "i + 1", in which case second language acquisition will occur.[6]

5.ON THE OPTIMIZATION OF ENGLISH PHONICS TEACHING MODE IN PRIMARY SCHOOLS IN THE INTERNET ERA

Foreign language education in primary schools has its particularity.With the further development of the Internet, learning tools are increasing, and the theory of basic foreign language teaching is developing continuously.Therefore, the online + offline teaching mode of basic foreign language can be tried.

5.1Stimulating Students'Interest in Learning through Network Multimedia Materials

Firstly, in terms of learning content, teachers can use artificial intelligence technology to select authentic language materials from a large number of language materials that are in line with the mental development of primary school students. Combining with the cognitive characteristics of the lower grade students in primary school, we should choose interesting materials, provide vivid voice and picture book training materials, and stimulate students'interest in spelling and reading. Lower grade students are very interested in intuitive and vivid pictures and catchy sentences, such as Interesting 26 Letters, Magic Monogram, Lisheng Spelling Story Club, Big Cat Spelling and My First Set of Spelling Storybooks are all materials suitable for interesting spelling. Before the learner enters the system, the level and interest test is completed first, and after the test is completed, the system pushes the learning content according to the existing language level and mental level of the learner. Using artificial intelligence technology and online learning system, teachers can help students choose learning materials that meet their mental level and language level, stimulate the internal driving force of foreign language learning to the greatest extent, and then improve the learning effect. In the whole online learning process, the system pushes the learning content according to the learner's language level development and mental level, and each learner's learning path is inconsistent.

5.2Integrate micro-lesson video to help students review and consolidate knowledge points

The most important part of phonics is to require students to master the letters and letter combinations representing 44 basic sounds, so it is particularly important for students to memorize word groups with interest and efficiency, classroom teaching time is limited, therefore, the integration of micro-courses into teaching will help students learn in class, review after class, practice consolidation and so on. For example, when teaching the pronunciation knowledge of Recycle1, Volume 1, Grade 4 of PEP English, in order to effectively review and train the pronunciation of the five vowels and short vowels, we design animation through micro-lessons to integrate the exercises of spelling, reading and writing into a ten-minute micro-teaching video to help students understand. Relevant letter combination training sets can also be recorded into corresponding micro-videos, uploaded to class QQ group, Wechat group and so on, for students to consolidate, sort out and learn after class, quote or create some simple picture book stories in the corresponding micro-lessons, through listening, reading, overall perception of stories, effectively mobilize students'existing knowledge and experience. Students are encouraged to actively explore the pronunciation and combination rules of word groups in words, and with the help of picture book stories, students'mastery of vocabulary spelling methods and their ability to understand and use language are tested.

5.3Expanding student communication channels through mobile app software

A large number of language input and language output to improve students' reading ability has a vital role, teachers can use nano box, children's fun dubbing, QQ group, wechat group and other students are more interested in mobile phone app software to help students carry out a large number of language input and output training. For example, the establishment of class Wechat group, parents are required to help students regularly record small videos of reading texts and publish them in the group, teachers track evaluation, and establish corresponding evaluation mechanism to encourage; In the children's fun dubbing to establish classes, invite students to join the class, regularly select suitable animation, children's song fragments, invite students to complete dubbing to improve students'enthusiasm for learning English.

6.CONCLUSION

In the era of Internet education, we should actively play the positive role of mobile phones and networks, adopt phonics and information technology integration teaching, and guide pupils to establish the concept of letters and word groups representing pronunciation at the beginning of learning English. Using modern information technology to carry out appropriate outward bound training, through novel and unique learning methods, broaden students'learning channels, not only can cultivate students' interest in learning English, improve students' ability and efficiency of memorizing words, but also can improve students' comprehensive ability of listening, speaking, reading and writing in all aspects, so that students can master efficient learning methods and enhance their understanding of English courses. It is helpful for students to learn English for life.

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Research on the Development of Regional Technological Innovation Center with Digital Economy

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Abstract: At present, China is facing a new development pattern of economic circulation between domestic and international and a new round of industrial technology reform. With the development of science and technology, digital economy based on information technology and big data analysis technology plays an important role in the efficient development of regional economy. Digital economy has been widely used in all fields of social production and life, which directly promotes the economic innovation and development. Regional technological innovation center is a region with innovation advantages based on the development of high-tech industry in the region, which is the key goal of China's science and technology development. The development of digital economy brings new opportunities and new methods to the construction and development of regional technological innovation center.

Keywords: Digital economy; Technological innovation

INTRODUCTION

In recent years, with the development of information technology, the economic form represented by digital economy has become a new driving force to promote the construction of regional technological innovation center and an important engine to promote regional high-quality development. In the face of the current rapidly changing economic situation, China needs to grasp the great opportunity of digital economy development to promote the construction of regional technological innovation center and effectively promote the regional economic reform. Therefore, this paper expounds the significance of digital economy in promoting the construction and development of regional technological innovation center, and the measures and strategies to promote the high-quality development of regional economy with digital economy.

1. THE FOUNDATION OF DIGITAL ECONOMY FOR PROMOTING THE DEVELOPMENT OF REGIONAL TECHNOLOGICAL INNOVATION CENTER

1.1 Providing power for the construction of technological innovation center

As a new economic form based on the development of information technology, digital economy has a new way of resource allocation and development concept, which provides basic power, broad platform and a variety of opportunities for promoting the development of regional technological innovation center. Regional enterprises can fully realize their development driven by innovation [1]. The key to the construction of regional technological innovation center is to have a strong innovation source and power to industrialize the innovation elements to form a technological innovation center and promote the rapid development of regional economy. Digital economy is based on the innovation of digital technology, and big data involves all aspects of production and life. It involves all walks of life and deeply affecting social production and life. Therefore, digital economy promotes industrial transformation and upgrading through deep integration with different fields. On the one hand, digital economy provides technical support and economic benefits for technological innovation; on the other hand, it also promotes enterprises to have a sustained demand for technological innovation. For instance, digital economy has become the driving force of innovation, development and transformation in Shenzhen. Shenzhen has released a series of innovative development plans for digital economy and different industries to build a regional technological innovation center and make the center have sustainable innovation power.

1.2 Providing a platform for the construction and development of regional technological innovation center

The construction of regional technological innovation center first needs a broad innovation platform and carrier. Digital economy uses the latest information technology to promote the integration of different industries, breeds a group of high-tech enterprises with great development potential and advantages, and becomes the main market of the construction of technological innovation center. At the same time, digital economy is widely used to provide intelligent services for the construction of technological innovation center and effectively improve the construction efficiency of the center. The role of digital economy in function research and development, efficient service, industrial finance, smart city construction, inter city information interconnection and government information processing are all providing powerful services and creating the broadest platform for the construction of regional technological innovation center.

1.3 Providing opportunities for the construction of regional technological innovation center

Based on various high-tech information technologies, digital economy has promoted the establishment of various new economic development models, cultivated a large number of emerging industries with great development potential, and promoted the emergence of innovative platforms and resource data sharing platforms, as well as providing great opportunities and help for the construction of regional technological innovation centers. The digital economy can also accumulate innovation resources for the technological innovation center, cultivate and introduce leading technology innovation talents and innovation teams in the digital economy, and provide high-level talents for the development of the technological innovation center. Secondly, through digital technology research and development, incubation and transformation of technological achievements, digital technology can be penetrated into various fields, and the digital economy innovation chain can be extended, so as to guide and support the development of technological innovation center. The full use of digital economy can provide multi-level development opportunities for the construction of regional technological innovation centers from many aspects.

2. MEASURES FOR THE CONSTRUCTION OF REGIONAL TECHNOLOGICAL INNOVATION CENTERS WITH DIGITAL ECONOMY

2.1 To make overall layout for digital economy development

As a relatively new economic form, digital economy is still in a period of development and perfection. Therefore, in the process of promoting the construction of regional technological innovation centers, various problems have emerged one after another. We need to take certain effective measures to solve the problems and promote the high-quality development of regional economy. Based on the construction of a regional technological innovation center, the overall development plan of the digital economy should be long-term and in-depth consideration. Under the in-depth study of the development trend of digital economy at home and abroad, it is necessary to clarify the development direction of the regional digital economy industry and promote the development of the digital economy, as well as the implementation of strategic plan for the construction of the regional technological innovation center. On the basis of the overall planning and layout, the regional technological innovation should be turned into a comprehensive national science center concentrated carrying area, and the function of gathering, spurring and radiating high-end technological talents and cutting-edge technologies needs to be further promoted in the digital economy-related industries. And it needs to develop and improve the digital economy system, accelerate the formulation of relevant laws and regulations in the digital field, so as to provide guarantees for the innovation and development of related digital economy industries.

2.2 To strengthen the foundation for the development of digital economy

The construction of regional technological innovation center must take the development of digital economy as a solid foundation. First of all, it is necessary to strengthen the construction of information infrastructure and improve the latest infrastructure construction such as big data and artificial intelligence. Inn addition, it is necessary to strengthen core digital technology support capabilities, focus on a series of key areas such as big data, and actively promote the comprehensive application of digital economy in different industries. It can also carry out technological research and development and key support for some industries with digital technology as the core, and cultivate specialized and mid-to-high-end digital talents, and form an innovation ecology of multi-subject team with universities, enterprises, and scientific research institutions as the core elements under the guidance of the government. Innovation ecology [2].

2.3 To create an environment for innovation and development of digital economy

The construction of a regional technological innovation center not only requires itself to build an innovation platform with the digital economy as the core, but also requires the region to provide an environment suitable for the development of digital economy. First, we can use digital technology to build a smart city system, use digital technology to promote regional linkage, plan construction, build digital parks, and lay out a batch of new high-tech enterprises and digital living spaces. In this way, the comprehensive urban governance level will be strengthened and the government's governance capabilities in the digital economy era will be enhanced. Second, we must attach great importance to the development of the digital content industry to promote the application of digital economy in multiple fields and create a development model that combines diversified industries and digital technology, so as to promote enterprises to enhance their independent innovation capabilities and form a digital content industry chain. Focusing on the construction of regional technological innovation centers, we can also focus on the development of a number of digital technology research and development and innovation bases, support the construction of big data industrial parks and other bases, seize the opportunity of rapid development of digital technology to improve the level of innovation, promote big data empowerment enterprises, deeply implement enterprise innovation and development, and create a good environment for the development of digital economy [3].

3. CONCLUSION

Nowadays, with the rapid development of digital economy, there are still many problems and deficiencies. The task of building a technological innovation center and creating digital precision service is still arduous, and we need to move forward in the development. Therefore, we need to implement the development strategy of digital economy and take digital innovation as the guide to realize the sustainable innovation of enterprises and promote the construction of regional innovation center through digital economy.

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Research on Higher Vocational Physical Education Model Based on "Internet Plus"

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Abstract: The higher vocational sports teaching model has obtained the opportunity to reform because of the popularization of "Internet Plus" technology. The external power of "Internet Plus" is conducive to deepening the reform of higher vocational sports teaching mode, so as to ensure that the higher vocational sports teaching meets the characteristics of modern education. Based on the perspective of "Internet Plus", this article analyzes the problems existing in the traditional teaching mode of physical education in higher vocational schools, and explains the influence of "Internet Plus" on the teaching mode of higher vocational physical education, and finally builds a high school based on "Internet Plus" teaching mode.
Keywords: Internet Plus; Vocational sports; Teaching mode; Reform

1. INTRODUCTION

In 2015, "Internet Plus" was elevated to a national development strategy (Meng, 2018). In 2019, Premier Li Keqiang once again proposed in the government work report that it is necessary to vigorously develop "Internet Plus" education and promote the sharing of high-quality educational resources. In the context of "Internet Plus", how to meet the diverse sports needs of students in higher vocational physical education has become the focus of higher vocational physical education reform. In view of this, based on the characteristics of higher vocational sports teaching, this article constructs a higher vocational sports teaching model based on "Internet Plus" in order to maximize the energy efficiency of higher vocational sports teaching.

2. PROBLEMS IN TRADITIONAL TEACHING MODE

2.1 Single teaching method

In the traditional higher vocational physical education teaching model, teachers mainly adopt the teaching methods of explanation and demonstration. This kind of teaching method is relatively monotonous and the form is boring. It is easy for students to feel fatigued in classroom teaching and cannot arouse students' interest in learning. In the whole teaching process, teachers transmit information to students unidirectional, and there is a lack of interaction between teachers and students. Therefore, this kind of traditional physical education teaching method cannot give full play to the student's subjective initiative, cannot mobilize students' learning enthusiasm, can not reflect the student's main body status, and cannot achieve the expected teaching effect.

2.2 Insufficient teaching content

Higher vocational colleges mainly focus on the cultivation of students' professional skills, and their professional courses occupy a large amount of class hours, while public courses such as physical education and foreign languages occupies a small amount of class hours. At the same time, physical education teachers have to complete the students' classroom teaching, physical fitness test and other tasks in this relatively short period of time, which can only reduce the corresponding teaching content. Therefore, the content of higher vocational physical education is mainly based on the simple technical movements of various sports, but this is far from meeting the needs of students. The lack of teaching content will make students feel that physical education is boring, and gradually make them lose their interest in physical education.

2.3 Unreasonable teaching evaluation

In the traditional higher vocational physical education model, teaching evaluation usually takes the students' class attendance, physical fitness and motor skills test scores as evaluation indicators, but ignores the entire process of students' physical learning. In this kind of teaching evaluation, changes in students' physical fitness and sports interest have not been effectively reflected, and they have failed to reflect students' self-evaluation and mutual evaluation. Therefore, the evaluation methods in the traditional higher vocational teaching model are not comprehensive and objective, and are significantly affected by teachers' subjective factors (Sun, 2019).

3. THE INFLUENCE OF "INTERNET PLUS" ON TEACHING MODE

3.1 Changed the traditional teaching structure

In the traditional teaching model of higher vocational physical education, teachers are responsible for the organization and arrangement of teaching plans, teaching content and teaching methods. Students can only passively accept the teaching arrangements of teachers, and there is very little communication between teachers and students. However, in the "Internet Plus" higher vocational physical education teaching model, the relationship between teachers and students has changed. Students become the main body of the classroom, and teachers are mainly responsible for answering various problems encountered by students in the learning process. In this learning model, the roles between teachers and students have gradually been adjusted, the communication and interaction between teachers and students have also been strengthened, and the efficiency of classroom learning has also been improved.

3.2 Breaking the boundaries of time and space

The application of Internet technology in higher vocational physical education has changed to a certain extent the reality that traditional higher vocational physical education is affected by many objective factors such as weather, venues, equipment, etc., making the space for physical education no longer confined to gymnasiums, Track and field fields, etc., extend the time and space for students to study in physical education. Through new media and information-based teaching methods, the space-time boundary of "teaching and learning" in the traditional teaching mode of vocational physical education has been broken. Students can learn sports skills anytime and anywhere, which improves their learning efficiency, makes it easier to master sports skills, develops the ability to learn sports by themselves, enhances sports confidence and interest, and achieves the ultimate goal of higher vocational sports teaching. This new teaching method enables teachers and students to have more initiative and selectivity, and teachers' teaching and students' learning are also more creative.

3.3 Improved teaching methods

In the traditional teaching mode of higher vocational sports, most of the physical education teachers use the "cracking duck" teaching mode to teach, constantly instilling various sports knowledge into the students. The overall teaching atmosphere is too dull and the students' learning efficiency is not high. By applying "Internet Plus" to physical education, teachers can use multimedia software such as videos and animations to enrich the teaching content, so that students can more intuitively and clearly master various sports knowledge (Liu, Lian & Zhang, 2019). At the same time, physical education teachers can also use these multimedia software's slow-motion, freeze-frame, and repeated playback functions to enable students to watch the essentials of technical movements in more detail. While enriching the physical education teachers' teaching resources and teaching methods, it also greatly Improve the effect of physical education.

3.4 Enriched teaching content

The teaching resources of most public physical education courses in vocational colleges are limited, and it is difficult to meet the needs of actual teaching. However, the emergence of the Internet has made up for the lack of teaching content in the traditional teaching mode of vocational physical education. There are abundant sports resources on the Internet, and a large number of related pictures and videos exist. The content of higher vocational sports courses can be enriched through the Internet. At the same time, teachers can also use multimedia software to visualize the teaching content, so that students can observe the whole process of action from different angles, which can not only help students master more action essentials, but also speed up the standardization process of physical education and improve Improve the effect of physical education.

4. CONSTRUCTION OF TEACHING MODE BASED ON "INTERNET PLUS"

4.1 Improve teachers' information technology level

Physical education teachers are the core of higher vocational physical education. In the current "Internet Plus" background, if you want to achieve the perfect integration of physical education and informatization, and finally realize the transformation of higher vocational physical education teaching mode, it is necessary to improve the information technology level of physical education teachers. At present, there are still many physical education teachers who cannot keep up with the development of "Internet Plus". These physical education teachers must continue to participate in training and learning in order to improve their level of information technology. At the same time, physical education teachers also need to improve their ability to use the Internet. The Internet application ability of physical education teachers directly affects the effect of higher vocational physical education reform (Song, 2020).

4.2 Enhance students' autonomous learning ability

In the process of traditional higher vocational physical education, teachers' dominance is more reflected, and students' dominant status has not been reflected, let alone the exertion of students' autonomous learning ability. In the context of the "Internet Plus" era, teachers can search for a large number of physical education pictures, videos and other materials at any time, share these materials with students by establishing WeChat groups, QQ groups, etc., and encourage students to boldly elaborate on the group Their own views on martial arts movements; at the same time, students can also record their own videos and send them to the teacher for correction. Through this kind of benign interaction between teachers and students, on the one hand, it makes up for the lack of time for students in the traditional teaching mode. On the other hand, it breaks the time and space limitations of physical education and enhances students' ability to learn independently. .

4.3 Rich teaching resources

Abundant information-based teaching resources provide certain material guarantee for physical education under the "Internet Plus" perspective. Higher vocational colleges should pay attention to the construction of sports informatization teaching resources, and construct an informatized and digital sports teaching resource system from theoretical courseware, fitness videos, electronic teaching plans, competition videos, and sports micro-classes. First of all, each school should establish its own characteristic physical education resource bank, extensively collect and excavate various physical resources through various methods, and continuously enrich and improve the content of the physical education resource bank. Through the construction of the teaching resource database, students can get the sports information they want anytime and anywhere after class. Secondly, after all colleges and universities have established an informatized teaching resource library, they must realize resource sharing. Through resource sharing between each school, each school can learn from each other's strengths, explore their own superior resources to the greatest extent, and realize the purpose of maximizing resource utilization.

4.4 Build an information platform

The construction of a physical education information platform is the key to ensuring the success of the combination of "Internet Plus" and physical education. Higher vocational colleges should increase the construction of information platform for physical education. The construction of a sports teaching information platform can include campus sports information, extracurricular physical exercise sign-in and records, club management, stadium and land reservations, test data management, etc. (Song, 2020). In addition, in the process of constructing and improving the information platform of physical education, physical education teachers should pay attention to the amount of physical education resources on the one hand. On the other hand, physical education teachers should also focus on screening and managing these resources to improve the quality of learning resources. Through the screening of these learning resources, the problem of students' inability to make appropriate and efficient choices in the learning process is avoided, thereby improving the utilization efficiency of the teaching information platform.

5. CONCLUSION

"Internet Plus physical education" is not a simple superposition of "Internet Plus" and physical education, but a deep integration of modern technology and physical education. Based on the "Internet Plus" online and offline combination of higher vocational sports teaching mode, it provides a new way of thinking and way for higher vocational sports teaching. Higher vocational sports teaching has changed from simple classroom knowledge transfer to diversified learning methods, which is more in line with the characteristics of higher vocational sports.

Funding

2020 teaching reform project of Suzhou Vocational University (Project Number: SZDJG-20028); Suzhou Vocational University Introduced Talent Research Project.

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Rural Tourism Development Planning Evaluation and Countermeasure Research

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Abstract: The 19th national congress of the communist party of China (CPC) put forward the strategy of rural rejuvenation in the future in the areas of agriculture, rural areas and farmers. Rural vitalization is a systematic project, the core content is to promote rural economic prosperity to achieve rural economic vitalization. Accelerating the modernization of the agricultural industry is the fundamental way to realize the integration of the "three industries", "three rural areas", "three rural areas" and urban and rural areas, and the realization of the "four integration" is the basis and an important driving force for promoting rural rejuvenation. By comparing the advantages of rural tourism development in mountainous areas, this paper objectively analyzes the problems in the development of rural tourism in mountainous areas, and puts forward the strategies and measures for the development of rural tourism in mountainous areas.
keywords: The mountains; Rural tourism; Optimize strategy.

INTRODUCTIONS

Rural tourism special referred to in rural areas, with unique rural homage environment, rural folk (national) culture, country pastoral scenery, agricultural production and natural environment-based tourism activities, with rural nature and human objectives Tourism activities for tourism attractions.[1] Although rural tourism is getting late in my country, but due to the encountering experience of urban residents to return to nature and idyllic life, it is a very popular way of travel.

1.THE ADVANTAGES OF MOUNTAIN RURAL TOURISM DEVELOPMENT

1.1 The mountain tourism resources are abundant, and the ecological environment is excellent.

my country's mountainous area is large, and high-level tourism resources are mainly concentrated in the Midwest of the mountainous area. Mountain mountain mountains overlap, dense water, dense vegetation, large species, rich in tourism resources, plus topography, diverse climate types, superior ecological environment, significant differences, and tourism resources in spatial distribution Alternatively, there are many tourist projects, such as sightseeing, adventure, investigation, etc., can meet the needs of different groups.

1.2 is less affected by urbanization, and the advent of the post-development is obvious.

The mountains have always been less impact on the outside world due to inconvenience in traffic. Because modern civilization has fewer intervention in rural villages, many mountains have retained a large number of primitive, unique odd customs, and there are still many distinctive rural tourism land has not yet developed, especially in remote mountainous areas that are not developed in traffic. It is the original rural landscape and customs of the original, which have not yet developed rural tourism lands are located in a remote place. The local economy is not developed, the industrial is backward, and the traffic is not intended. However, the local scenery is very beautiful, and many of the many original natural landscapes and the quaint national culture have become the future advantage of developing rural tourism.[2]

1.3 Mountain rural tourism in line with new psychological needs of tourists.

From the needs of tourists, the development of rural tourism is increasingly mature, and their demand for rural tourism products and experience is gradually expanded from single sex to diversity. In the past, urban residents went to the suburban travel conditions, most of them travel, late, and there are very few days, now show diverse, differentiated. In the past, tourists only pay attention to leisure, now more towards the all-round level of experience, entertainment, education, etc. The unique resources of the mountains have a scenery of tourists, delicious, living, have specialty, have a special product, have a experience, giving tourists free experience, whether it is a group of tourists, can find a variety of mountains Tourism items and products.

3.THE PROBLEMS OF MOUNTAIN RURAL TOURISM DEVELOPMENT

2.1 Mode single, functional monotony.

The initial mountain country is from the imitation and learning of the suburban rural tourism, tourism has simple sightseeing and leisure function. The main feature is "living in the farmhouse, eat farmers, dry farmhouse, enjoy farmhouse", this There is no essential difference in mountainous rural tourism and suburban rural tourism. Tourists are not high on tourist destination. As long as they can feel the quiet and leisure life of the country, so they represent the rural tourism represented by "farmhouse". Big road.

It can be said that in a considerable period of time, this structure is single, functionally monotonous mountain rural tourism forms, the needs of many tourists.

However, with the development of the economy and the improvement of people's living standards, urban residents have also put forward higher requirements for rural tourism, but not only want to be sightseeing and leisure, but also hope that rural tourism can provide richer experience, education, entertainment, Features of vacation. But until now, there are still many rural tourist meters along the first time, and the rural tourism content around the city will not meet the requirements of tourists, and there is no highlighting the advantages of the mountains.

2.2 Tourism products are serious and lack of local characteristics.

The development of mountain rural tourism from the initial farmhouse, to the current folk village to vacation, it seems to be a variety of types, but the mountain rural tourism project and products that are really local characteristics are rare. First of all, the nature class of mountain rural tourism resources is the main brand with mountain, country, and ecology; secondly, the mountainous area of the same area is similar in the landform, human environment, and historical inheritance, plus the source market to the same area of the same area. The business model is single, the phenomenon of receipt and repetition construction in rural tourism products in the near-distance range; in addition, from the perspective of spatial distribution, the governments converge, the district and counties, such as the village, such as from Qinghai To Tibet to Gansu to Sichuan, there are Tibetan mountain rural tourism points, but the development model of all parts is even the same, and there is no distinctive place. The lack of distinctive tourism is no vitality, which will lead to the recreation rate of tourists, and there is no support for survival and development.

3.MOUNTAIN RURAL TOURISM DEVELOPMENT OPTIMIZATION STRATEGY

3.1 Go to urbanization, restore rural impression.

Compared with the suburban rural tourism and suburban rural tourism, the advantages of "rural" are more obvious. In the development, the rustic natural rural appearance should be reduced as much as possible.[3] The native complex is the fundamental power of rural tourism, and it is a "rural", which must have different properties from urban or towns. The hustle and bustle of urbanization is a tourist specially escaping. Therefore, the difference between urban sex is the basic power of mountain rural tourism, and the center of rural tourism and unique selling points and sustainable development. The primary problem in the suburban rural tourism land is the tendency of urbanization, and this is just that mountain rural villages can make up. Mountain villages in the morning, quiet night, this traditional rural impression is most in line with tourists' psychological feelings of "rural", so far from the rural tourism development of mountainous areas, as far as possible from urbanization, restore rural nature, show farm style. Let visitors travel in the mountainous spatial space in the mountains, and the spirit travel in the mountains in the mountains, and the native face of the mountain rural village is fully present in front of tourists.[4]

3.2 Develop a rural powerful original ecotourism.

Compared with the suburban rural tourism, the biggest advantage of mountain rural villages is that there is no impact of too many externalities and retaining relative traditional rural lifestyles, as well as rural tourism products with this related to the country. The emergence of rural tourism is closely related to the rural natural environment, and the social environment has a very close relationship. Different rural tourism products have been formed in different environments.[5] Even if the same humanistic environment, there are different characteristics under different natural conditions, such as local territories. Specialty, handmade skills, national costumes, etc. are all interested in tourists. People who escape from industrial civilization must experience authentic agricultural civilization, rather than industrial civilization replica, and the product of native characteristics is a vital tourism product with vitality. Mountain rustic rustic life in daily life, such as fruits of the field, pigeon, such as the peas and soil, the peenish, the pearish, which has huge attraction; there is also a city The goods that are not easy to buy, such as the most close to life of the peasants, is also popular among tourists; some are all kinds of local, folk characteristics, especially regional cultures, or minority areas.[6] Folkly original ecological products are the lack of suburban rural tourism land. Country Tourism itself is a large-scale urban and rural exchange activities, and the inherent value of rural tourism and added values are manifested through the process of communication.

Visitors' expectations of mountain rural tourism are beautiful scenery, keep intact mountain natural ecology, villages and nature constitute a harmonious relationship and organic overall, enabling leisure, physical and mental relaxation, entertainment, fitness, etc. It is expected to reflect the demand for tourists to the rural tourism in the mountainous area.[7] First of all, it must be a rural environment and a "pastoral" with local characteristics; secondly, it should be able to make tourists feel fascinating and happy; it should also be a good ecological environment, gardens of birds and flowers; final It should be "home" that allows visitors to put all troubles and relax. The "four gardens" atmosphere is a spiritual product of mountain rural villages to visitors, and is also a high quality experience that is currently pursuing natural and eco-tourism tourism.

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A Brief Analysis of the Scale and Distribution of English Teaching in Higher Vocational Colleges

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Abstract: The cause of education in China is constantly upgrading and reforming, and teaching is also constantly improving. Higher vocational education, as an important type of education for cultivating talents in our country, should also develop with the changes of the times. English teaching is important in both ordinary high schools and higher vocational colleges. At present, many higher vocational colleges still have some problems in English teaching. Higher vocational colleges have specific professional knowledge requirements for students, so many schools pay more attention to students' professional courses, and there is a certain imbalance in the scale and distribution of subjects such as English. Therefore, this paper conducts a simple research on the scale and distribution of English teaching.

Keywords: Higher vocational colleges; English Teaching; Scale and distribution

INTRODUCTION

Higher vocational colleges provide many talents for many targeted tasks in our country, which is important for our country. In recent years, due to the continuous increase in targeted talents, many higher vocational colleges have also expanded their enrollment, and the number of higher vocational colleges in our country has also increased. However, there are still some problems in the teaching in higher vocational colleges, such as the unscientific setting of majors in the teaching, and the traditional education mode of talents. In the English teaching of higher vocational colleges, the requirements for students in many aspects are lower than the requirements of the country and the market for talents in higher vocational colleges. Therefore, it is said that certain improvements should be made in the scale and distribution of English teaching.

1. PROBLEMS IN THE SCALE AND DISTRIBUTION OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

1.1 The scaleof English teaching

Due to the continuous increase in the number of people in our country and everyone attaches great importance to education, the number of higher vocational colleges in our country is constantly increasing. For the current domestic demand for talents, the targeted professional talents cultivated by higher vocational colleges are exactly what the country needs. Therefore, it is inevitable for the enrollment expansion of higher vocational colleges, but it has caused problems in the scale of teaching. English is a subject that requires more practice and teachers can try their best to have oral conversations with every student. However, due to the expansion of the class, a class has even reached 70 students, so it is easy to distract the attention of teachers, and many students who are not active and shy have less opportunities to practice. Consequently, students' enthusiasm for learning will be reduced, which is not conducive to the learning of English subjects [1]. In addition, many students came to vocational colleges because of their partial subjects and their interest in a certain major of the school. Therefore, it is more difficult to learn English. The class that is too large is also not good for teachers to maintain discipline in the classroom, and many English teachers feel powerless during the teaching. Therefore, there are still problems with the scale of English teaching in higher vocational schools.

1.2 The layoutof English teaching

The traditional classroom layout is a fixed mode, the first thing is the position of students and teachers to teach. Generally speaking, teachers teach on the platform, and students listen on the platform. Many students will feel a sense of distance for such a position arrangement, and they will be relatively nervous in the class, which is not conducive to English learning. Then there is the seating arrangement for the students. From the front to the back of the classroom, due to the large number of people, the distance of middle seat is long. According to the distance, the position can be divided into better and worse. In classroom teaching, students mainly rely on hearing and vision to obtain knowledge and information. The distance of seats directly determines the effect of students' perceptual learning, because there are differences among the distance. The students in the near row can obtain more knowledge efficiency than the students in the far row [2]. The marginal effect of knowledge acquisition of students in the back row is the lowest. And the teacher's voice will gradually become weak with the distance, which is easy to make the students in the back feel hearing fatigue and to concentrate their energy. Finally, due to the distance, teachers have a bad control over students' learning. For the students in the front row, teachers can clearly observe their learning status in class, whether they are listening carefully or whether they understand the content of the class. However, it is difficult for teachers to observe the students in the back row. Most teachers will pay attention to the students in the back row, but after all, the platform is in the front row. Teachers can't teach in the back row at any time, so the students in the back row are easily affected by other things, which is not conducive to English learning in many aspects and can't make progress and growth in English.

2. HOW TO IMPROVE THE SCALE OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

Higher vocational English education also emphasizes quality-oriented education and vocational education, but most of higher vocational colleges are unable to get rid of the main form of classroom education. The scale of traditional class is large, which is not conducive to English teaching. The number of our country is increasing, and the number of students receiving education is also expanding, so many higher vocational colleges will have a class of many students. It also shows that the number of higher vocational colleges in China needs to be increased. There are three ways to reduce the number of students in each class in higher vocational colleges. First of all, the country adds higher vocational colleges. If there are more schools, the number of students will be more, and each school will not have to undertake so many students [3]. In addition, schools can increase the number of classes. According to the number of students in a grade, some classes can be added, students can be divided into other classes, and the number of each class can be reduced. Moreover, the number of professional classes can still be taken as a class, but the English class can carry out the way that students flow in different classrooms. If a class is divided into two small classes for English class, the school needs to add more English class hours and more English teachers. These methods can only simply solve the small-scale problems in the current English teaching. To comprehensively change the scale of English teaching, teachers in higher vocational colleges need to think carefully and rectify according to the actual situation.

3. HOW TO IMPROVE THE DISTRIBUTION OF ENGLISH TEACHING IN HIGHER VOCATIONAL SCHOOLS

The problems in the layout of English teaching are mainly problems of front and back rows and groups. The traditional classroom seating layout has space limitations, which affects teachers' vision and students' learning enthusiasm, so there can be an overall change for teachers' seat layout. The seats of the students do not need to be in the original front, back, left, and right rows. A different row shape can be set, so that the teacher can easily go to the students' seats to check the learning situation. And because the position from the podium and blackboard must be far and near, the class can be adjusted weekly or monthly [4]. The layout of the class seats cannot allow students to sit alone as before, which is not conducive to group cooperative learning. English is a subject that requires group practice. The distribution of the seat can be two students or four students sitting in a group and leaning against a center. In English teaching, teachers can allow students to study in groups to improve their enthusiasm in learning.

4. CONCLUSION

To develop in a better direction, it is necessary for higher vocational colleges to carry out certain reforms and innovations in the school's teaching and education to repair the original deficiencies and continue to carry out teaching reforms. In the teaching process, they always adhere to the student-oriented method and give play to the dominant position of students, and constantly improve students' interest in learning. The English level of higher vocational colleges will surely be improved with the improvement of scale and layout of the teaching. Colleges should continue to reflect, improve the quality and level of higher vocational education, so as to better promote the development of higher vocational education.

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An Effective Mode of English Teaching in Higher Vocational Schools

--Student-centered Classroom Teaching Mode

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Abstract: With the continuous reform and development of the cause of education, the teaching methods of teachers and learning strategies of students continue to be scientific and advanced. The development of education in China is changing rapidly. English teaching in higher vocational schools has gradually explored a scientific and effective development model, that is, a student-centered classroom teaching mode. Student-centered model can stimulate students' interest in English learning and improve students' practical ability in English, as well as improving their English ability. It is of great benefit to promote the development and popularization of student-centered classroom teaching mode for English teaching in higher vocational schools.

Keywords: English teaching in higher vocational schools; Student-centered mode; Classroom teaching

INTRODUCTION

The principle of English teaching is to grasp the role of students as a guide for English learning, insist that student-centered mode is beneficial to English teaching. To promote the continuous improvement and continuous progress of English proficiency of higher vocational students, a sufficiently scientific and advanced teaching model and teaching method are required. And student-centered teaching mode can help students build up enough interest and confidence, and improve the efficiency of English teaching.

1. SETTING UP CLASSROOM LEARNING GROUPS TO STRENGTHEN STUDENTS' CENTRAL POSITION IN THE CLASSROOM

Undoubtedly, the construction of English classroom learning groups is of great benefit to the improvement of students' learning enthusiasm at the higher vocational stage, and can effectively play the role of students in the classroom. For students, group supervision, cooperation and common progress will inevitably stimulate their participation in the classroom and stimulate their enthusiasm for interaction with teachers. More importantly, the formation of learning groups can help students have more time and space for free thinking and self-expression [1]. The establishment and development of learning groups gives students enough space and time for personality development and practical operation, and helps students develop the thinking habit of practical operation. It is more conducive to the great enhancement of learning interest and the strengthening of student-centered domination. The discussion of opinions between groups and the expression of opinions have continuously improved their own expression skills, interpersonal skills and logical thinking skills, and promoted their all-round development. Teachers also reasonably and scientifically implement the student-centered educational thinking in the formation of groups [2]. Therefore, in the classroom, teachers can promote the strengthening of student's dominant position by forming learning groups, which promotes the overall and healthy development of students, and continuously strengthens communication and interaction with classmates, so that students can jointly promote the continuous improvement of various abilities in the collision of mutual communication and thinking. English teachers in higher vocational schools need different interest groups to make unique teaching plans after the formation and distribution of learning groups. Each student and each learning group has its particularity and universality, so teachers need to grasp this universality for guidance and teaching, and make full use of the particularity for specific analysis of specific problems, so as to help each group with different situations to improve and make progress. At the same time, the discussion and thinking of problem in teaching between groups can cultivate the sense of cooperation, competition and collective honor of the group, promote the comprehensive and healthy development of students, and be of great benefit to the growth of students, andtheir future career development and adaptation to the society [3].

2. REALIZING THE DIVERSITY OF INTERACTION BETWEEN TEACHERS AND STUDENTS AND ADHERING TO THE DOMINATION OF STUDENTS' ENGLISH LEARNING

In the English teaching class of higher vocational schools, we should pay attention to the diversification of the interaction between teachers and students. The reform of education has promoted the change of classroom teaching mode, and the traditional teaching mode in the past needs to be changed greatly. The cramming teaching method is not scientific and advanced, and the student-centered teaching mode is particularly important in classroom teaching. Teachers should understand that they are the guide of students' English learning, and the real subject isstudents[4]. In the grasp of the classroom atmosphere, it is necessary to appropriately give questions to the students, guide them to respond, concentrate students' attention, and mobilize the classroom atmosphere.At the same time, we can also choose appropriate teaching aids as teaching carrier to promote the activity and naturalization of class and activity atmosphere, such as using multimedia audio and video materials to mobilize students' passion, so as to avoid students falling out of the domination of classroom teaching. Teachers can encourage students to ask and answer freely in related aspects. It is not only limited to the written questions and answers, but also to show their own thinking and views. It is necessary to open students' thinking through the interaction between teachers and students, and patiently remind and correct them after their free views are stated, so as to activate the classroom atmosphere and drive students to think in English thinking mode.In the organization of English grammar teaching, it can promote its diversification and interest. For example, organizing students to conduct interactive classroom Q & A, showing students a proper question bank with appropriate difficulty; organizing students to participate in knowledge Q & A, and setting up certain rewards to improve students' participation, and grouping competitions can be carried out, which not only deepen the impression of relevant English knowledge, but also cultivate students'sense of collective honor. Students will shine in the process of maintaining the honor of their group[5]. It can also arrange individual competitions to activate the classroom atmosphere, to cultivate the competition consciousness of the participants, and to promote the absorption and understanding of English knowledge. The methods mentioned above are the embodiment of the implementation of the guiding ideology of student-centered classroom teaching.

3.STRENGTHENING SITUATIONAL TEACHING AND GIVING STUDENTS THE LEADERSHIP OF THE CLASSROOM

In English teaching classrooms in higher vocational schools, the creationof specific life situations can deepen students' impression and promote students' understanding of English words and sentences. Learning in a specific context can promote the improvement of learning efficiency, effectively reduce the difficulty of learning, and make students' dominant position in the classroom fully reflected and clear [6]. Creating life situations provides students with a way of thinking that does not exist in traditional teaching methods, which is of great benefit to the English learning of vocational students. On the other hand, the creation of game situations can also delegate the domination of the classroom to students. Teachers create game situations for students, which can help students to produce pleasant psychology and help maintain a better learning state to absorb the knowledge [7]. Teachers should give full play to the advantages of this method in classroom teaching, so that English classrooms in higher vocational schools can develop a development model that students actively participate in and teachers effectively guide.

4. CONCLUSION

English subjects have huge knowledge and boring learning process, especially when higher vocational English develops to a certain stage, it needs more patience and energy. Therefore, in the process of English teaching in higher vocational schools, the implementation of student-centered guiding ideology cannot be ignored. In the process of teaching English, teachers need to adhere to the dominant position of students, set up learning groups, and skillfully mobilize the classroom atmosphere in the classroom, enrich classroom teaching means, carry out situational teaching, and promote English teaching with half the effort.

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Application of Dissipative Structure Theory in Library System

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Abstract: This paper briefly introduces the theory of dissipative structure, analyzes the characteristics of dissipative structure of library system, and puts forward the guiding role of dissipative structure theory in library management. Effective use of the guidance of dissipative structure theory is conducive to the macro development of library system.
Keywords: Dissipative structure theory, library system, library management

1.OVERVIEW OF DISSIPATIVE STRUCTURE THEORY.

The theory of dissipative structure was put forward in 1969 by Professor Prigogine, a Belgian physicist, aiming at the ordering of non-equilibrium force theory. This theory comes from the experiment of chemical oscillating reaction.

Professor Prigogine believes that for an open system far from equilibrium, under the condition of continuous material, energy and information exchange with the environment, if the system introduces negative entropy flow from the outside to offset or compensate the entropy increase in the system, it will form a self-organization phenomenon, which will transform from the original disordered state to the ordered state, from the lower order to the higher order. Prigogine called this new ordered structure, which is spontaneously formed far away from equilibrium, dissipative structure. This self-organization and coherence is called self-organization phenomenon. The theory of dissipative structure is also called self-organization theory of non-equilibrium system because the system with dissipative structure can produce organization and coherence under certain conditions.[1]

Dissipative structure theory is an important breakthrough in the development of system science, and also provides a favorable ideological weapon for the establishment, improvement and operation of information system. In 1982, Professor Lu Taihong used the theory of dissipative structure to study the mechanism and the formation of order of scientific information in his paper 'the mechanism of information's action on the receiver'.[2]

In order to explain how the system changes from disorder to order in its interaction with the outside world, the concept of negative entropy flow is introduced into Prigogine's law. Entropy is a measure of the disorder degree of a system. According to the dissipative structure theory, the total entropy transformation formula of this open system is $ds = des + dis$

dis is the condition of chaos in the system, which is called entropy generation. It is a nonnegative quantity, that is $dis \geqslant 0$; des is the entropy exchanged by the interaction between system and environment, which can be positive or negative. When $des<0$, the system discharges the generated entropy into the environment, which is equivalent to introducing negative entropy from the outside. If the system is fully open and introduces enough negative entropy from the outside to make $|des| > dis$, then $ds < 0$, and the total entropy of the system itself decreases, which means that the order degree of the system can be improved and the system can organize itself.

In the theory of dissipative structure, entropy is a measure of chaos and disorder. The greater the entropy, the greater the degree of chaos and disorder. When the system reaches equilibrium, the entropy reaches the maximum. At this time, the system is the most chaotic and disordered. Therefore, in order to form an orderly structure, we must strive to overcome the increase of dis and introduce the negative entropy des to make $ds < 0$. It can be seen that openness is the primary condition for the formation, maintenance and development of dissipative structure. Only by continuously exchanging information and energy with the outside world and introducing negative entropy flow, can the system offset the increase of its own entropy and realize the evolution from disorder to order.

2.DISSIPATIVE STRUCTURE CHARACTERISTICS OF LIBRARY SYSTEM.

According to the theory of dissipative structure, the formation and maintenance of a typical dissipative structure need at least four basic conditions:

The system must be an open system, neither isolated system nor closed system can produce dissipative structure.

The system must be in the non-linear region far from equilibrium, and it is impossible to move from one order to another higher order in the equilibrium region or near equilibrium region.

There must be some nonlinear dynamic processes in the system.

The system forms order through fluctuation.

The library system is a member of the social system, and also a system with dissipative structure, because it meets the four conditions for the formation of dissipative structure.

2.1 Library is an open system.

The library system is not an isolated system, nor a closed system, but an open system. There is a constant exchange of energy and material between the library and the outside world. Its openness is mainly reflected in:

2.1.1 The service is open.

The service of the library is oriented to the broad reader group, and provides reference and consultation, checking and borrowing on behalf of the readers, fixed topic service, scientific research topic tracking, subject knowledge service, sci-tech novelty search and other services.

2.1.2 Resources are open.

Library resources are open to users, and users can get them at any time. The information resources of the society are constantly increasing, not invariable. Therefore, in order to provide better services for readers, the library system must constantly increase the original information resources.

2.1.3 The way is open.

Users can not only borrow literature resources from the library, but also browse and download the digital resources of the library through the Internet to keep in touch with librarians at any time.

2.1.4 Open concept.

The development of library is based on many theoretical achievements of natural science and social science, and has absorbed a large number of theories, viewpoints and achievements at home and abroad. Only with the continuous improvement of the concept, can the library develop steadily in a healthy direction

2.2 Library is a system far away from equilibrium.

With the rapid development of information technology and the continuous change of the external environment of library system, there are many unbalanced factors and unbalanced relations, such as the imbalance between capital investment and information resource construction, the imbalance between the number of librarians and readers, the imbalance between library service ability and user demand, and so on. Only through the rational use of limited funds, fully tap the user resources and user needs, fully understand and improve the service environment, strengthen the sense of competition, improve service ability, can the library system improve the above imbalance, so as to make the system reach a new orderly state. Therefore, the library system is far away from equilibrium.

2.3 The relationship between various factors in the library is nonlinear.

In the library system, circulation, reading, cataloging, technology and management subsystems produce coordinated operation and coherent effect through the negative entropy flow, that is, the input of new literature information resources, new technical equipment, new management means and user feedback information, so that the total function of the system is greater than the sum of the simple functions of the subsystems. The interaction between the subsystems makes the total function of the system change from quantity growth to quality change, so that the process of the system playing its due role is a nonlinear dynamic process. For example, the library increases the capital investment, improves the library software, the hardware facility, like this can serve the reader better. On the contrary, the library provides better service according to the information feedback of readers, which is also conducive to the development of the library. As a result, there is a complex nonlinear interaction between the library and readers, which promotes the development of the library system.

2.4 Library management achieves breakthrough through fluctuation.

When the system is far away from equilibrium, it is realized by fluctuation from one ordered state to another, that is, fluctuation leads to order. There are fluctuations both inside and outside the library system, and the typical one is reward and punishment mechanism. Through the mechanism of rewards and punishments, we can mobilize the enthusiasm of librarians, change their service concept and service mode, so as to improve the service quality of the library. Therefore, we can make the structure and function of the library system develop in the direction we expect by scientifically controlling the random fluctuation.

3.THE GUIDING ROLE OF DISSIPATIVE STRUCTURE THEORY IN LIBRARY MANAGEMENT.

3.1 Actively promote the open service of Library.

Only the open library system can be full of vitality and keep on the track of sound development. Therefore, the library system must follow the open principle of dissipative structure, take positive measures, dredge various channels, input suitable talents, modern technical equipment, funds and high value literature and information resources for the system, and reasonably apply them in the system. [3]

Therefore, the library must do:

Open resources. Including all the literature information resources are open to use, the implementation of open shelf borrowing; The publicity of new literature information is often carried out; Each library system opens resources to each other to realize resource sharing; We should fully reveal the collection and improve the retrieval system.

Opening hours. That is to maximize the user utilization time.

Opening of library affairs. That is to say, the decision-making process and its results related to reader service should be made public to readers, and readers should be directly involved in the decision-making process if possible. [4]

Only in this way can the system develop in an orderly way.

3.2 To establish an effective incentive mechanism and give full play to Librarians' subjective initiative.

'The overall quality of librarians at all levels' is the key factor of library management, which plays a decisive role in improving the quality of library management. The Librarians of the library have their own characteristics and different majors. In the work, the library should establish an effective incentive mechanism, give full play to the subjective initiative of the staff, turn the passive into the active, make each librarian do his best, and at the same time, harmonize the relationship between the staff and the managers, so as to form self-regulation, self-control, self-organization, self-management The operation mechanism of self- strengthening and self-improvement can promote the development of the library in a good direction.

3.3 Establish the feedback mechanism of interactive development.

The so-called feedback refers to taking the current behavior and result of the system as the reason to affect the future. Generally, feedback is divided into positive feedback and negative feedback. It is called positive feedback to strengthen the future behavior with the present behavior result, and it is called negative feedback to weaken the future behavior with the present behavior result. Only a nonlinear system can have both positive feedback and negative feedback at the same time. Combining the two properly will make the system self -create, maintain and renew.

Under the new environment, the library is facing various challenges. The effective use of the guidance of dissipative structure theory can make the library system evolve into a more and more orderly new system, which is conducive to the macro development of the library system.

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Research Progress of TCM "Four-Stage Therapy" in the Treatment of Coronary Heart Disease Complicated with Chronic Heart Failure

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Abstract: Coronary heart disease is an important factor leading to the occurrence of heart failure, clinical common coronary heart disease and heart failure complications, the disease seriously affects the normal life of patients, and has a high mortality and hospitalization rate.Because the patient has a long course of disease and complicated etiology, it is difficult to treat the disease.This paper reviews the research progress of "four-stage therapy" of traditional Chinese medicine in the treatment of coronary heart disease complicated with chronic heart failure, aiming to provide reference value for clinical treatment, control the condition, improve the treatment effect, and improve the quality of life for patients.

Keywords: coronary heart disease;Heart failure;Chinese medicine treatment;The research progress

INTRODUCTION

Chronic heart failure is caused by myocardial injury caused by myocardial infarction and hemodynamic overload, and the change of centrifuge function, which finally leads to the new clinical syndrome of low pumping energy, with symptoms such as limb edema and dyspnea.

According to the limb edema, asthma and other clinical symptoms, recorded in the traditional literature of Chinese medicine "edema", "asthma syndrome" and other categories.Etiology all belongs to the false and true inclusion, deep lingering.Early clinical manifestations of the complications of coronary heart disease and heart failure are chest pain, accompanied by shortness of breath, fatigue, palpitations, physical exhaustion and other symptoms, asthma can not lie down at night, abdominal distension, limb edema, and even sudden death.

Coronary heart disease and heart failure complications, China's medical understanding of its etiology from shallow to deep, through western medicine science to systematically understand the disease of heart failure.

1. UNDERSTANDING OF CORONARY HEART DISEASE COMPLICATED WITH HEART FAILURE

1.1 Traditional Chinese Medicine Records

In ancient books, the perfect record of coronary heart disease is summarized into the category of "chest pain" in traditional Chinese medicine. In the Golden Chamber YaoLue, "Yang Wei Yin Xian" describes the pulse of coronary heart disease and summarizes the pathogenesis of coronary heart disease, pointing out that chest pain belongs to the disease of "original deficiency, standard and real".

The recognition of heart failure in traditional Chinese medicine is relatively late, and the disease name has not been determined.Heart failure was recorded in Su Wen · Ni-Tao Lun, and it was also recorded in the Neijing. It was believed that the pathogenesis of "not lying down, but breathing" was the loss of lung and the deficiency of heart qi.Zhang Zhongjing put forward the concept of "Xinshui" and "Zhiyin" in Synopses of the Golden Chamber, and believed that the pathogenesis was the same as that in Inner Canon. The recorded prescriptions were Draba Li Da Zaoxiefei Decoction and Zhenwu Decoction, which were also commonly used in clinic.Heart failure was first recorded in the "Pulse Classic". Wang Shuhe described heart failure as edema, wheezing, pulse subsidence and cold sweat. He also proposed the methods of regulating Yin and Yang, encouraging heart Yang and lighting a fire by supporting wood according to the failure of Yang and water.In Jingyue Quanshu of Ming Dynasty, it is said that the treatment of heart failure should be "nourishing qi and essence, nourishing the essence", abstinence from alcohol and avoiding excessive fatigue.

Due to the limitation of medical cognition, the ancient cognition of heart failure was limited, which was not perfect in modern medicine, but we can see the thinking of heart failure in early Chinese medicine.

1.2 Background of "four-stage therapy" in TCM

Through the cross cooperation between traditional Chinese medicine and western medicine science, coupled with the increasing perfection of the cognition of heart failure, Chinese traditional medicine attaches great importance to this disease.In 1997, the State Administration of Technical Supervision issued the Terms of Clinical Diagnosis and Treatment of Traditional Chinese Medicine, which identified the disease name of "heart failure" and defined heart failure as a heart disease caused by deficiency of nourishment of qi and failure of blood circulation, heart pulse compensation, qi stagnation and blood stasis, with clinical manifestations such as palpitation, expectoration, inability to lie supine and oliberia.

In 1928, the New York Heart Association proposed the classic grading scheme, according to the induced symptoms of heart failure will be divided into four levels I as the basic heart disease, daily life is not limited;Level II is limited physical activity;Level III was limited in physical activity details, asymptomatic at rest;IV grade is unable to engage in any physical activity, also accompanied by symptoms at rest.

In 1994, the American Heart Association made a supplement to the classification, and proposed the four grades of the second class according to the results of electrocardiogram and cardiac ultrasound.New grade: A for heart failure with centerless vascular disease;Class B is evidence of mild cardiovascular disease;Grade C is evidence of moderate cardiovascular disease;Grade D is evidence of moderate cardiovascular disease.

In 2016, the ESC further defined Stage IV heart failure, stating that chronic heart failure is a progressive disease that leads to new remodeling as the disease progresses.Therefore, "four-stage therapy" is also beneficial for heart failure caused by coronary heart disease.Stage A: primary coronary heart disease;Stage B: Injury caused by palpitation;Stage C: cardiac structural changes, accompanied by discomfort;Stage D: ventricular remodeling leads to poor filling function.

2. TRADITIONAL CHINESE MEDICINE TREATMENT OF "FOUR-STAGE THERAPY"

2.1 TCM treatment

Stage A is treated according to the primary disease;Stage B is treated with heart-tonifying and qi-replenishing drugs based on the syndrome of qi deficiency and the original disease.Stage C and D were treated according to Qi deficiency and blood stasis syndrome, Yang Qi deficiency and blood stasis syndrome, and Qi and Yin deficiency syndrome.

Qi deficiency and blood stasis syndrome are mainly used to replenish qi and promote blood circulation. Traditional Chinese medicine decoction, such as Guizhi and Glycyrorice Decoction and Baoyuan Decoction, can improve patients' heart function and have excellent curative effect on coronary heart disease with qi deficiency and blood stasis.Wu Bin et al. believed that Qihong decoction combined with Xinkeshu tablet could better improve cardiac function and reduce serum level.And, the heart Bi Tang also has a good effect on this disease.Qishen yiqi dropping pills and Naoxintong capsules can also be used in combination clinically, which can improve vascular endothelial function and exert antioxidant effect.

Shengmai Powder can be used for Qi and Yin deficiency and blood stasis syndrome, which can nourish Qi and nourish Yin, promote blood circulation and nourish blood.Chinese patent medicine Shengmai capsule, Shengmaiyin oral liquid, tonic strong heart tablets.Shenmai injection, Shengmai injection and freeze-dried Yiqi Fumai injection also have curative effect on this disease.

Yang Qi deficiency and blood stasis syndrome can choose Shenfu decoction and Sini decoction, the second prescription can warm the heart and kidney Yang.Chinese patent medicine chooses Qili Qiangxin capsule, Xinbao pill, Shenfu strong heart pill, Xinshuaikang oral liquid and so on.Xinmailong injection and Shenfu injection are important injections.

Phlegm and turbidness water drinking and other concurrent syndrome, concurrent syndrome medication: water drinking syndrome can choose Wuling San, Linggui Zhugan Tang, etc.Two Chen Decoction and Three Ziyangqin Decoction can be used for phlegm turbidity syndrome.In addition, it was found that Salvia miltiorrhiza, Chuanqiong, Astragalus membranus, Angelica sinensis, Turmeric, American ginseng, Sophora flavescens, Panax notoginseng and other single drugs had a certain effect on inhibiting ventricular remodeling.

3.CONCLUSION

Heart failure and coronary heart disease as a common disease, in the field of traditional Chinese medicine that the disease lingering difficult to cure.Since the research of this disease, Chinese and Western medicine have a deep understanding of this disease, especially the quality of life of patients with heart failure can not be guaranteed, the hospitalization rate is high, the mood of resistance to drugs, etc., to Chinese medicine brings many problems need to be answered.

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Discussion on the Path of Transformation Value of Ecological Products

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Abstract: It is important for the mechanism to realize the value of healthy ecological products and the corresponding system and technical conditions, is important to take into account the high-quality economic development requirements of the new era of economic development. From the perspective of capital flow, the value of ecological products has the characteristics of long time, strong resilience, and obvious regional differences. Therefore, it is necessary to establish a tradable ownership system for ecological elements, establish new ecological industrial institutions, improve the evaluation mechanism of scientific ecological product value, and explore ways to realize the value of ecological products.
Keywords: Ecological products; Value transformation; Realization path

INTRODUCTION

The report of the 18th National Congress of the Communist Party of China mentioned that we must strengthen the production capacity of ecological products, and the report of the 19th National Congress of the Communist Party of China mentioned that we should provide more high-quality ecological products to meet the increasing demand of the people for beautiful ecosystems. At the National Environmental Protection Conference, Xi Jinping also pointed out that the rapid establishment of an ecological economic system focusing on industrial ecology and ecological industrialization is an important policy approach adopted by our party in providing high-quality ecological products, and it is the main and basic way to establish an ecosystem in the new era. Industrial ecology and eco-industrialization are two aspects of the same problem, and they are an integral part of the eco-economic system. The former requires three reorganizations of industries based on ecological concepts and speeds up the green transformation of traditional industries; while the latter requires the process of ecological capital based on social and market concepts to encourage the transformation from ecological elements to production elements, the transformation of ecological wealth into material wealth, and promote healthy ecological and economic cycle [1]. The management of profitable work not only provides ecological products and service centers during the government period, pays or realizes the basic compensation or realization of trade and carbon sink, but also prevents and affects the function of ecosystem services. The advantages of ecological development will replace economic advantages, develop "ecological +" industrial system and improve regional industrial competitiveness. Therefore, ecological industrialization essentially depends on economic processes that focus on the production of ecological products. It is a unit between natural production and economic reproduction. They are interdependent and indivisible. There is no separation of any pure natural reproduction from the reproduction of economic production, nor any separation of pure economic reproduction from the reproduction of natural production. Therefore, ecological industrialization follows the laws of nature and market rules, follows the concept of ecological priority development, and explores the market mechanism of ecological product value. This is the core and difficulty of establishing ecological economic system in the new era.

1. CLASSIFICATION OF ECOLOGICAL PRODUCTS

1.1 Global and national ecological products

These ecological products are internationally oriented. Through cooperation between countries, their benefits can benefit all countries and people. Close cooperation between countries ensures that the global supply of ecological products is met. These ecological products are interoperable in the national market. Because they are related to economic development and domestic resources, there are also differences between regions and populations. These environmental products should be the scope of basic public services, so the government should provide most of the services [2].

1.2 Regional ecological products

These ecological products are no longer a single subject, and more administrative entities participate in their production and supply. These ecological products have huge public resources, especially in terms of consumption, it is not exclusive, such as protecting and managing upper and upper ecosystems. A single local government cannot effectively deal with the supply of these cross-regional ecological products, and cooperation between local governments can effectively deal with the supply of cross-regional ecological products.

1.3 Private ecological products

According to the theory of property rights, the so-called external factors only lack a clear definition of the property rights of scarce resources. As far as the ecological products defined in property rights are concerned, they can be transformed into special products, and supply can also be realized through market trade. At present, the critical situation of ecological environment makes us realize that it can no longer be regarded as living conditions, but as resources, such as ecological products, market exchange and ecological capitalization. With the development and improvement of market economy, many non-market values have their own value in the market, such as the right of environmental sanitation, carbon sink, etc. For example, in the accumulation area of the Loess Plateau in China, the government purchases the ecological building products (ecological products) produced by the market to transform the ecological benefits into economic benefits.

2. PATH OF VALUE TRANSFORMATION OF ECOLOGICAL PRODUCTS

2.1 The path of government

We should protect the value of ecological products produced by people in ecologically significant areas, nature reserves and watershed reserves, whether through actions or through relative abandonment of economic development achievements to protect and restore the ecological environment. Forbidden commercial forests in priority ecological areas will be transformed into ecological forests to make up for the loss of forest-based forest plantations and achieve environmental and social benefits, thereby bringing environmental benefits. The value of environmental products can also be realized through the services purchased by the government. It is a kind of ecological education to preserve and build ecosystems in fragile ecosystems or ecosystems damaged or damaged by human activities. The government can supervise the execution of the contract and pay the cost of the ecological products produced by the enterprise by outsourcing in the form of contract. After the contract or agreement is signed between the government department and the private company producing the specific ecological products, the private enterprise produces the products, and the government pays the corresponding fees and supervises the production of the enterprise [3].

2.2 The path of market

Market approach includes market transaction of products and industrialized management of ecological resources. Market transaction is realized by strengthening market management, clarifying the distribution of property rights, absorbing ecological products from outside and realizing their value through market channels. For example, carbon sink trade is an effective means to compensate the value of forest ecological products through market mechanism. The right of health facilities is to buy and sell the right of health facilities by determining the degree of pollution according to their interests. In industrial production, ecological resources are only a way to indirectly develop industries based on ecological utilization in order to realize ecological value. We should establish green ecological board, make use of relative advantages, develop ecological industry based on ecological products, turn green mountains into advantages in products, become real intermediate input of consumer goods, and produce environmentally friendly products. Through the use of high mountains, water, forest, natural gas and health pharmaceutical industry, as well as efficient agriculture of mountain agriculture, forestry, animal husbandry and drinking water, the development of eco-tourism and entertainment industry will be accelerated [4].

3. CONCLUSION

Within the framework of ecological economy, economy is the prerequisite and foundation for all development, and it must rely on science and technology. Comrade Deng Xiaoping said that the modernization of science and technology is the key to modernization. Without rapid progress in science and technology, the national economy cannot grow rapidly. Advanced technology is the driving force for the development of the environmental economy. The use of advanced technology is a catalyst for the transformation of economic structure, and human beings create material wealth and maintain the balance of the ecosystem. Scientific and technological progress, innovation and utilization have played an active role in protecting natural resources, controlling environmental pollution and improving ecological construction. In addition, it is necessary to improve the quality of workers to promote high-tech innovation, and to use industrial technological innovation to more effectively reduce pollution and waste discharge. And we should develop innovations in various fields such as production, consumption, technology and industry to protect resources and the environment, with emphasis on the development of high-quality scientific and technological equipment to control pollution. Moreover, we can organize scientific and technical exercises on major and important technologies, and establish an innovative system supported by the government, controlled by companies and actively participated by social groups, so as to change the path of economic development, change our ecological structure, promote harmonious economic development, and realize harmonious society and beautiful Chinese construction.

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The Factors Affecting Customer Satisfaction and Intention to Use: Taxi Apps in Bangkok, Thailand

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Abstract: The purpose of this paper is to investigate the significance of perceived usefulness, perceived ease of use and brand equity for customer satisfaction and Intention to use in Taxi apps of Bangkok, Thailand. Since this is quantitative research, the questionnaire was used to collect the data from the customers using Taxi apps when they transported. A sample size of 398 respondents was used through SPSS. Taxi apps brand and other brands that want to survive competition must know what their customers want and try to satisfy them. The study is limited only to the Taxi apps situated in the city of Bangkok only. Future studies can be conducted across different type of business or culture societies and regions. The findings of this study try to explain to the readers about the impact of perceived usefulness, perceived ease of use and brand equity for customer satisfaction and Intention to use by conduct Taxi apps.

Keywords: perceived usefulness, perceived ease of use, brand equity, customer satisfaction, Intention to use.

1.INTRODUCTION

Past 20 years， the situation of marketing has been revolutionized from time to time, which influenced consumer behavior through a new platform very quickly, such as the development of mobile adoption, computer networks even net speed. This changed consumer behavior by offering the new media platform, which became a new and important way to deliver value to the consumers. (Ghotbifar, 2017). On the other hand, modern technology and demographic trends have changed, and the popularity of smartphones has reached a threshold in most countries of the world, smartphones are ideal platforms for sharing apps. (John, 2017) With the change of population structure and the popularity of smartphones, Taxi apps are rushing to seize market share. Up to now, in 2019 the data from google play downloads and The Nation show that data of the taxi app users in Thailand, which shows that Grab has about 5 million users, line man has about 1 million users and DLT Taxi ok has only about 50 thousand users.

Taximeters in Bangkok are abundant, but the following problems exist and customer complains a lot， from the survey both of Chookul (2016) and Walter and Junthima (2015), we know that the people lived in Bangkok complain a lot. Because of these customer pain in traditional market and high competitiveness of taxi apps in Thailand especially in Bangkok, the writer tries to study the factors that influences customer satisfaction and Intention to use to make the taxi app operator thinking the way to make their products and service sustainability.

This research can reveal the factors about reinforcing Intention to use, therefore, it is helpful for researchers to study the way to enhance the Intention to use through perceived usefulness, perceived ease of use and customer satisfaction. The current study explores characteristics of Perceived usefulness, Perceived ease of use and Brand Equity that have an influence on customer satisfaction and the Intention to use in the Taxi apps market. Thus, this research has 6 objectives:

To explore the relationship between Perceived usefulness and Customer Satisfaction

To explore the relationship between Brand Equity and Customer Satisfaction.

To explore the relationship between Perceived ease of use and Customer Satisfaction

To explore the relationship between Customer Satisfaction and Intention to use.

To explore the relationship between Perceived usefulness and Intention to use.

To explore the relationship between Perceived ease of use and Intention to use.

2.LITERATURE REVIEW

Davis (1986) proposed the Technology Acceptance Model (TAM) to investigate the impact of technology on user behavior and tried to provide a conceptual model featuring a theoretic to explain and predict behavioral intention.

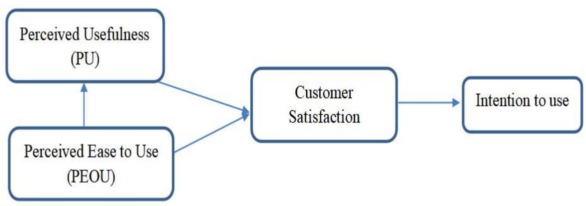

Figure 1 Technology Acceptance Model (TAM)

In 1989, Davis and Davis et al. presented “Perceived Usefulness” and “Perceived Ease of Use” are two key factors that determine the user’s attitude of information technology. The flexibility of TAM makes it suitable for a variety of different technologies. (Hong, Thong, & Tam, 2006) TAM have been generally supported by many researches (Davis, 1989; Davis et al., 1989; Lin & Lu, 2000), which proved perceived usefulness and perceived ease of use have significantly positive effects on user attitude and intention (Davis et al., 1989; Lin & Lu, 2000; Moon & Kim, 2001). Deng et al. (2010) considered that when technology can provide useful functions to customers, the value will enhance customer satisfaction. Based on the study of Bhattacherjee (2001), there show that when customers believe that information technology is useful, they will be satisfied and will likely increase the continuous intention or repurchase intention. Many pieces of research supported this one like Fethi and Ferah (2004), Chen and Lauffer (2012). Bolar K and Shaw B (2015) and Shahimi, Mohammad, Norlena (2012) also proved the relationship between perceived ease of use and customer satisfaction. On the other hand, J. Nam et al., (2011) find that consumer satisfaction affects consumer-based brand equity on Intention to use. Many authors suggested the positive relationship between customer satisfaction and brand equity, like Aaker (1992), Keller (1993) and Blackston (2000). Zeithaml et al, 1996 showed that consumers with higher satisfaction tend to buy back and recommend products that are more strongly purchased. In other words, when customer satisfaction increases, repo may be more frequent.

The items in TAM Model are grouped into three distinct dimensions including:

Brand equity: brand awareness, perceived quality, brand association.

Perceived usefulness: make job easier, useful, effectiveness.

Perceived ease of use: easy to use, easy to learn, easy to become skillful.

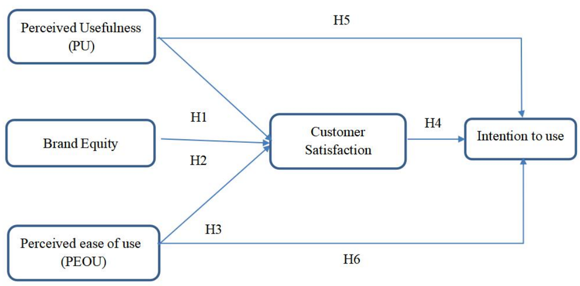

Figure 2. Conceptual framework

TAM model is very developed, but not every researcher will study the relationship between perceived usefulness and perceived ease of use. Davis et al. (1989) revised the TAM model in 1989 which did not prove the perceived ease of use affect the perceived usefulness but both perceived usefulness and perceived ease of use play important roles for intention to use, Phan, K., & Daim, T. (2011) had also proved in this way as well.

There are six main hypotheses of this research as bellow:

Hypothesis 1: Perceived usefulness has a direct and positive relationship with customer satisfaction.

Hypothesis 2: Brand equity has a direct and positive relationship with customer satisfaction.

Hypothesis 3: Perceived ease of use has a direct and positive relationship with customer satisfaction.

Hypothesis 4: Customer satisfaction has a direct and positive relationship with Intention to use.

Hypothesis 5: Perceived usefulness has a direct and positive relationship with Intention to use.

Hypothesis 6: Perceived ease of use has a direct and positive relationship with Intention to use.

3.METHODOLOGY

The objective of this research is to study explores the characteristics of perceived usefulness, perceived ease of use and brand equity that influence on the intention to use through customer satisfaction in Taxi apps' marketing. A quantitative method was to be chosen in this study. A questionnaire was used to collect primary data from a sample of Taxi apps users in Bangkok. The questionnaire of destination image of this research was based on previous works. The questionnaire had two section, section 1 is asking the information of demographics, which is Categorical Measurement with 5 items. These items were adopted from Ly Thi & Hong &Tuan (2016) etc. Section 2 has two parts, part one asking the information of independent variables of this study, which including Perceived usefulness, Perceived ease of use, Brand equity and Customer Satisfaction, are continuous measurements with 45 items. These items were adopted from Ly & Hong & Tuan (2016), Kuo et al., (2009), Davis (1989), Haroun (2017) etc. Another one is asking the information of the dependent variable of this study Intention to use, which is continuous measurements with 5 items. These items were adapted from Davis (1989), Venkatesh (2001), etc. Respondents rated all measures on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The population of this research is the people who are in Bangkok, including the permanent residents and floating population. According to the statistical data from National Statistical Office 2018, there are 9,790,000 people live in Bangkok, but on the other hand, the floating population is around 5 million. The Cochran equation can be used to find the sample. So the sampling size is around 384. This research is going to investigate the significance of perceived usefulness, perceived ease of use and brand equity for customer satisfaction and Intention to use in Taxi apps of Bangkok, Thailand. Since this is quantitative research, questionnaires are used to collect the data from the customers who using Taxi apps when they transported. There are not only Thai people but also foreigners. So based on this situation, this questionnaire will be translated into three languages including English, Chinese, and Thai. On the other hand, this research conduct with both offline and online data collection, for the first step, offline will collect first, which distributes to 5 ranges in Bangkok. Then for the second step, based on the offline result, the writer can decide how many respondents we need from online. The online questionnaire will be sent through Google Forms, WeChat, and wjx.cn, etc.

Based on the variables of this research, we will analyze the relationship between demographics and dependent variable, the relationship between independent variables and dependent variable, since the writer wants to know any factors have the highest impact to the dependent variable, the ANOVA and Regression will be used to analyze the data.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
0.979	57

Table 2: Reliability Statistics of factors

Factor	Cronbach's Alpha 30 copies
Brand Equity	0.959
Perceived Usefulness	0.92
Perceived ease of use	0.973
Customer Satisfaction	0.979
Intention to use	0.924

There are 57 questions total in this questionnaire:

In summary, these data which from pre-test show that this questionnaire is reliable and the writer also modified some items based on comments and suggestions from responses.

4.DATA ANALYSIS RESULT

According to the response's information， the data shows that most of the respondents who used to take the grab which equals to 72.2%, the grab is obviously the most popular taxi app in Bangkok. In Bangkok, both male and female will use the taxi app, there is no obvious gender difference in using the app. Most of the respondents who are the age of 21-30 years old 39.7%, the young man seems to be the biggest group to use taxi apps. And the most of the respondents who are a Bachelor's degree for 44.4%. Most of the respondents who are Non-executive for to 41.9%. Among them, mostly are in 30001-40000 income range

Table 3: Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
Brand Equity	1.00	5.00	4.04	0.89
Perceived usefulness	1.00	5.00	3.99	0.95
Perceived ease of use	1.00	5.00	4.07	0.93
Customer Satisfaction	1.00	5.00	3.98	0.96
Intension to use	1.00	5.00	4.02	0.90

The analysis of the each variables also indicate that the most of the responses had high level agreement, especially perceived ease of use. Besides, the writer conduct analyzes based on regression in this section. According to the characteristic of multiple regression, the equation is $Y=b0+ b1X1+b2X2+b3X3$, put this formula into this study we got $Y=0.587+0.374X1+0.231X2+0.299X3$. Based on this paper, the X1 is perceived usefulness, the X2 is perceived ease of use and X3 is customer satisfaction. Thus, perceived usefulness (beta =0.374), perceived ease of use (beta=0.231) and customer satisfaction (beta=0.299) all impact on intention to use, the perceived usefulness is the most influential factor to impact the intention to use. In other words, the Taxi apps operators can improve their product or service through perceived usefulness mainly.

Table 4: Summary of hypothesis testing result

No	Hypothesis	Sig	Conclusion	Result
H1	Perceived usefulness has a direct and positive relationship with customer satisfaction.	0.00	Positive Affect	Accept
H2	Brand equity has a direct and positive relationship with customer satisfaction.	0.00	Positive Affect	Accept
H3	Perceived ease of use has a direct and positive relationship with customer satisfaction.	0.00	Positive Affect	Accept
H4	Customer satisfaction has a direct and positive relationship with Intention to use.	0.00	Positive Affect	Accept
H5	Perceived usefulness has a direct and positive relationship with Intention to use.	0.00	Positive Affect	Accept
H6	Perceived ease of use has a direct and positive relationship with Intention to use.	0.00	Positive Affect	Accept

Each sig of variable is less than 0.05,which means all our hypothesis had been proved. Brand equity, perceived usefulness, perceived ease of use had a direct and positive relationship with customer satisfaction and intention to use.

5.CONCLUSION AND DISCUSSION

Conclusion and discussion

TAM has been generally supported by many research (Davis, 1989), the key theory is that “Perceived Usefulness” and “Perceived Ease of Use” are two key factors that determine user’s attitude of information technology. Perceived usefulness has significantly positive effects on behavioral intention. (Davis et al., 1989) The perceived usefulness and perceived ease of use have significantly positive effects on user attitude and intention (Davis et al., 1989) These papers thought easiness of use and usefulness are important factors which similar to previous studies. David et al (2000) thought as the TAM suggested, E-vendors should think about developing their perceived usefulness and perceived ease of use in the business-to-consumer (B2C) web site. The sig value of perceived usefulness of this paper is $0.000 < 0.05$， the hypotheses of perceived usefulness was accepted and it is a similar conclusion with other TAM model researchers. On the other hand, the sig value of perceived ease of use is $0.000 < 0.05$，the hypothesis of perceived ease of use was accepted and it is similar conclusion with other TAM model researchers as well. When the new products or services like taxi app launch in the early period, the key point to determine the intension to use may be perceived usefulness and perceived ease of use. For the taxi app, a good app product will convenience the taxi service when they transported, meanwhile, these apps will not be difficult but very easy to understand and conduct.

Cathy J. et al (1995) presented that the brand with the higher equity in each category generated significantly greater preference and purchase intentions in marketing. Basically, the TAM model’s variable has perceived usefulness, perceived ease of use and/ or external variable. The other variable was chosen based on the previous study. Perceived usefulness and perceived ease of use focus on the product or service more, so the other variable maybe study for more market factors. In the Trust enhanced technology acceptance model, Tomi et al (2003) had proved that the perceived trust enhanced the technology acceptance model. For this paper, the writer proved the brand equity can also enhance the TAM model in the marketing aspect. When the new products or services have good brand equity, for example, a very famous brand awareness, or advertising effect, it means that the consumer may think about the brand quickly, which may increase the intention to use. For the taxi app, a good app product will pay attention to brand building and brand development, try to make consumers know, understand, familiarize, love and be loyal to the brand.

TAM has been used to predict user acceptance or adoption of various technologies and information systems, and has recently been used to predict the adoption of Internet and mobile commerce. After this study, it has been proved that perceived ease of use and perceived usefulness affect the intention to use directly in using the taxi app. On the other hand, the brand equity also affects the intention to use in using these kinds of taxi apps. For further study, the model may be adjusted and various. For example, the TAM model can be mixed with ACSI Model (The American Customer Satisfaction Index) or SCSB Model (Swedish Customer Satisfaction Barometer). There are several variables may affect the intention to use, such as perceived value, customer complaints, or customer expectations, etc.

In the market, if managers want to make customers accept the new product or service, perceived usefulness, perceived ease of use and brand equity are very important factors. Product managers may pay attention to the usefulness and ease to use of products in the design stage, customer may find it’s easy to use, understand and useful. In the meanwhile, the beta of perceived usefulness is the highest one which equals 0.374 which is the highest beta among variables. So, the managers should enhance this factor as a good point. At the same time, managers should enhance brand equity to reach customer’s expectations, and satisfy customers' needs and ideas in using products as well.

Limitations & Further Research

This thesis investigates the factors (perceived usefulness, perceived ease of use and brand equity) that affect customer satisfaction and intention to use. Based on the model of the taxi app, the hypothesis has been proved and results of study have reached. But there is still some limitation and further suggestion in this study:

Regional limitation: Basically, the study is limited only to the Taxi apps situated in the city of Bangkok only. Future studies can be conducted across different type of business or culture society and region, so most of the respondents are young people and the result may not fully reflect all situation.

Limitation of variables: This research is based on the model of TAM, the basic model includes perceived usefulness, perceived ease of use and intention to use. But there are lots of researches which study different variable, such as perceived convenience (PC), external factors, etc.

Limitation of questionnaire: During collect the data through questionnaires, there is 41.2% responds never use taxi app which cannot answer the questionnaire because of a lack of experience. Thus, we cannot know why they never use a taxi app when they transport. So, the researcher needs further studies.

Based on the limitation, further research can be adjusted as follow:

Expanding the scope and region of Questionnaire Survey

To make sure we can collect the data diversify and accuracy, we should expand the distribution scope of questionnaires to include as different people as possible, such as different occupations, ages, income and educational backgrounds and tried to throughout the whole country but not just basic in Bangkok.

Develop the Model

The basic TAM model has been proved and practice in several researches and study, in further study, we may design more variables and make this model more diversify. There must be some other factors that affect the intention to use or action to use. We can modify the framework in this thesis more affective.

This paper did not conclude the study "why they never use taxi app in Bangkok", further study could focus on this part also.

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Distinction and Integration of the Right of Arbitrary Termination of Contract in the Civil Code

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Abstract: In the Civil Code, my country has made a series of amendments to the arbitrary termination rights in irregular continuing contracts to strengthen the understanding of the specific norms of the same type of termination rights. As for the arbitrary interpretation rights in other service contracts, the relevant provisions of the Civil Code are relatively obscure. However, there are a series of methods in the "Civil Code" that can be used to unify and merge relevant regulations, so as to formulate a general system and interpretation plan for arbitrary interpretation rights in this type.
Keywords: arbitrary right to rescind; continuing contract; service contract

1. RAISING THE PROBLEM

In the Civil Code, Article 562, paragraph 2, and Article 563, paragraph 1, clearly stipulate the right to terminate the contract and the statutory right to terminate the contract. Compared with the general statutory revocation right, the exercise of the arbitrary revocation right is relatively free. Under any circumstances, arbitrary interpretation can be exercised without any restriction, which means complete autonomy of the will. However, due to the different scope of application of these two types of rescission rights, the reasons for whether the parties can use the arbitrary rescission rights are different. In the two types of contracts mentioned above, due to the difference in the degree of trust between the parties, in fact the trust meaning of the above two rights is not protected by the same standard technology.

2.REGARDING THE RIGHT TO ARBITRARILY RESCIND A NON-SCHEDULED CONTINUING CONTRACT

(1)Normative purpose

The "Civil Code" retains such arbitrary rights of rescission in the relevant regulations of the original "Contract Law", such as borrowing, leasing, custody, and warehousing; at the same time, the same type of arbitrary interpretation including property services and partnerships and portrait licensing The rights, including rights, have also been added to a certain extent in the Civil Code.

(2)Constituents

From the perspective of the scope of application of this right, it is an unscheduled contract for continuous performance of debts, the purpose of which is to allow the parties to have a time limit for accepting contractual constraints. If the scope of performance of a contract is determined from the beginning, even if the specific expiration time of the contract is not specified, as long as the content of the performance is completed, the contract is deemed to have been terminated. Regarding the payment scope of the above contract, most of it depends on time, including continued payment and repeated payment.

3.THE RIGHT OF ARBITRARY TERMINATION IN THE SERVICE CONTRACT: TAKE THE COMMISSION CONTRACT AS THE PROTOTYPE

From some typical contracts, it is not difficult to see that the "Civil Code" has not deleted the rules on arbitrary interpretation rights in the "Contract Law". Some views hold that service contracts should be regarded as typical contracts, but the "Civil Code" does not adopt this opinion, and only stipulates important service contracts as typical contracts.

(1)The client's right of arbitrary cancellation

The purpose of the specification and applicable restrictions

The reason why the client can exercise the power of delegation is based on a relationship of trust. The client has a certainty of this trust relationship. Once the trust relationship declines, the client can be released. It can also be understood as, The right of arbitrary interpretation protects this trust relationship to a certain extent. However, there is an exception in commercial contracts. In this contract, the principal is based on business ability. At this time, the contract is not much different from other contracts.

Constitutive elements

When exercising the right of arbitrary cancellation, the client does not need a reason, but there are certain restrictions in the exercise of the right of arbitrary cancellation: first, the time for the cancellation of the contract should be before the trustee has completely dealt with the matter; second, it is not irregular The commission contract.

(2)The trustee's right of arbitrary cancellation

Normative purpose

In the case of gratuitous entrustment, the trustee does not obtain consideration for the purpose of handling affairs. Therefore, the obligation of the trustee should be appropriately weakened. The termination of the gratuitous contract is not very difficult, and the trustee legitimately enjoys the right of arbitrary termination. However, it is different from that in the contract, only the ordering party (service recipient)has the right of arbitrary cancellation, and in the case of paid entrustment, the trustee (service provider)also enjoys the relevant arbitrary right of cancellation. There are different approaches in comparative legislation. One of the legislative regulations stipulates that, in principle, the trustee enjoys the right to arbitrarily rescind, but the trustee should compensate for the losses suffered by the client; the other legislative rule is that the trustee does not have the right to rescind unless it is terminated due to seriousness. Right to rescind. The former is adopted in Article 9930 of the Civil Code.

Constitutive elements

Regarding the constitutive requirements and exercise of the trustee's arbitrarily dismissed right, there is not much difference from the principal. According to the relevant provisions of the "Civil Code", except for special reasons, if a series of losses are caused to the client due to the trustee's exercise of the right of arbitrary termination, the trustee shall compensate. Here we must pay attention that even in the case of free entrustment, as long as the loss is caused, it still needs to be compensated, but because it is free, its responsibility should be reduced accordingly.

4.UNIFICATION OF RELEVANT NORMS FOR THE RIGHT OF ARBITRARY RESCISSION IN THE SERVICE CONTRACT

(1)Scope and subject of application

In principle, service recipients should have the right to arbitrarily terminate in various service contracts in accordance with the law. However, there are two different situations in a service contract: one is the service of a commissioned service contract, and the service provider in this type enjoys the right to arbitrarily terminate in accordance with the law; the other is a contract service contract, where the The service provider does not have the right to arbitrarily terminate.

(2)Exercise conditions

The exercise of the right of arbitrary cancellation should be classified, and all the right of arbitrary cancellation should not be confused. Our country's right of arbitrary cancellation only applies to contracts with a time limit, and does not stipulate a reasonable time limit for the notification to the other party, but compensation is required.

In addition, my country's "Civil Code" stipulates the time limits for the use of arbitrary cancellation rights in different types of services in Articles 829, 816, 787, and 946, respectively.

(3)Compensation

Regarding the termination of a service contract, in most cases it is only for the future effectiveness, so what needs to be considered is the loss after the termination.

5. CONCLUSION

Through the analysis of the new provisions of the Civil Code, it can be seen that the two types of

There are many differences in terms of conditions and legal consequences, and distinguishing between them will help protect the rights of the parties to the contract and make it more clear about the scope of their obligations. At the same time, this article integrates the relevant legal provisions of the continuation contract and the service contract, which is conducive to the better application of the right of arbitrary termination.

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An Analysis of the Irrational Turnover of Preschool Teachers in Minority Areas

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Abstract: In the social environment of the continuous deepening of China's medium and long-term education development and reform, preschool teachers in Minority Areas have become a prerequisite for the enlightenment education and preschool education in Minority Areas. Based on the analysis of the irrational turnover of preschool teachers in Minority Areas, this paper analyzes the causes of the phenomenon from the protection of national policies and regulations, the differences of social customs and culture, and the self-development and family relationship of preschool teachers. In the long run, the irrational over of preschool teachers in Minority Areas will deepen the gap of educational resources in Minority Areas, restrict the sustainable and healthy development of education in Minority Areas. As a result, it is more difficult to further promote the compulsory education in Minority Areas. In view of the above three problems, this paper provides some suggestions and measures to solve the irrational turnover of preschool teachers in Minority Areas.

Keywords: Minority Areas; Preschool teachers; Turnover

1.INTRODUCTION

Under the premise of the long-term education reform and development planning, there is still a serious phenomenon of one-way turnover of preschool teachers in Minority Areas. Due to the fact that the natural environment, cultural customs and other working conditions are relatively backward in Minority Areas, preschool teachers in flow to areas with relatively developed economy and society, relatively high salary and relatively good working conditions. This unreasonable one-way outward flow hinders the professional development of teachers and the construction of teachers. In addition, it will cause irreparable educational loopholes in Minority Areas, lead to the imbalance of educational equity, and become the main reason for hindering the long-term deepening and development of education reform in Minority Areas in China.

2. REASONS FOR THE IRRATIONAL TURNOVER OF PRESCHOOL TEACHERS IN MINORITY AREAS

2.1 The absence of relevant national policies and regulations

Due to historical and practical reasons, the education reform and development plan for Minority Areas issued by the country usually develops relatively slowly. It can only focus on the key points and grasp the major aspects, and problems are not solved thoroughly and thoroughly, and the coverage of support and guarantee measures is incomplete. The policies and regulations of minority education usually take compulsory education as the main object, and implement relevant incentive and support measures around the popularization and promotion of compulsory education. For kindergarten teachers, the relevant policies have not yet formed a clear and feasible specific program. The policies only have the guiding theory that to strengthen the training of teachers in Minority Areas, and to improve the political quality and professional quality of teachers [1], and have the guiding theory that teachers working in Minority Areas and remote mountainous areas shall be given special care in terms of working conditions and living conditions, and the specific measures shall be formulated by the local people's government with reference to the relevant provisions of the country and the province. The problem of how to implement the improvement of preschool teachers' work benefits and teacher welfare in Minority Areas is transferred to the local policy-making departments where economic and social development is relatively lagging. Although the policies and regulations of early childhood education in Minority Areas have introduced incentive policies and given certain economic subsidies, it is difficult to make a substantial breakthrough in solving the problem of irrational turnover of preschool teachers in Minority Areas due to the relatively backward economic development and the lack of material guarantee. The subsidy for preschool teachers in Minority Areas is far lower than that for urban preschool teachers in non ethnic areas. At present, many ethnic areas have begun to implement the evaluation method of linking professional title with salary, which makes preschool teachers at the end of professional title chain passive. If the basic life rights of kindergarten teachers cannot be guaranteed through policies and regulations, there is no clear career promotion and improvement organization, and there is no timely and effective feedback guarantee mechanism, news appeals cannot be expressed from the bottom up. These will greatly hit the enthusiasm of preschool teachers in Minority Areas, resulting in the rapid loss of preschool teachers in Minority Areas.

2.2 Social and cultural differences in Minority Areas

China is a multi-ethnic country, and each ethnic group has its own unique national culture. It has a vast territory, and different regions have different customs and habits. Therefore, each ethnic region has unique natural, historical, geographical, and political conditions. And there are unavoidable irrationals in the unidirectional outward flow of kindergarten teachers in Minority Areas. On the one hand, a large number of kindergarten teachers in Minority Areas are unilaterally outflows, resulting in children not getting the cultural influence of their own national characteristics, and hindering the inheritance and development of their national characteristic education. On the other hand, when the Han Nationality preschool teachers move to Minority Areas, they lack the understanding of ethnic minority culture, so they need to know the local customs and have difficulties in adjusting their living and working habits. It is difficult for foreign kindergarten teachers to harmonize their education and teaching concepts with the customs of ethnic minorities and village regulations. Consequently, it is easy for them to get half the result of early childhood education, the efficiency of early childhood education is low, and the quality of education is difficult to be improved. Since preschool teachers are in a special education period, in the enlightenment stage, the school have higher requirements on the language communication skills of preschool teachers. As a kindergarten teacher in Minority Areas, he must master standard Mandarin and basic minority languages. In order to complete the task of early childhood education in Minority Areas, bilingual teaching should be carried out at the same time [2]. Education departments should take into account the particularities of Minority Areas, highlight the characteristics of Minority Areas, and give play to the unique functions of preschool teachers in Minority Areas.

2.3 The family relationship and self-development of kindergarten teachers

At present, the society is more of a structured society composed of families as meta-units. Many Chinese people must consider family relationships when choosing careers. The one-way outward flow of kindergarten teachers in Minority Areas is no exception. It is essentially a family-oriented flow. Supporting conditions needed by parents are difficult to be provided in Minority Areas, children's education resources are relatively scarce in Minority Areas, and couples in Minority Areas lack emotional protection when they work in different places, and other issues such as the maintenance and development of family relations restrict the growth of preschool teachers in Minority Areas. In today's society, the realization of self-worth is also highly respected, so preschool teachers in Minority Areas should be given the guarantee of their work status system. The placement policies for preschool teachers in Minority Areas are not in place, and the conditions are still difficult. And there are short-term education support projects with no fixed establishment,, and it is difficult to retain preschool teachers in Minority Areas. Only when the demands of kindergarten teachers in Minority Areas are finally met, can humanized measures be taken to solve the problems of teachers' self-development and family relationship maintenance. On this basis, detailed, specific and complete guarantee mechanisms and effective feedback mechanisms are specified. The special allowance for teachers in Minority Areas should reach a certain amount and intensity. The quota should not be embellished and symbolic, but should have greater strength [3]. In the long run, preschool teachers can really take root in Minority Areas.

3. CONCLUSION

Based on the analysis of the phenomenon of irrational turnover of preschool teachers in Minority Areas, we can suit the remedy to the case and solve the problem. From the perspective of national policies and systems, we can learn from the experience of Japan and South Korea to establish the appointment system of preschool teachers in Minority Areas, and provide clear promotion channels and effective incentive policies for preschool teachers in Minority Areas. Secondly, the education department should consider the particularity of Minority Areas. Finally, we should pay attention to the development of preschool teachers and the maintenance of family relations, so as to promote the reasonable turnover of preschool teachers in Minority Areas and the further development of preschool education in Minority Areas.

ACKNOWLEDGEMENT

This paper is supported by the University-level scientific research project of Yunnan Zhaotong University: A study on the mobility of preschool teachers in poor areas, project number：2018xj20

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On Connotation and Implementation Path of Moral Education in Martial Arts Teaching in Secondary Vocational Schools from the Perspective of Establishing Moral Integrity in Cultivation of Talents

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Abstract: As the times continue to advance and develop, China pays more attention to the culture and education. The education for all-around development are increasingly valued, and moral education is an indispensable part of quality-oriented education in schools. Thus moral education is gradually occupying an extremely important position in the daily life and learning of teachers and students with its importance that cannot be ignored. For students in secondary vocational schools, it is an important stage of their moral development, and moral education cannot be ignored. Therefore, moral education should be put in the first place in the Martial Arts teaching in secondary vocational schools. This paper analyzes and elaborates on the teaching status and implementation path of Martial Arts teaching in secondary vocational schools from the perspective of establishing moral integrity in cultivation of talents.

Keywords: Establishing moral integrity in cultivation of talents; Martial Arts teaching in secondary vocational schools; Connotation of moral education; Implementation path

INTRODUCTION

In the current era, the development of education is changing, and secondary vocational schools pays more and more attention to the comprehensiveness, scientificity and quality of teaching. So we must pay attention to moral education, develop students' personalities according to the actual situation of students, and carry out the task of establishing moral integrity in cultivation of talents. And in the Martial Arts teaching of secondary vocational schools, teachers should be good at inspiring students' interest, and strive to explore interest teaching to stimulate students' enthusiasm for Martial Arts learning, so as to effectively improve the quality of moral education and the quality of Martial Arts teaching in secondary vocational schools. This paper researches and discusses the current situation and implementation of Martial Arts teaching in secondary vocational schools from the perspective of establishing moral integrity in cultivation of talents.

1.THE SITUATION OF MORAL EDUCATION IN MARTIAL ARTS TEACHING IN SECONDARY VOCATIONAL SCHOOLS FROM THE PERSPECTIVE OF ESTABLISHING MORAL INTEGRITY IN CULTIVATION OF TALENTS

1.1 The proliferation of formalism

In most areas, the professional quality of Martial Arts teaching in secondary vocational colleges is the criterion for judging whether a school is excellent. It means that the competition of secondary vocational schools will still focus on the professional education of Martial Arts teaching, rather than moral education. Of course, it is not to say that professional quality teaching is not important, but that both should be paid attention to. In many areas, the organization of moral education is only superficial, but in fact it does not touch the inner part of moral education at all, and the teaching content of moral education is seriously separated from actual experience. Moral education courses are in vain, and school education is still sticking to the rules. This is definitely not a good phenomenon for Martial Arts teaching in secondary vocational schools.

1.2 Single teaching form

Most of the Martial Arts teaching in secondary vocational schools only focus on moral education courses, imparting theoretical knowledge, emphasizing classroom theoretical education and neglecting extracurricular social practice. However, only by instilling theoretical knowledge of moral education to students, it is easy to leave students with a stereotype, causing them to regard moral education as "empty preaching", which will discourage students' enthusiasm for moral education classes and even produce resistance. It is one of the issues that teachers should continue to explore and think about so as to enable students to truly develop the dual combination of moral education and Martial Arts teaching in the process of contributing to the society and carrying out practical operations.

2. THE IMPLEMENTATION PATH OF MARTIAL ARTS TEACHING IN SECONDARY VOCATIONAL SCHOOLS

2.1 To set an example and keep good martial arts ethics

In the management of moral education, teaching by example is more important than teaching by words. In the cultivation of martial and moral spirit in Martial Arts teaching, teachers' subtle influence can not be ignored. Confucius once said that when a ruler' s personal conduct is correct， his government is effective without giving orders. If his personal conduct is not correct, even he may give orders, but they will not be followed. One of the characteristics of education is that with the breeze it sneaks into the tranquil night and nurtures every spring life spontaneously and silently it. Therefore, teachers in secondary vocational schools require students to maintain the spirit of martial arts ethics, to achieve a higher moral standard and ensure that they take the lead in setting a good example and image [1]. In the process of Martial Arts education, teachers should strengthen their own martial arts moral cultivation, improve their professional ethics, so as to influence students imperceptibly in daily life and become a model of martial and moral spirit for students. Under the guidance and influence of teachers with high moral standards, the students of Martial Arts education in secondary vocational schools will have a profound and lasting influence on their martial and moral level.

2.2 To strengthen the moral propaganda of Martial Arts teaching in secondary vocational schools, and to make the concept of morality deeply rooted in the hearts of the people

With the development of society, film and television, network and public opinion are closely following people's life all the time, and they also affect people's thoughts to a certain extent. In the campus, good publicity and the cultivation of campus culture can have a certain impact on the moral education of secondary vocational students. Teachers can arrange students to watch relevant martial arts dramas, such as the famous Hong Kong film Bruce Lee in the 1960s and 1970s, which focuses on patriotism. With the emergence of Jackie Chan in the 1970s and 1980s, his films and TV works try to show that everyone can succeed. Teachers should teach students that only when they have to pay can they get something in return. "Reaping what sow" is an eternal truth that will not change for a hundred years. Jet Li is a mainland movie star who appeared in the 1980s and 1990s, and most of his works render the "soul of the Chinese nation" to give people spiritual encouragement and support, and to implement and deepen the concept of patriotism [2]. With the development of modern Yen Tzu Dan, the rendering is practical martial arts and patriotism. To a certain extent, their films and TV plays influence generation after generation of young students, greatly cultivate their martial feelings and improve their moral quality. In their films and TV works, what is constantly highlighted is patriotism, loyalty, unyielding and enterprising, which has inspired countless martial arts colleagues, to constantly improve martial arts skills and enhance martial arts morality. In addition, we should also pay attention to moral education and martial and moral spirit, which has made the cause of martial arts have successors, martial arts morality consciousness education has lasted for a long time, and social morality has become popular [3].

2.3 To attach importance to communication and establish a harmonious relationship between teachers and students

Harmonious and stable relationship between teachers and students is an important condition for effective Martial Arts education. Harmonious relationship between teachers and students can gain students' trust and promote the teaching effect of Martial Arts with half the effort. While the bad relationship between teachers and students will not only make moral education get twice the result with half the effort, but also affect students' Martial Arts learning [4-5]. Therefore, the efficiency of moral education in Martial Arts teaching in secondary vocational schools needs to be continuously improved. Teachers need to talk with students regularly, communicate effectively with them in a peaceful and gentle manner, treat students equally, and respect their personality. The cultivation of students' sound personality and the development of Ideological and moral quality build a good relationship between teachers and students, so that students can not only actively consult teachers in martial arts, but also actively communicate with each other in psychology, so as to promote Martial Arts education with half the effort. The emotional foundation between teachers and students is one of the most effective ways to improve the efficiency of Martial Arts education [6].

3. CONCLUSION

The students of secondary vocational colleges have their unique development characteristics, they have more self-awareness, and it is an important stage of personality development. Moral education in secondary vocational colleges is important, especially in Martial Arts teaching. In Martial Arts teaching, it is necessary to implement the fundamental principles of establishing moral integrity in cultivation of talents, combine the growth characteristics and stage characteristics of secondary vocational students, take students as the teaching center, change their own educational concepts, strengthen the role of moral education, and constantly optimize the teaching content and teaching form of moral education, so as to lay a good foundation for the effectiveness and success of Martial Arts teaching in secondary vocational schools.

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Economic Analysis Based on Inflation in India

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Abstract: Under the covid-19, the economies of all countries have been affected. This paper will analyze the current situation of inflation and poverty polarization in India under the influence of the international economy from macro and micro perspectives. Based on India's national conditions, it gives suggestions on increasing government expenditure and investing in infrastructure.
Keywords: Inflation; Unemployment; Inequality; Consumer price index ; Supply demand relationship

1.INTRODUCTION

In the article 'Our three-front battle on inflation, unemployment and inequality ' published on the Mint website, Ajit Ranade Pointed out an overview of India's rising unemployment rate and poverty rate under the covid pandemic situation; inflation exacerbates these woes[1]. The economic recovery of the two major economies, the United States and China, has affected the prices of all kinds of commodities globally, not only the prices of steel, cement, and other commodities but also the agricultural basket. However, a good climate may bring good harvests to India's crops, reduce food inflation, and further increase poverty and inequality. In order to deal with this complex situation, the government should take some monetary and fiscal policy to control the deterioration of the situation.
This paper will analyze the inflation and unemployment under the macro economy, the supply and demand market of agriculture under the micro economy, and the government's monetary and fiscal policy.

2.RELEVANT THEORY

Inflation is the rise of the total (average) price level of all goods and services in the economy over some time. There are three types of inflation， demand-pull inflation，cost-push inflation, inflation on a rampage. The inflation mentioned in this article is affected by the international price, therefore affects the inflation of various domestic commodities.
The consumer price index (CPI) is usually used to measure the inflation rate. CPI is an indicator reflecting the price changes of consumer goods and services generally purchased by urban households. Consumer price survey only includes the final price of products and services, not intermediate products. The change rate of CPI is an index reflecting the degree of inflation or deflation. Generally speaking, when prices are rising across the board, and continuously, it means inflation. However, it does not mean inflation is necessarily bad. Low and stable inflation represents the development of the economy. In this situation, there is a certain degree of devaluation of the currency, which promotes people to prevent the devaluation of currency for consumption, and consumption will promote production. It further strengthens the utilization rate of the company's assets, leads to the expansion of production, increases employment, and promotes economic development. This is a virtuous circle.On the other hand, the price rise caused by high-speed inflation will reduce people's purchasing power. Lower consumption leads to lower productivity, and enterprises' demand for labour will also decrease. In a word, excessive inflation will bring about unemployment.
Inflation and unemployment are explained in the Keynesian model, in which total demand is assumed to be equal to total output. Keynes argues that price and wages are inflexible. This means that the total demand will create increase output with little price change. Excessive inflation and unemployment will lead to personal consumption, and investment tends to be conservative. For individuals, there is not enough money to spend. Coupled with the speed of inflation, the purchasing power of individuals will decline. Under excessive inflation, both individual and enterprise investment will be carefully considered. At this time, only increasing government expenditure is the most effective way. Furthermore, government expenditure has a multiplier effect, which means that every government expenditure will cause a series of re expenditure.
The demand curve is an inverse relationship between the price of a commodity or service and the quantity the buyer is willing to buy in a defined period ceteris paribus. The supply curve is the direct ratio between the price of goods or services and the number of goods or services the seller is willing to provide，in a defined period ceteris paribus. Market supply and demand is the direct factor to determine the market price, and the intersection of supply and demand curve is the market price. In the article, crops may be due to a good monsoon harvest, which is equivalent to increasing the market supply on the market. The supply curve moves to the right.
The demand curve is an inverse relationship between the price of a commodity or service and the quantity the buyer is willing to buy in a defined period ceteris paribus. The supply curve is the direct ratio between the price of goods or services and the number of

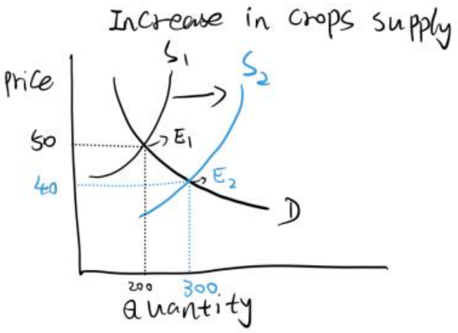

Figure 1 The supply curve and demand curve

As shown in the figure, the demand curve represented by curve D, the initial supply curve is S1. Maybe at this time, the number of crops on the market is 200, and the price is 50 per commodity. After the harvest, the number of crops on the market will increase, and the supply curve will move from S1 to S2. At this point, the intersection is E2. the quantity increases by 100 and decreases the price to 40.

Although the price of goods in the market is determined by the supply and demand of the market, the market will also fail. Lack of competition, externalities and public goods may be the causes of market failure. The market has its limitations. It is not enough to rely on the market's spontaneous supply and demand relationship to adjust the market price. When necessary, the government needs to help the market complete the rational allocation of resources, improve the utilization rate of resources, stabilize economic development, reduce the income gap, reduce poverty and reduce polarization.

The government's monetary and fiscal policies are the most effective solutions to the above problems of inflation, unemployment and market failure. In monetary policy, it can be adjusted by changing the cash rate or money supply. This will affect consumption and investment and increase aggregate demand. In order to meet demand, it will expand production, provide more jobs and ease inflation. Fiscal policy can usually increase government expenditure, such as subsidies to some unique industries and low-income families, so as to stabilize the price of the industry market and reduce the income gap.

3.ANALYSIS

The unemployment mentioned by Ajit Ranade in the article is just a passing mention. It is mentioned that inflation in India has exacerbated the unemployment situation, but the specific reasons and conditions are not mentioned. When measuring inflation, use two indicators: the whole price index (WPI) and consumer price index (CPI). There may be some differences between the two indicators.

In India, the unemployment rate reached 8% in April. In the seven months from March to October 2020, the rural and urban poverty rates rose by 15% and 20%, respectively. In 2020, India's GDP will perform poorly, at minus 8%[2]. From an international perspective, the outbreak of the epidemic has had a severe impact on the global economy. Inflation in India reached 10.49% in April due to rising global prices of oil, manufactured goods, minerals, eggs and meat[3]. In the article, the author mentioned that effective vaccines and the United States and China have begun to restore economic development, which also has some impact on international trade. Soaring commodity prices, coupled with the depreciation of the Indian rupee, are not a good thing for India's economy[3]. Vegetable oil, India's main import, rose 57% in April this year [4]. The price of crude oil and international freight is also rising. As a result, the prices of many commodities are rising because the costs are increasing. These are the global impacts on Indian inflation.

Within India, the most severe impact is the inflation of food prices, which accounts for 9% of the CPI basket [4]. Globally, food prices have been rising. However, a bumper crop due to monsoon factors may curb food inflation in India. Nevertheless, this may not be good news for rural families. Most of the crops have been harvested in India, but many farmers still sell them[5]. If the epidemic worsens, these farmers will have to sell their crops to village level merchants at low prices[5]. This will only reduce the income of rural households significantly when the prices of other commodities are rising, which will aggravate the rural poverty rate and increase the polarization.

4.CONCLUSION AND RECOMMENDATION

For India, the impact of the epidemic and international influence is the main reason for inflation. Inflation has led to increased unemployment, poverty and inequality within India. Through the analysis of these conditions, some suggestions are put forward.

India's economic growth in recent years mainly depends on consumption and investment, and the lack of demand brought by the epidemic has seriously hit the domestic economy. In order to save India's GDP, more government spending should be considered. Fiscal and monetary policies should be combined to stimulate domestic aggregate demand. Lower bank interest rates, increase credit supply and encourage individual consumption and enterprise investment. Due to the large gap between the rich and the poor in India, once the high-income groups are affected, it will significantly impact domestic demand. Therefore, a specific subsidy for low-income families can allocate resources more reasonably and stimulate the total demand.

In agriculture, due to the limitation of land and the low efficiency of agricultural production, India cannot absorb the surplus agricultural labour to develop the industry. Government can consider importing advanced agricultural machinery, improving production efficiency and freeing surplus labour to develop the industry. It increases the number of jobs, increases the income of rural families, and increases the consumption-ability of rural areas.

India's lack of infrastructure is also one factor that industry and manufacturing have not reached the ideal level. The lack of infrastructure will also affect whether it can attract much foreign investment. Government can increase India's infrastructure. In the short run, it can increase employment opportunities, increase domestic demand, and effectively stimulate economic development. In the long term, infrastructure can improve people's living and medical environment, facilitate industry and manufacturing further development, and attract overseas investment.

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Overview and Enlightenment on the Study of Chinese Teaching Genre in China

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Abstract: Since the reform and opening up, a number of influential genres have emerged in Chinese teaching circles in China. Up to now, these genres have developed fully in teaching practice and educational theory. Based on the theoretical research of Chinese teaching genres in the past, this paper divides the existing research results into three aspects: first, study on historical development of Chinese teaching genres;Second, holistic analysis of contemporary Chinese teaching genres;Third, case studies on specific Chinese teaching genre. At last, the enlightenment of study on Chinese teaching genre to contemporary Chinese teaching practice is obtained.

Keywords: Chinese teaching genre; Chinese teaching; enlightenment

1. INTRODUCTION

Since the reform and opening up, an unprecedented wing of educational reform was blowing through the Chinese educational circles. Since then, a number of influential genres have emerged in Chinese teaching circles. At present, the academic circles in China already have the accepted definition to the Chinese teaching genre: "The Chinese teaching genre refers to the teaching genres with certain influence and theoretical achievements which formed by the teaching groups composed of Chinese teachers with similar Chinese teaching ideas and teaching styles in the Chinese teaching practice. "[1]The contemporary research of Chinese teaching genres in China is also showing a deep development, which provides a good theoretical support for further guiding Chinese teaching practice.

2. OVERVIEW AND ANALYSIS ON STUDY OF CHINESE TEACHING GENRES IN CHINA

(1)Study on Historical Development of Chinese Teaching genres in China

The research of the development of Chinese teaching genres mainly focuses on reviewing and combing the reasons and development context of Chinese teaching genres in China. For example, the Paper of Li Rumi and Duan Qiaoyu——"The Progress, Problems and Prospects of the Teaching Approach Researches over the Past 70 Years in China", The authors concluded that Chinese teaching genres formed an upsurge of teaching experiments during the period of reform and opening up. In the 21st century, there are more and more theoretical studies on Chinese teaching genres. [2]Through this study, we can see that the contemporary research on Chinese teaching genres already has abundant achievements. Therefore, through the re-analysis of these research results, it is helpful for us to grasp the research status of the Chinese teaching genres and the future development direction of Chinese teaching genres in China. In addition, Zou Jiarui and Ma Hongli also reviewed the development of Chinese teaching genres in China since the reform and opening up. Starting with the reasons for the development of Chinese teaching genres, they analyzed the external and internal reasons for the formation of Chinese teaching genres in China, and put forward the role of Chinese teaching genres in Chinese education. [3]The reform of the internal curriculum, teaching materials and teaching in Chinese education has promoted the rapid development of Chinese teaching genres objectively.

In the study on the historical development of Chinese teaching genres, we can understand the great influence of Chinese teaching genres on Chinese education in China. First, the development of Chinese teaching genres has achieved a number of ideal, emotional, responsible Chinese teachers, with their own teaching practice and research, these Chinese teachers have constructed the practical path of Chinese education. Second, the development of Chinese teaching genre is formed in the social environment of Chinese teaching reform, and in turn further promotes the continuous development of Chinese education reform, which greatly promotes the progress of Chinese teaching practice. Finally, the development of Chinese education genre also provides a new hot research topic for Chinese education research and promotes the development of Chinese education theory research in China.

(2)Holistic Analysis of Contemporary Chinese Teaching Genres

There are many achievements in the overall analysis of Chinese teaching genres in Chinese education academic circles, such as Jiang Guohua and Chen Shijun's thesis named"Chinese Teaching genre in Middle School", the Zhu Dan's thesis named"Contemporary Methods of Chinese Teaching in High School", Zhang Zhengjun's thesis named"Contemporary Chinese Teaching Genre"and Zhou Ru's "Contemporary Chinese Teaching Genre"etc. Jiang Guohua and Chen Shijun(1984)introduced the experience of Teaching

Reform Yucai Middle school in Shanghai, Yu Yi's teaching experience and Qian Menglong's teaching experience. [4]Through these papers, we can see the development situation of social Chinese teaching genres at that time. Zhu Dan(2001)made a classification of Chinese teaching genres in China: the whole perception genre, the guiding genre and the excavated genre, [5]Zhang Zhengjun(2004)divided Chinese teaching genres into eight categories: Emotion Genre, Guide Reading Genre, Thinking Genre, Management genre, Language Sense Genre, Target Teaching Genre, Fast Reading Genre and Fast Writing Genre. [6]The studies have brought great convenience for us to understand the characteristics and specialties of each Chinese teaching genre as a whole. Zhou Ru(2013) made the clear the concept of Chinese teaching genre in theory, analyzed the relationship between teaching genre and teaching method, teaching style and teaching mode, and finally put forward three elements necessary to form a teaching genre. [7]Zhou Ru's research reflects the hot issues of Chinese teaching research in the field of Chinese education: the definition of concepts;the discrimination of related concepts;the analysis of forming elements. It is the theoretical summary of the research on Chinese teaching genres in the past.

The above studies indicate that the study on Chinese teaching genres in China has a solid theoretical basis. But there are some problems in the research, such as narrow perspective and single research method. Therefore, researchers should devote themselves to excavating new research points of Chinese teaching genres in the future, pay attention to combining qualitative research with quantitative research, and explore more research directions.

(3)Case studies on specific Chinese Teaching Genre in China

The content of case study on specific Chinese teaching genres is mainly manifested in the study on the teaching thought and teaching practice of the leaders of Chinese teaching genres and the study of regional genres such as Hunan Genre, Jiangsu Genre and Fujian Genre, etc.

Since the rise of various Chinese teaching genres, the Chinese education research community in China has never stopped studying them, either from a macro point of view, or from a micro point of view to explore their teaching thoughts and methods. In short, the micro-study of each Chinese teaching genre has always been a hot issue in the study of Chinese teaching genre. It is worth noting that the researcher pay special attention to the study on teaching practice of superfine teachers, such as Yu Yi, Qian Menglong, Wei Shusheng and so on, which is because educational theory must be rooted in teaching practice and eventually point to teaching practice. The study of special teachers is beneficial to the majority of teachers to improve themselves, and the academic circles of Chinese education must also take action to explore more feasible educational theoretical achievements and provide more theoretical support for front-line teachers.

The study of regional genres, such as "Hunan Genre", "JiangSu Genre" and "Fujian Genre" is an important field of Chinese teaching genres as well. For example, Li Rumi(2019)summarized the characteristics of "Beijing Genre", "Shanghai Genre", "Zhejiang Genre", "JiangSu genre" and "Fujian genre". He pointed out: "Beijing Genre" is moderate, stately, rigorous and orderly;"Shanghai Genre" is graceful open and lively;"Zhejiang Genre"is rational and emphasis on practice;"JiangSu Genre" is innovation and emphasis on the creation of classroom situations;"Fujian Genre" is realistic and emphasis on compatibility. [8]Li Rumi generalized the characteristics of these regional genres from the perspective of the general teaching genre, which inevitably influenced the Chinese teaching genre. There are also some achievements in the study of combining regional genres with Chinese education in China. Through these studies, we can understand the unique style of Chinese teaching under the influence of different regions and cultures, which will be beneficial to Chinese teachers to optimize their teaching level.

Under the guidance of the macro theory of Chinese teaching genres, through the case study of Chinese teaching genres, teachers can understand the micro level of each teaching genre more deeply. Therefore, researchers should increase the research on this aspect in the future and fully excavate the cultural characteristics of different regions in order to act on Chinese education.

3. ENLIGHTENMENT OF STUDY ON CHINESE TEACHING GENRES IN CHINA TO CONTEMPORARY CHINESE TEACHING

Because of the uncertainty of teaching content, Chinese teachers have great room for development in teaching, which is also a major reason for the development of Chinese teaching genres. The studies on Chinese teaching genres have great benefits for Chinese teachers, such as knowing about the development of Chinese teaching, learning Chinese education ideas and methods, and setting up lofty Chinese teaching pursuit. The existence of various teaching genres can not only promote the prosperity of Chinese education theory, but also have a great positive effect on the whole Chinese teaching practice.

Of course, the majority of Chinese teachers in the daily teaching work, not adhere to teaching ideas and methods of the certain genre, but can take appropriate teaching methods according to different types of teaching content. Various genres may play different roles in Chinese teaching practice. For example, Teaching lyrical prose or poetry, Chinese teachers can adopt the teaching ideas and methods of Emotion Genre, mobilize students' emotional experience fully, so as to enhance students' ability of feeling, appreciating and creating beauty;Teaching expository articles, teachers can adopt the teaching ideas and methods of Thinking Genre, devote to thinking training of students, and promote students' creative thinking;Teaching expository articles, teachers can adopt the teaching methods of Reading Guide Genre to improve students' autonomous learning ability. So, all the teaching genres are only as an alternative ideas and methods, teachers should choose the most appropriate way according to the specific teaching content.

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Research on Risk Division of Geological Disasters and Comprehensive Prevention Countermeasures

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Abstract: From ancient times to the present, geological disasters have caused great harm and negative effects on the people, and have caused serious threats to the lives and safety of the people. In recent years, with the continuous development of social economy, people's sensitivity to geological disasters has also been continuously improved. Research on geological disasters has attracted more and more attention from the society and the general public. For risk division of geological disasters and comprehensive prevention countermeasures, relevant personnel need to conduct more in-depth and more comprehensive research and discussion. This paper analyzes and expounds the classification of geological disasters, their causes and comprehensive prevention countermeasures.
Keywords: Risk division of geological disaster; Comprehensive prevention countermeasures; Research

INTRODUCTION

Due to the continuous movement of the earth's crust, there are squeezing and collisions between the plates and within the plates. The relative movement between the plates has caused different degrees of geological disasters. At the same time, as human beings continue to influence and transform nature, the frequency of geological disasters has increased. There is no doubt that geological disasters have caused many adverse effects on human life safety, property safety and the stability of the living environment. Therefore, the control and prevention of geological disasters will inevitably better prevent and control the risk and minimize losses.

1. CLASSIFICATION OF GEOLOGICAL DISASTERS AND ANALYSIS OF THEIR CAUSES

The final results of geological disasters include collapses, landslides, mudslides, ground fissure, land subsidence, ground collapse, rock burst, tunnel water inrush, mud inrush, gas inrush, coal seam spontaneous combustion, loess collapse, geotechnical expansion, sand liquefaction, land freezing and thawing, water and soil loss, land desertification and swamping, soil salinization, earthquake, volcano, geothermal hazards, etc. Geological disasters such as landslides, collapses, mined-out collapses and mudslides may be caused by the following points. First of all, due to the influence of topography and geomorphology, landslides and mudslides will easily occur in the terrain between plates with relatively high altitude. In addition, it is influenced by stratum lithology and geological structure. Furthermore, areas with concentrated heavy rain are more likely to occur mudslides. At last, bad and unscientific human activities may increase the incidence of geological disasters [1].

2. RISK DIVISION OF GEOLOGICAL DISASTERS AND COMPREHENSIVE CONTROL MEASURES

2.1 To strengthen monitoring, forecasting and early warning to improve the awareness of early warning

In the monitoring of geological disasters, we must improve the awareness of early warning and prevention, carefully check the relevant early warning equipment, and ensure the normal operation of each monitoring and early warning link. Generally speaking, when all kinds of risks or hidden dangers still exist, all areas with potential safety hazards must receive effective monitoring and early warning from the relevant staff. In the relevant theft detection and early warning, we should pay attention to the following three important aspects. First, the early warning and practical action work can be effectively seamless. China has now built a comprehensive meteorological and water conservancy monitoring and early warning information system. Therefore, each region should formulate corresponding prevention measures according to its own local actual situation, so as to do a good job in the relevant convergence work. Especially in the areas where landslides and mudslides occur frequently, and where flash floods are prone to occur, if the population here is dense, its towns are mostly built in the valley. When it is predicted that the related disasters are coming, it is necessary to respond quickly and take remedial measures to achieve seamless connection. Second, in the process of monitoring and early warning, the traditional early warning methods and modern science and technology should be combined to form a joint judgment and decision [2]. With the advent of the information age and the development and progress of big data, we can use television, network and mobile phone information for pre-identification, and achieve comprehensive coverage. For some relatively poor areas, we can use some traditional methods such as broadcast, short call and cable phone for disaster early warning, so as to ensure that people in each area can receive early warning messages in time. Third, when carrying out disaster monitoring and early warning, we should strengthen the link between the masses and the people, inform the crowd to keep calm and be united, and avoid internal bars, so as to avoid and escape disasters in an orderly and disciplined way, as well as minimizing the loss of geological disasters [3].

2.2 To strengthen the management of emergency rescue to make quick response in case of emergency

To strengthen the management of emergency rescue is to establish a rapid set of mechanisms. When geological disasters come, we need to carry out geological disaster rescue according to this mechanism combined with various forces, monitor and dredge the traffic routes, and improve the disaster relief and response ability of the whole emergency mechanism team by configuring professional traffic and communication equipment. And we should also pay attention to the daily emergency drill and need to ensure that the personnel of all parties form a sense of crisis in many daily drills, improve the ability to resist disaster emergency response. At the same time, we need to strengthen the prevention ability of integrated disaster resistance, improve the rural disaster response ability [4]. And it is necessary to actively carry out the publicity and explanation of relevant emergency knowledge, and make every resident really pay attention to the disaster from the consciousness, and be familiar with the emergency measures through the publicity activities [5]. What's more, it needs to strengthen supervision and management, strengthen the inspection and guidance of major geological disasters through professional personnel, and reduce the losses caused by geological disasters.

2.3 To strengthen the construction of ecological environment and live in harmony with nature

The occurrence of some geological disasters is due to the uncontrollability of human activities to a certain extent. If the ecological environment is destroyed, nature will give corresponding punishment. Thus in terms of ecological environment construction, relevant government departments should promote sustainable economic development, adhere to the green concept, and provide assistance for ecological environment construction [6]. For example, the government can pay attention to various policy measures such as returning farmland to forests and grasses, pay attention to water and soil conservation, overcome the disadvantages of the original topography and landforms, improve the ecological environment, and effectively promote the balanced development of natural ecology. We should pay more attention to the natural environment, respect and love nature, live in harmony with nature, build an ecological development environment, make use of local characteristics such as tourism and flower industry to promote the development of regional economy, and no longer use traditional logging methods to damage the ecological environment. At the same time, it is also directly related to the safety of people's lives and property. Through comprehensive management, scientific analysis of specific problems and other ways, we can improve the quality of disaster prevention, promote the ecological environment better, and contribute to green development [7].

3. CONCLUSION

To sum up, as human development continues to intensify, it has caused varying degrees of damage and impact to the natural environment, which makes the occurrence of geological disasters more frequent and stronger. Based on this, in the division and comprehensive prevention of geological disasters, it is not only necessary to effectively strengthen monitoring, forecasting and early warning, strengthen emergency rescue management, but also protect the ecological environment and establish natural ecological barriers, so that it can provide assistance for the prevention and control of geological disasters.

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China's Chip Industry Development Status and Countermeasures

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Abstract: This paper mainly discusses the current situation and development countermeasures of China's chip industry. It aims to explore the main problems existing in China's chip industry at this stage and the reasons for these problems, and give targeted development suggestions based on these analyses. This study paid special attention to the following three aspects: (1) Complex production technology; (2) Lack of human resources; (3) The business model of the chip industry is not perfect. The research results show that these factors are not isolated, and the problems in the chip industry are the result of the combined effect of these factors. As part of the research, this work also puts forward some suggestions for the development of China's chip industry, including multi-party joint training of talents, collaboration between enterprises, and the combination of commercialization and reasonable government regulation.
Keywords: chip industry; countermeasures and suggestions; system analysis method; Industry status; Industrial issues

1. INTRODUCTION

As a high-tech industry, the chip industry plays a pivotal role in many fields. In recent years, global chip supply has been in short supply. This is caused by many factors, including cyclical fluctuations in the chip industry, the impact of the Covid-19 pandemic and natural disasters[1]. Secondly, influenced by international relations and geopolitics, some international and regional countries have imposed trade barriers and technical restrictions on China. In order to gain autonomy in the semiconductor industry chain, China has embarked on the process of independent chip development[2]. In the "Notice on Printing and Distributing Several Policies to Promote the High-quality Development of the Integrated Circuit Industry" issued by the State Council on August 4, 2020, it is proposed that the government support the integrated circuit industry through fiscal, investment and financing. The goal of this initiative is to achieve a chip self-sufficiency rate of 70% by 2025. From this notice, we can see that China has upgraded this type of industry to a national strategic level[3]. However, a recent press conference held by the National Development and Reform Commission mentioned some problems in the chip industry. The press conference criticized companies lacking relevant qualifications and resources for blindly injecting capital into the integrated circuit industry. It is also mentioned that some local governments do not have sufficient knowledge of the industry rules of the integrated circuit industry, and low-level repeated construction projects. This leads to unreasonable allocation of resources, resulting in serious waste of resources[4]. In response to these problems, it is necessary to analyze the causes and mechanism of action, and promote the formation of a reasonable and efficient long-term management model for relevant departments. In this way, new breakthroughs and rapid development of the integrated circuit industry can be realized.

2. THE STATUS OF CHINA’S CHIP INDUSTRY

（1）Chinese chip products are relatively low-end and rely heavily on foreign products

The Chinese market has strong demand for chip products, but products produced locally in China have low added value in the semiconductor production chain. In contrast, the cost-effectiveness and quality of other countries' chip products are better than those of China's domestic products, which has resulted in chips from other countries occupying an almost monopoly position in the Chinese market[5].

The main shortcomings of China's chip products: ① Can not well meet the needs of industrial production downstream of the industrial chain, and the cost performance, update rate, and yield rate need to be improved; ② The downstream market of the industrial chain will not choose domestic products to a large extent, and it is difficult to compete with competitive products of other countries for market share; ③ The terminal market has formed a lasting demand for imported products, and it is difficult to break the closed loop of the market[6]. These shortcomings are mainly due to the erroneous inertial thinking habits of Chinese capital. These capitalists hope to use more convenient methods to construct the industry, that is, "buying is worse than buying, and leasing is worse than buying." This kind of thinking logic has encountered "Waterloo" in the face of the "chip shortage" situation. Chinese capital finally understands that core technologies cannot be bought, and independent innovation is the best way to solve the dilemma.

Most of the global chip market share is occupied by several companies in the United States, the United Kingdom, Japan, and South Korea. Among them, the United States accounts for 47% of the global semiconductor market in 2019. In contrast, although Chinese chip companies have the world's largest semiconductor market and high-quality rare earth resources, the chip self-sufficiency rate is still low. According to 2019 data, China's chip self-sufficiency rate is less than 30%. In the field of chip manufacturing, Taiwanese chip foundry occupies a global leading position, but its manufacturing equipment mainly comes from European and American countries[1]. Therefore, China's low-end chips need to gradually realize the transformation to high-end industries and independent chip research and development, and accelerate the upgrading of the industry, in order to occupy a favorable position in the semiconductor market in the future.

（2）Lack of technology and imperfect industrial chain

Throughout the history of chip development, it can be seen that both the technological development of the chip and the development of the chip industry have experienced long evolution and iteration. "Moore's Law" is still playing a role in the chip industry so far. In order not to be eliminated by external competitive pressure, chip production and processing companies are still following the industrial development speed of the law. The development of the chip industry is inseparable from coordinated development. It is a product of the combination of technology, market and investmen[7]. In particular, the chip industry has developed to today and has gradually evolved into an industry with a high degree of international division of labor. No country or region can achieve 100% localized production of chips[1]. At present, there are few companies producing high-end chips in the world, and there are very few companies capable of independent research and development and production of chips. However, China's high-end chip manufacturing technology with independent intellectual property rights is almost blank. It was mentioned in China’s 14th Five-Year Plan that by 2021 it is necessary to create a perfect ecosystem for the growth of the semiconductor industry. In the latest plan of China’s Five-Year Plan, it is also proposed to achieve self-sufficiency in certain areas, especially in technology field of. But despite this, it did not ultimately change the semiconductor industry's technological dependence on other countries[3].

（3） Lack of in-depth understanding of the development of the chip industry

In the research of China's semiconductor exploration level, by analyzing the bibliometric information of SCI, it can be found that although China started late in the semiconductor field, scientific and technological activities in related fields have increased significantly in the past ten years, and its influence has also increased significantly. However, China’ s average citation rate is less than half that of Germany and 1/3 that of the United States. China ranked 9th in the number of articles published in the semiconductor field during 1993-2002, and ranked 19th in the number of citations. In addition, more than one-third of the papers of Chinese scientists have not even been cited[8]. This shows that although China's research in the semiconductor field has made progress, its influence is still at a relatively low level compared to European and American countries. In terms of production, the Chinese government attaches great importance to the development of the chip industry, and has greatly facilitated the development of the integrated circuit industry in terms of policies, finances and taxes, but this has also led to the emergence of blind investment by some companies that do not have technology and talent In the chip industry, this has caused many projects to havetily ended and caused huge losses. Take Wuhan Hongxin Semiconductor Project as an example. In the "Economic Operation Analysis of the Investment and Construction Fields of Dongxi Lake District in the First Half of the Year" issued by the People's Government of Dongxihu District, Wuhan, it is mentioned that "Wuhan Hongxin Semiconductor Manufacturing Project" is listed as the investment risk in Dongxihu District In the case, the report pointed out that the funding gap of the project was too large to face the risk that the funding chain would break and the project might stop at any time. The absurd thing is that the project purchased at the end of last year and claimed to be the only ASML lithography machine capable of producing 7nm process chips in China, and it was mortgaged to the bank before it was run[9]. After years of development of integrated circuits, every update requires huge capital and a large number of scientific research personnel. For the chip industry, it should be clear: the development of chips must be an industry that takes time, and going through a long process will be the only way for the development of the entire technology industry. As of 2017, SMIC has achieved mass production of 28nm chips, but it is still 2-3 generations behind the international manufacturing level of 7nm chips[10]. The industrial upgrading of chips requires the accumulation of experience and technology, and China's chip development still has a long way to go.

3.ANALYSIS OF THE CAUSES OF THE CURRENT SITUATION OF THE CHIP INDUSTRY

The technical difficulty of the chip industry, the height of talents, the length of the industry chain, and the strength of funds are not isolated. These factors can often have a superimposed effect on the entire chip industry.

Complex production technology

According to the technological and economic paradigm of Sundbo's innovative theory, in the early 19th century, the wave of world economic growth led to the emergence of large companies. The number of engineering and technical personnel has increased significantly, and technology has naturally become a key factor in innovation [11]. No matter which country in the world, the fundamental development of chip technology is technological innovation. The lack of technological innovation will eventually be eliminated by the times, the most difficult part of the development of China's domestic chips lies in the development of technology. Only by consolidating the technical foundation can it become the leading rank of international competition. Technological development and process upgrades can neither rush for quick success, nor miss the opportunity. During the development of the chip industry, when upgrading from one geometric size to the next finer geometric size, the development of technology has become a systematic engineering problem. At the same time, as the demand changes of downstream value-added service providers gradually accelerate, The improvement of technology still needs to compete with time. Industrial upgrading means the upgrading of the entire industrial chain technology, and speed has become the key to victory, especially for chips in the Internet industry, whether it is mobile terminals, unmanned driving, artificial intelligence or more mature 5G technology. With the changing application scenarios, the market update cycle has been further shortened. Whoever can complete new technology research and development in a shorter time can take the initiative. The key to this is more mature technology and higher capital investment.

Insufficient human resources

Every link in the integrated circuit is a technology-intensive industry, and the reserve of technical talents is the key to the core competitiveness of an enterprise. The technical talents here not only refer to scientific and technological talents, but also need to have an experienced management team and core technical team integrated with non-technical factors such as value positioning, commercial operations, and strategic cooperation in the history of integrated circuit development. The development of integrated circuits requires teamwork of hundreds of people, and the establishment of team culture is an indispensable factor for integrated circuits. The professional team can make the best use of its talents and resources, and the premise requires managers to have a tolerant mind and a professional and standardized operating mechanism to make it stand out. Taking the development cycle as an example, the market sales of chips require millions of shipments to achieve breakeven [7]. However, the market for electronic products downstream of chips is changing rapidly, coupled with the uncertainty of the production process and the market, the company faces bankruptcy from time to time before the product design is completed. There is also an unknown risk whether a successfully designed product can meet the needs of the market. This makes the integrated circuit industry need a large number of technical and investment talents. They not only need to have a vision for venture capital, but also need technology and cooperation with the management team. According to the statistical analysis of the "2019-2020 China IC Industry Talent White Paper" released in September 2020, the number of employees in the integrated circuit industry has increased year by year. In 2019, the number of employees was about 512,000, an increase of 11% year-on-year. The industry's average salary increased by 4.75% year-on-year, and the development environment of integrated circuits has gradually improved[12]. However, judging from the current industry development trend, the total supply of integrated circuit talents is still insufficient, and there is also a structural imbalance problem. Disciplines, and the construction of a platform for educating people through the integration of industry and education, to solve problems such as the disconnection between industry and education and the mismatch between supply and demand.

The business model of the chip industry is not perfect

The rapid replacement of integrated circuits requires chip design to keep up with the rapid development of technology and to maintain sustained core competitiveness and innovation capabilities. Taking embedded chips as an example, the high profits of each newly-listed chip will also face many problems such as serious homogeneity caused by a large number of imitations, oversupply and falling profit margins. Therefore, continuous innovation and differentiated competition are the inevitable requirements of the business model, which also means strong technology research and development capabilities as a support[7]. For successful integrated circuit companies, although the specific business model is difficult to analyze, the organic integration between business foresight and rapid technological advancement must be its basic feature. Although the scale of the integrated circuit industry on a global scale continues to grow, technological advances in subdivisions are still leading to the gradual elimination of old technology products. As a result, the multiple characteristics of the development of new technologies in downstream products of integrated circuits are becoming increasingly obvious, and the product cycle is gradually shortening , The unique short cycle of the integrated circuit itself is superimposed on the periodic fluctuations of the terminal market, and the frequency of fluctuations is more frequent than before, and the difficulty of achieving the target function of the chip will gradually increase.

4.SUGGESTION FOR THE DEVELOPMENT OF CHINA'S CHIP INDUSTRY

From the above analysis, it can be seen that integrated circuits are an industry integrating technology, technology, and the market. The organic integration of the three aspects requires not only the accelerated integration of technology and innovation, but also a keen observation of the market. As far as China's chip industry is concerned, it is necessary to integrate resources from the three aspects of talents, technology, and teams to promote the development of the chip industry.

Multi-party joint training of talents

The development of China's chip industry requires close cooperation between companies and universities. In this regard, South Korea's talent education and recruitment experience can be used for reference. South Korea started the "Smart Korea 21 Project" in 1999 to encourage companies and universities on a large scale. Professional cooperation. Since then, there has been an upsurge of semiconductor majors in the Korean higher education system. Later, Samsung Electronics invested in Sungkyunkwan University, and the school-enterprise cooperation established the Department of Semiconductor Engineering to train professionals for the Korean chip industry, including Samsung[13]. In China, the collaborative training of talents not only requires universities to set up relevant courses, and provides theoretical guidance for students in the integrated circuit industry, but also requires schools, relevant research institutes and enterprises to improve relevant talents in practice and operation. At the same time, the training of integrated circuit talents should not only limit their vision to the relevant technical operation level, but also need to cultivate talent resources including business, finance and other suitable for the integrated circuit industry. Let the team in the chip industry truly integrate the three aspects of technology, engineering and the market, and deepen the team's understanding of chip marketization and investment. Let the development of the chip industry be linked to the market and form a market scale through chip manufacturing. Therefore, a series of professional knowledge of integrated circuits should not only be taught in science and engineering colleges and universities, but also related disciplines should be added in economics, finance and other colleges to teach industrial knowledge.

Collaboration among enterprises

As an industry that requires a high degree of cooperation, in the integrated circuit industry, whether it is element-level, product-level or system-level development, it is increasingly inseparable from the collaboration between enterprises. In system-level development, the "Wintel" system (a collaboration between Intel and Microsoft), "ARM+IOS" (a collaboration between ARM and Apple), and "ARM+Android" (a collaboration between ARM and Google) have been in the past development history. Has become a classic success story[14], The cooperation between Intel and Microsoft intervenes during the research and development phase. In China, whether it is a mobile terminal or a PC terminal, there are a large number of demands for chips. Among them, the design standards in chip design are also the basis of technical routes and use standards. Only by making the standards more generalized can various industries be enabled. The chip realizes interconnection and interoperability to solve the shortage of Chinese chips. In addition, although China's low-end chip manufacturing has achieved certain results, it lacks high-end chip manufacturing technology. Mutual union can also help achieve system compatibility and scene sharing, thereby promoting the improvement of the strategic competitiveness of the chip industry.

Combining commercialization with reasonable government regulation

The development of the semiconductor industry is inseparable from the participation of stakeholders. The two most important aspects are commercial capital and government. On the one hand, commercial capital provides funds for the development of the chip industry and provides an important force for its development. The chip industry cannot develop high-end chips only relying on government funding for construction. The chip industry has many different divisions of labor, it is impossible to form a scale effect. In the global integrated circuit industry, China is now in a situation of asymmetric competition. It is far from developed countries in terms of talents, technology, and industrial ecology. It requires a long stage of layout and development, and every link such as materials, equipment, and design tools put forward requirements and tests on the accumulation of industrial foundation. Therefore, no government investment will not work, and only government investment will not work. It should also be noted that no country in the world can complete all chip industry chains alone. In this highly globalized industry, the entire industry chain needs to always adhere to the principle of open development. Enterprises need to rationally use the resources of the entire chip industry and deeply integrate into the global industrial ecosystem. Therefore, in order to quickly form a reasonable commercialization model for the chip industry, reasonable government regulation is the top priority for the development of the chip industry.

On the other hand, the government also needs to formulate policies and inject funds. Provide a good industrial environment for semiconductor R&D and manufacturing. The chip industry is a basic, strategic and leading industry in the modern industrial system, and an important support for the transformation and upgrading of the industrial structure[15]. The development of the chip industry is not only the need for the internal development of the new generation of information technology industry, but also the need for technological competition in the international market. It has now become a national strategy. Due to the relatively late development of China's chip industry, many problems have been encountered in the development process. The first is the top-down implementation of policies. The government has strong control over priority sectors, public and technical fields. This has caused the government to ignore the advice of industry experts in some extreme cases for vested interests. Secondly, the government pays too much attention to challenges and ignores development opportunities. Of course, the risks are real, including licensing costs and network security. However, China's integration into the global semiconductor value chain can also bring unimaginable opportunities[16]. Therefore, it is very important for the government to grasp the scale and conduct reasonable regulation.

Finally, I believe that in the context of the new era, by learning from the successful experience of multi-country chip industries, it will definitely provide support for the development of China's chip industry. At the same time, under the implementation of various strategies such as the strategy of introducing talents and the strategy of rejuvenating the country through science and technology, the development prospects of China's chip industry must be bright.

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Origin Tracing of Shanxi Ancient Opera Cultural Relics

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Abstract: The four basic forms of song zaju, jinyuanben, Nanxi and beizaju are the unique forms of opera in ancient China. Chinese opera originated from religious sacrifice and developed in Pingyang, Shanxi Province. The Opera repertoire of century inheritance , the opera cultural relics unearthed one after another and the folk custom specimens with a long history, the status of Shanxi opera has been further affirmed. From the study of ancient opera cultural relics in Shanxi, it is found that most of the cultural relics, such as stage, tablet, carving, mural and manuscript, originated from the song, Jin and Yuan Dynasties, which indicates that the Song, Jin and Yuan Dynasties were the heyday of ancient opera in Shanxi. Among them, 13 Jin Yuan opera stages and Shanxi shadow play in Ming and Qing dynasties have been found so far, which provide a strong basis for this paper to study the origin of Shanxi ancient opera cultural relics. This paper, based on the interpretation of the connotation of Chinese opera, mainly analyzes Shanxi ancient opera cultural relics, so as to clarify the developmental process of Shanxi opera in different historical stages and offer reference to relevant scholars.

Keywords: Shanxi Province; Cultural relics of ancient opera; Origin tracing

1.INTRODUCTION

In the process of realizing the great rejuvenation of the Chinese nation, it is of great significance to trace and analyze the ancient cultural relics with profound historical value, cultural value and scientific value. As the carrier and inheritor of history and culture, ancient cultural relics play an irreplaceable role in inheriting ancient and modern culture. Ancient opera is one of the main components of traditional national culture in China. It is not only a form of drama expression, but also a traditional art and culture integrating history, culture, literary literacy and music performance. It is the artistic crystallization of the fusion of ancient national cultures. Therefore, the research on the origin of ancient opera cultural relics in Shanxi Province is of great importance to further grasp the Chinese opera culture, playing an important role in inheriting and carrying forward opera culture.

2.INTERPRETATION OF THE CONNOTATION OF CHINESE OPERA

Chinese opera, ancient Greek tragicomedy and Indian Sanskrit opera are known as the three major ancient operas in the world, featuring a unique position in Chinese culture. Chinese opera is rich in forms of expression, and has a wide audience in ancient times. It is a popular way of cultural performance in ancient times. With the continuous inheritance and development of Chinese opera, it gradually integrates folk song and dance, rap and other new forms of opera, and becomes a comprehensive stage art style of standard aggregation. It also takes “Beijing opera, Yue opera, Huangmei Opera, Pingju opera, and Yu opera” as the core, with a hundred flowers blooming [1].

From “Jiaodi opera” of Donghai Huanggong in Han Dynasty to “song and dance opera”in Ta Yao Niang in southern and Northern Dynasties, “military participation opera” in Tang Dynasty, “Song Zaju” in Song Dynasty, and then to “Jin Yuan Ben” and “Yuan zaju” in Jin and Yuan Dynasty, the forms of Chinese opera are becoming more and more perfect and rich, and it marks the peak of Chinese opera. On April 29, 2021, the Ministry of Education of the People’s Republic of China established the Chinese Opera Education Steering Committee, which further affirmed the unique status of Chinese opera culture [2].

3.TRACING TO THE CULTURAL RELICS OF SHANXI ANCIENT OPERA

Since the folk street in Han Dynasty, Chinese opera has developed rapidly in Tang, Song, Yuan and Qing Dynasties, with the blessing of “Washe” and “GouLan” and other new ancient entertainment places. It has entered a mature stage in Song, Yuan and Jin Dynasties. Most of the ancient opera relics found and unearthed in Pingyang area of Shanxi Province have been confirmed by archaeologists to be originated from the ancient song and Jin Dynasties, Therefore, the situation shows that Pingyang, Shanxi Province is one of the birthplaces of ancient Chinese opera culture. Based on this, Pingyang, Shanxi Province is the main position to study Chinese opera culture based on ancient opera cultural relics and trace the origin of ancient opera cultural relics.

After archaeological exploration and excavation of brick tombs of Song and Jin Dynasties, such as Nan Fan Zhuang tomb in Xinjiang county, Houma 65HM102 gold tomb, and Ma Chun gold tomb in Ji Shan County, archaeologists found that there were a large number of opera cultural factors in the tombs, such as Shehuo, Zhuma and so on, which provided further clues for the tracing of Shanxi ancient opera materials [3].

At the same time, the research on the origin of She Huo brick carvings and Zhu Ma brick carvings unearthed from brick carvings found that She Huo originated from ancient sacrificial activities. It was a kind of entertainment and festive performance activities mainly in the form of lion dance, stilt walking, Yangko twisting and so on. With the development of the times, it was gradually enriched in the Jin Dynasty in the form of Qiao Fu Ren, Flag Fluttering and so on. The bamboo horse is a kind of folk opera performance form in which ancient people used bamboo strips, colored silk, colored paper and other objects to weave into horse shape, and put them around the waist of children to dance.

With the continuous development and enrichment of various forms of folk opera performance, zaju, the basic form of opera in the early Song and Jin Dynasties, rapidly rose in the southern part of Shanxi Province, with the appearance of role division and clothing and accessories corresponding to the role, and the scale of musical instruments and accompaniment team gradually formed. The early Zaju of song and Jin Dynasties laid a solid foundation for the development of ancient operas in Shanxi Province. In 1210, the tomb of Dong Ming, marquis of Pingyang, in the Jin Dynasty, unearthed the figurine playing the role of Jin Yuan opera, which marks the next development of the opera and the beginning of Jin Yuan opera. During the Jin Dynasty, Jinyuan opera was a new form of performance in the continuous development of zaju, which was widely popular in Pingyang area of Shanxi Province [4].

In the same vein, with the Jin Dynasty, when ethnic minorities came to control the Central Plains, the content of Shanxi ancient opera was further enriched and updated, and Fanqu began to appear. With the development of Shanxi opera to the Yuan Dynasty, its role, clothing, accessories, music accompaniment, props, repertoire and other aspects have been more clear and produced a series of performance rules. At the same time, Forty Palace Tunes of Etiquette of Yingshen Saishe and San Gu Shen Pu and other opera cultural relics transcripts and the appearance of the stage symbolize the opera officially appeared on the stage of ancient Chinese art.

Stage, as a special venue for opera performance, development process of which can reflect the prosperity and development of Shanxi ancient opera. The earliest remains of stage culture appeared in the Northern Song Dynasty, that is, the documents of “dance Pavilion” and “dance building” recorded on the monument of “establishing the goddess Temple of Houtu” erected in the fourth year of Tianxi (1020). The discovery of this opera cultural relic adds new research materials for the tracing and analysis of ancient opera culture in Shanxi Province [5].

In addition, the murals unearthed in Xiguan village of Pingding County during the Jin and Yuan Dynasties provide research materials for modern research on the current situation of northern opera performance in the Jin Dynasty. As the only large-scale Yuan Dynasty opera mural so far, it fully describes the historical situation of opera roles, stage layout, role makeup, opera props and so on, being a high reference value for tracing the origin of Shanxi ancient opera culture.

To sum up, cultural relics witness and inherit China’s 5000 year cultural history, and each cultural relic is the most precious treasure of the Chinese nation. Drama culture is the most important part of Chinese traditional culture, and Shanxi Province is the birthplace of drama culture. Based on this, the research and analysis of ancient drama cultural relics in Shanxi plays an important role in studying Chinese drama culture and understanding the development status of Chinese drama culture in different historical periods.

ACKNOWLEDGEMENT

This paper is a general project sponsored by the Ministry of Education of the People’s Republic of China in the later period of philosophy and Social Sciences Research: “the research on the acoustic history of Shanxi ancient stage.”

NO.:18JHQ029

Shanxi art science planning project : “A study of Kunqiang in Shangdang Bangzi” NO.:20201006

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International Communication and Influence of Chinese Media

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Abstract: With the expansion of information technology dissemination content and the continuous enrichment of dissemination channels, Chinese media has already been under the spotlight on the international stage. It has achieved certain achievements, gained certain recognition, and has also been reported with greater expectations. And attention. At the same time, with the rapid update of media communication methods, the media of various countries strive for the upstream of timeliness, interactivity, and click volume. Whether the Chinese media can occupy an important position and influence in international communication directly determines the first attitude and position angle of the people of the world on current affairs hotspots. This article introduces the ways and supporting methods of Chinese media's international communication, briefly analyzes the pros and cons, and puts forward some reasonable suggestions on how to increase its influence.

Keywords: International Communication ,Influence, Chinese Media

1.INTRODUCTION

In this era of information explosion, the dissemination of media has branched from the earlier paper media and online media, and is constantly being refined. The focus on the content of dissemination is also shifting and changing with the development of the times, which supports its existence. The boundaries between them are becoming more and more distinct, and there seems to be a Chu River and Han boundary between the paper media and the Internet media.

2. TRANSMISSION CHANNELS AND SUPPORT METHODS

2.1Paper media

As a media method with a long history, paper media has now produced readers of all ages according to the different divisions of its dissemination content.

Most of the newspapers that exude the fragrance of ink have a special liking for the rebroadcast of current affairs and political affairs. The sincere commentators in the "People's Daily" have always been the exclusive love of the older generation. After the emergence of electronic daily newspapers, there is still such a group of loyal supporters. Entertainment weekly magazines such as Harper's Bazaar, focusing on stars, various entertainment news, health articles, and fashion matching have also won a large number of young fans[1].

2.2.Online media

The Internet turned out in 1969 and almost instantly became synonymous with the new era. Facebook, Google, Tencent, Baidu, various software under the major Internet giants, social networking, forums, and news have become the new era for people to obtain information. More commonly used channels. With the rapid development of network technology and economy, more and more people have the economic ability and knowledge and skills to use the Internet, and with the accumulation of knowledge and technology, a series of new media have been innovated. New media covers all digitalization. The form of media has spawned a series of popular apps such as mobile live broadcast, digital VR, short information video, IP, etc. The huge amount of clicks and usage makes these media the darlings of the new era.

3. COMPARISON OF ADVANTAGES AND DISADVANTAGES

Paper media and online media used to go hand in hand, but with the expansion of the amount of information and the pursuit of the speed of information dissemination, the "back wave" of paper media was almost photographed on the beach by online media, but paper media still stood up in the face of major demise. inverted.

3.1 Timeliness

The mode of dissemination is limited to the time factor. The online media is obviously more advantageous than the paper media. In the face of many changes in the situation that require real-time reporting of news, the paper media appears to be extremely weak[2].In order to keep abreast of the development of news and get the latest news at all times, the way to spread news can only be through advanced electronic equipment and networks, and new media have solved this problem.

3.2 Interactivity

The dissemination of traditional paper media is generally one-way, and it is difficult to communicate with readers in a timely manner. It can generate and lead public opinion, but it cannot control the direction of public opinion, and it is difficult to well meet the expectations of writing. On the other hand, online media can not only interact on-site in the form of voice, video, etc., but also conduct in-depth and timely discussions in the form of forums and comments.

3.3 Content

Aside from timeliness and interactivity, the main direction of competition between paper media and online media is content. Whether it is major official websites or news broadcasts, as long as they exist in digital form, they have greater risks and uncontrollability. The representative of Chinese paper media, "People’s Daily", has strong authority and credibility. The reason why paper media Resolutely stand up in the wave of digitization, just because it has the accuracy that Internet media have to learn from. Even in order to ensure the authenticity of the reported content, many online media choose to quote important news from the paper media. For example, according to statistics from two daily newspapers, 87.6% of online media reports on disaster relief and reconstruction from May 20 to June 20, 2008 came from paper media. However, the audience of print media has distinct characteristics. Newspapers focus on politics and magazines tend to culture, while the content of online media is eclectic and the mass base appears to be broader.

4. THOUGHTS AND SUGGESTIONS ON IMPROVING INTERNATIONAL COMMUNICATION

In terms of dissemination content, it is necessary to fully consider cultural differences and use methods familiar to locals to narrow the psychological distance. External communication should not be greedy and reckless. It is necessary to calm down and do a good job of investigation and research, to truly understand the target of communication, to be familiar with the audience's customs, to master the audience's psychology, to be close to the audience's life, and to express our views in a way that others understand. External communication must adapt to the trend of segmentation and differentiation. It is necessary to understand the main audience and grasp the preferences of the main audience, but also pay attention to the "different inside and outside", "the difference between the outside and the outside", the difference between new media and traditional media.[3]Convert "hard propaganda" into "soft communication" as much as possible.

In terms of dissemination methods, we must make full use of new media technologies to express views in a more crisp way such as videos and posters. On June 1, the People’s Daily New Media Center produced and released a poster image entitled "Under Human Rights", which deeply reflected the nature of the Freud incident that caused the riots in the United States. The reading volume of the Sina Weibo platform alone.Among them, the Statue of Liberty was split into fragments, police uniforms were exposed inside, raging fires ignited around the White House, and there seemed to be blood stains on the walls." Western media such as "The New York Times", "Time", "Wall Street Journal", and "The Australian" have also quoted this poster image. In contrast, many media outlets have published large-scale articles criticizing the United States. Although they are powerful and full of weight, they are not as effective as such short and fast new media products in terms of dissemination. Research shows that in the age of social media, the general audience has no interest and patience to read too long articles. Although large and heavy articles should be launched, this relatively lightweight new media product should be paid more attention to in international communication.

In terms of communication methods, telling Chinese stories should be more grounded, so as to arouse emotional resonance to a greater extent and in a wider range. International communication needs to tell more stories. Sometimes a small story can explain the truth. We never lack vivid and wonderful stories, what we lack is the writing that touches people's hearts. Telling Chinese stories must be grounded, warm and human. For example, when describing the major concept of the "Chinese Dream", one should not only use big words and hard words. In addition to explaining the political and profound meaning of the "Chinese Dream", more vivid cases should be used to describe and interpret it. We want to express our opinions, but this expression should be a statement rather than an indoctrination. It should be persuasive rather than imposing.

In terms of the main body of communication, it is necessary to encourage non-governmental forces to play a more important role and give full play to the comprehensive role of multiple subjects. There is no media that is insulated from the government in the world. Even in Western countries that advertise "freedom of the press", the relationship between the media and the government is very close. However, a communication subject that appears as an unofficial or nongovernmental identity is easier to gain people's trust.Under the new situation, we should construct a diversified international communication body, which not only amplifies the voice of the government, but also highlights the discourse of the people. Where conditions permit, the official color should be properly downplayed, so that private forces can fully play a positive role, forming a joint voice by the government, media, think tanks, enterprises, private organizations, and individual citizens, covering various fields such as politics, economy, culture, sports, and technology.

On the communication platform, it is necessary to vigorously strengthen the construction of overseas localization to better achieve the landing of information and reach the audience. Localized communication is an effective way to avoid misjudgment of the communication environment of other countries, and it is also an effective way to reduce the misunderstanding of China's intentions by other countries, and helps to achieve "moisturizing things silently."This requires the cultivation of localized talents, the creation of localized media, the acquisition and broadcasting of localized content, and the realization of localized operations. Before building our own controllable platform, we can use mature overseas video websites and social media platforms to speed up the implementation of information through cooperation with overseas local media[4].

In terms of communication strategy, we must dare to fight and be good at fighting, take the initiative to set up issues, and strive to achieve breakthroughs in communication effects. The more the West brags about freedom and openness, and advertises democracy and human rights, the more we should take the initiative to strike out, find the right target, and "rule others in the same way as they do." Take "Russia Today" (RT) as an example. The more Western mainstream media want to avoid topics, the more RT strengthens their coverage[5].In recent years, RT has continued to make large-scale reports on Occupy Wall Street and Guantanamo prisoners abuse, and its popularity in the international news field has risen sharply. It has become an important way for readers in many Western countries to obtain news. In the process of external communication, we need to cultivate this kind of thinking of "using the barbarian to control the barbarian", take the initiative to set up issues, take the initiative to touch sensitive topics, persist in struggle, dare to struggle, and be good at fighting. At the same time, we must also pay attention to strategies and methods, emphasize the art of struggle, strive for unity in struggle, seek cooperation in struggle, and strive for a win-win situation in struggle.

5. CONCLUSION

For the development of Chinese media, on the basis of analyzing the status quo and pros and cons of paper media and online media, we make full use of the characteristics of timeliness, interactivity, and content of media to innovate paper media, wash out Internet media, and send out the Chinese voice that the world expects and needs. It is undoubtedly the responsibility of the Chinese media and the peak that it is committed to climbing.

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A Study on the Acquisition of Japanese Gratitude Speech Acts by Gratitude Type Expression

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Abstract: Chinese Japanese learners are far away from the target language circle, and their speech act acquisition deserves attention. In this paper, we set up a questionnaire on gratitude occasions for primary, intermediate and advanced Japanese learners in China, as well as Japanese native speakers and Chinese native speakers. Taking the expression of gratitude as an example, this paper analyzes the acquisition of Japanese learners' gratitude speech act. With the improvement of Japanese proficiency, the proportion of gratitude type expression in all expressions gradually decreases, but compared with other types of expression, the proportion is still very high, which is different from Japanese native speakers. In specific expression, "arigatougozaimasu" and "arigatou" are not used according to different objects.
Keywords: Japanese; Gratitude type; Acquisition

1.INTRODUCTION

As a form of language expression, gratitude words are not uncommon in any language or culture. The research on gratitude in Japanese is summarized as follows. Okamoto (1992) believed that the expression of thanks was affected by the increased burden on the recipient, and the heavier the burden, the more pragmatic the apology type of thanks would be. Besides, the psychological distance between the speaker and the recipient, the age and the intimate relationship also affect the choice of thanks. Miyake (1994a) divided the relationship between the speaker and the object of gratitude into three levels: intimacy, generality and alienation, and proposed that the choice of thanks is more easily affected by the intimacy of the relationship. Ogawa (1995) and Ono (2001) analyzed the choice of thanks from different age groups of Japanese. Sun (2007) conducted a survey on the acquisition of apology by Chinese Japanese learners in Japan and in China.

However, in different cultural and social backgrounds, even in the same situation, the language expression may not be consistent. For example, when a stranger gives up his seat on a bus, most people use "sumimasen" or "sumimasen.arigatougozaimasu." in Japanese. On the contrary, in Chinese, expressions such as "thank you" account for the vast majority in the same situation. In Japanese language learners whose mother tongue is Chinese, away from the circle of the target language study abroad (Japan), and Japanese native speakers no chance or rarely have the opportunity to contact, and learning the lack of the cultural atmosphere of language, so in this environment, Japanese language learners about the acquisition of speech act will thank situation how a state, This paper attempts to study the expression of gratitude as a breakthrough point.

2. DATA COLLECTION AND ANALYSIS METHODS

2.1 Investigation method

This survey adopts the method of dialogue completion to set up the questionnaire, which sets 13 occasions altogether. In those situations, if it is you, how would you express your gratitude? Based on the words provided by the other party, let the interviewee complete the conversation. The questionnaire involves five groups, which are junior, middle and advanced groups for learning Japanese in China. For the purpose of comparative research, the same questionnaire is also conducted for Chinese native speakers (non-Japanese learners) and Japanese native speakers. The questionnaire was designed by sun (2007).

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Based on the words provided by the other party, let the interviewee complete the conversation.

Table 1: Details of respondents

Group	Belonging to	Japanese Proficiency	Experience in Japan	Number of questionnaires collected
Chinese native speakers	A University of science and technology in China	0	N/A	21
Japanese native speakers	Osaka B & E National University	Japanese native speakers	Living in Japan	22
Domestic primary	Japanese major of A University of science and technology in China	Level 3	N/A	22
Domestic intermediate	Japanese major of A University of science and technology in China	Level 2	N/A	20
Domestic senior	Japanese major of A University of science and technology in China	Level 1	N/A	24

2.2 Analysis technique

As for the classification of speech act of gratitude, it is summarized in Table 2. And the examples in the table are all from the recovered questionnaire. According to this standard, the questionnaire answers are divided into the following three types. Due to the layout restrictions, this paper only analyzes the expression of gratitude.

Table 2: Types of speech acts in gratitude situations

Classification	Characteristic	Detailed classification	Example
Thank Type	Idioms with clear signs of thanks	Individual thanks	arigatougozaimasu
		Thanks + Other words	arigatougozaimasita。tasukarimasita
		Thanks + Thanks	arigatou,sankyu-
Apologize Type	Idioms with clear signs of apology	Individual apology	sumimasen
		Apology + Thanks	arigatou,wazawazagomenne
		Apology + Other words	senseimoisogasiinoni,wazawazasumimasendesita
		Apology + Thanks + Other words	gomenne,arigatou.tasukattawa-
Other Type	Non idiomatic expressions other than the above two categories	Other words	uresii,oneetyangadaisuki

3. RESULTS AND INVESTIGATION

3.1 The proportion of different types of thanks

Through the investigation and statistics according to the classification method in Table 2 above (the data of the group of Chinese native speakers are also classified according to Table 2), the utilization rates of three types of language expressions in gratitude occasions are obtained. The statistical method is illustrated by the expression of gratitude type. According to the classification method in Table 2, the answers of each respondent on each occasion are determined as one type and must be one of either/or types. All the answers that meet the criteria of gratitude types are selected to obtain the sum of gratitude types on all occasions of all respondent and the ratio of all expression types in this group is the ratio of gratitude types in this group.

In the expression of gratitude type, the learners' usage rate is still close to the group of Chinese native language, although the use rate of learners decreases with the improvement of Japanese. In the expression of apology type, the Japanese native speakers group is far higher than that of the Chinese native speakers group and the learners group. Even the intermediate learners with the highest utilization rate are only 16.5%, which is less than half of 35.7% of the Japanese native speakers group. The use rate of the primary learners group is even lower than that of the Chinese native speakers group. In other types of expression, although they are lower than the Japanese native speakers group, the gap is not very large. The following field division is combined to analyze.

Table 3: A list of the usage rates of the three types of language expressions(%)

	Japanese native speakers	Chinese native speakers	Junior learners	Intermediate learners	Senior learners
Types of gratitude	47.2	78.4	79.0	73.4	68.9
Types of apology	35.7	9.5	5.5	16.5	14.4

Other types	17.1	12.1	15.5	10.1	16.7

3.2 The usage rate of gratitude words in separate field

As shown in Table 4, when the Japanese native speakers group is in close relationship with the gratitude object, the use rate of gratitude words is more than half. When the relationship with the other party is alienated, the use rate of gratitude language is low, except for a few occasions, the usage rate did not exceed half. That is to say, in Japanese, the tendency to adjust the use of thank-you words is based on the intimate relationship with the object of gratitude. When facing the close objects such as family and friends, the paper uses the language type mainly in gratitude words, regardless of the size of the benefits and the burden on the other party. In contrast, when the distance from the other party is far away, the use rate of gratitude words is relatively reduced, mostly by means of apology or other types of expression. In the Chinese native speakers (non-Japanese learners), thanks are used in most of the groups. Among the Japanese learners, they all show a trend of consistency with the Chinese native speakers (non-Japanese learners).

In terms of the proportion of gratitude in all languages, the Japanese native speakers group was the lowest, accounting for 47.2%, and the other groups were more than 60%. It can be seen that, compared with the Japanese native speakers group, Chinese people, regardless of their Japanese level or whether they have a Japanese learning experience, have much more use of gratitude than the former. The usage rate of gratitude junior Japanese learners is the highest among all the groups.

There are two reasons why junior Japanese learners use more types of gratitude than Chinese native speakers and other Japanese learners. In the primary stage, "arigatougozaimasu(masita)"is treated as a gratitude words, so that learners mistakenly think that it is the most suitable one in the situation of gratitude. Of course, due to the limitation of the amount of vocabulary and sentence patterns, can't express it in other Japanese, which is also a reason. Therefore, " arigatougozaimasu(masita)" as the representative of the thanks has become the most convenient form of expression on the occasion of thanks.

With the improvement of Japanese level, the usage rate of gratitude is gradually decreasing. This can be seen in Table 3. With the decrease of the usage rate of gratitude, the proportion of apology and other words is increasing. On the one hand, with the deepening of Japanese learning and the influence of Japanese culture, the proportion of language use marked with apology type increases. On the other hand, the improvement of Japanese level also makes it possible to use other types of language.

Table 4: Comparison of the use rate of gratitude in different groups(%)

Bilateral relations	uchi				soto				yoso					Total
Situation	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	
Japanese	54.5	54.5	68.2	81.8	77.3	72.7	13.6	27.3	31.8	40.9	27.3	54.5	9.1	47.2
Chinese	76.2	76.2	66.7	71.4	66.7	85.7	80.9	80.9	57.1	100.0	90.5	71.4	95.2	78.4
Junior	77.3	77.3	40.9	86.4	77.3	77.3	72.7	77.3	95.5	95.5	86.4	72.7	90.9	79.0
Intermediate	95.0	65.0	75.0	75.0	45.0	45.0	70.0	55.0	70.0	100.0	90.0	90.0	80.0	73.4
Senior	91.7	66.7	45.8	62.5	58.3	58.3	62.5	58.3	79.2	100.0	70.8	83.3	58.3	68.9

3.3 Specific forms of thanks

In the primary group, there are only " arigatougozaimasu(masita)" and "arigatou", the former accounting for an absolute proportion. From the perspective of field and cooperation, " arigatougozaimasu(masita)" is widely used when the object of thanks is intimate. At the same time, "arigatou" is also used when the object of thanks is distant. It can be seen that junior Japanese learners have not mastered the unique honorific knowledge of Japanese. However, through the analysis of the use of "arigatou", in the intimate relationship situation is obviously higher than that in other situations, and the others are mostly used in the situation of less interests or less burden on the other side. From this, we can also see the intermediate language of junior Japanese learners.

After entering the intermediate level, the proportion of "arigatou" is higher than that of "arigatougozaimasu(masita)". Although we can see that "arigatou" is widely used in intimate relationship occasions, we also find that a large proportion of " arigatougozaimasu(masita)" is used. In the situation of estrangement, we can also see the "arigatou", and we can not see the trend of classification. The knowledge of honorifics is confused, and the middle language tends to be irregular.

Compared with the intermediate group, the advanced group has a lower proportion of using "arigatou". However, from the perspective of the use situation, when the relationship between teachers and strangers "arigatou" is used,when the relationship between family members and friends " arigatougozaimasu(masita)" accounts for a higher proportion. The inter-language of thanks is still in confusion.

It is far away from the target language circle and has little contact with the target language users, and teachers' lack of guidance on " social deixis " in simulated situations in class, which is reflected in the use of gratitude words, which is the mixture of " arigatougozaimasu(masita)" and "arigatou". In addition, the word "thank you" can be used in both field and object in Chinese, which also has a certain impact on Japanese learners who far away from the target language circle.

4. CONCLUSION

Through the investigation, it is found that it is not difficult for learners to express their gratitude, however, in the specific expression "arigatougozaimasu" and "arigatou" are not adjusted according to different objects. In addition, compared with Japanese native speakers, the usage rate of thanks is very high, that is to say, it is used when it is not suitable for the use of thanks, which leads to the reduction of other types of expressions. In the future, we will continue to study the language expression in the context of thanks, and clarify the criteria for the choice of speech acts between Chinese and Japanese, as well as the criteria for learners to choose gratitude and apologies.

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Educational Accountability System in Pursuit of Equity and Excellence and Its Enlightenment

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Abstract: The educational accountability system that emerged in the United States was created when students trained in primary and secondary schools failed to meet the requirements of parents and society. Nowadays, after a century and a half of development, a relatively complete operating mechanism has been formed, and at the same time it has had a positive impact on the progress of school education and the development of society. Therefore, starting from the connotation of the American educational accountability system, we focus on discussing its model characteristics, summarizing its development characteristics, and proposing "return to decentralized management", "focus on capacity building" and "focus on improving incentives". Development enlightenment.
Keywords: Equity; excellence; educational accountability

INTRODUCTION

Accountability was initially used in the field of public management, reflecting the state and government's responsibility for public affairs management. With the progress of the times and economic and social development, the accountability system has begun to be applied to the education field. But the accountability system is not a new concept in education. It can be traced back to the unified written test model developed by Horace Mann, which quickly spread to other parts of the country. It became the dominant model in the second half of the 19th century and the early 20th century.

1.THE CONNOTATION OF THE EDUCATIONAL ACCOUNTABILITY SYSTEM

The term Accountabiliy is not equivalent to Responsibility. Judging from the explanations in the Oxford Dictionary and the Victorinox Dictionary, the root account includes at least the following meanings: report (especially a statement to the superior about one's own behavior); explanation (the cause, reason, etc. of a certain event) explanation and explanation; Responsibility for something, etc.; while Responsibility refers to responsibility, responsibility, obligation, etc. It can be seen that the term accountability is very rich in meaning. It actually contains three levels of description, explanation and proof, and should include corresponding rewards and punishments so that the effects of accountability can be implemented.

Lyon Lesenge, the father of American accountability, believes that educational accountability refers to “the evaluation of students' educational achievement within the school system, which links the level of student achievement with the educational goals of the state and the community, and communicates with the parents and the community in the community. Faculty, taxpayers and citizens' expectations are linked.” [1] American scholar Martin Trow believes that accountability is to report to others, explain, prove and answer how resources are used, and what effects have been achieved. [2] Chipandela and Wilk believe that: Simply put, educational accountability refers to responsibility. This term tends to emphasize the cost of training students or the quality of students that can be clearly measured. [3]

2.CHARACTERISTICS OF THE AMERICAN EDUCATIONAL ACCOUNTABILITY SYSTEM

2.1Simultaneous development of theory and practice

A large number of experts and scholars, such as Leisenger and Martin Trow, have emerged in the theoretical research of educational accountability system in the United States. They have contributed a lot of research results to the development of educational accountability system. In addition, there are many outstanding cases in practice. For example, NCLB stipulates that states must conduct annual examinations for reading and mathematics tests for students in grades 3 to 8; Texas model (small class teaching, increased education funding and equalization of distribution); Washington State The participation of the legislature in the identification of abilities such as reading ability, logical analysis ability, mathematics, etc., reflects the unique accountability practices of each state under the unified leadership of the state.

2.2Rewards and punishments are equal

The accountability system without rewards and punishments can only be a dead letter. [4] The ultimate goal of accountability is to improve and enhance the quality of education through rewards and punishments for the accountable objects. The establishment of the reward and punishment mechanism is to prevent accountability from becoming a mere formality. Even if the work generates a certain pressure, it also brings a certain driving mechanism, which is conducive to the improvement of work performance. For example, the Performance Funding implemented by the United States Education, which is "the direct link between government funding and individual school performance indicators". Under this policy, if the college achieves specific performance results, it will be allocated by the government. Proportion and amount of funds.

2.3Diversity of accountability subjects

The school is the subject of internal accountability, and the subject of external accountability mainly refers to the school's stakeholders. In addition to being under the leadership and supervision of higher education authorities, foreign educational institutions are also responsible to interested organizations and individuals. This is often determined based on the source of school funding. These organizations and individuals usually include: (1)government clients or institutions; (2) fund organizations;(3)intermediary organizations;(4) student-related organizations;(5)employer-related organizations;(6)sponsorship Institutions;(7) Professional organizations;(8)Teacher-related organizations; (9) Business and industry, etc. [5] The diversity of accountability subjects ensures the comprehensiveness and fairness of educational accountability.

3.DEVELOPMENT CHARACTERISTICS OF FAIRNESS AND EXCELLENCE IN ACCOUNTABILITY

The accountability system with standardized testing as the core attempts to provide every child with fairness and equality in form, law and procedure, but in fact it has caused inequality in the quality of education and the results of education among student groups. On the one hand, in order to achieve "not leaving a child behind", the federal government has enforced uniform curriculum standards and fixed the development of students in core courses such as reading and mathematics. Students' personalities and specialties have been continuously marginalized; on the other hand, On the one hand, the designers of academic examinations and accountability systems are often from the elite class of society. The evaluation standards, perspectives, and content designed by them are often difficult to take into account the differences in the cognitive background and education level of different ethnic groups and classes. The results of academic examinations often lead to The gap between student groups continues to widen.

For this reason, the American education community has proposed an individual development-oriented professional accountability model, that is, school accountability is jointly formulated and implemented on the basis of the professional development of teachers and the independent decision-making of a professional group composed of teachers.

4.THE ENLIGHTENMENT OF PURSUING EQUALITY AND EXCELLENCE IN ACCOUNTABILITY

4.1Return to the educational accountability of decentralized management

Educational accountability does not lie in tracing or supervising or punishing the responsibilities of schools and teachers, but in how to promote the sustainable development of students, teachers and schools through educational guidance and incentives. Although NCLB expects to use the accountability system to improve students' academic achievement from the outside in and from top to bottom, this unified "standard-driven" management system with the government as the main body of accountability is often difficult to deal with highly professional Accountability activities have not only failed to achieve "high-quality and balanced" educational development, but have also led to frequent problems such as "curriculum narrowing", "examination-oriented education", and "educational administration". The government proposes to weaken the administrative power of the Ministry of Education, improve the "centralized" management of the education system, try to return the government to the role of "strategic planner", and abandon the high-stakes accountability that binds students' academic test scores to the evaluation of teachers and schools Intervention model, decentralize education control power to localities for "authorized management", and promote the improvement of education quality through a diversified index system and free market competition.

4.2Educational accountability focusing on capacity building

This has always been a contradiction that is difficult to reconcile in the practice of accountability. As an important education quality assurance mechanism, the essence of education accountability system should be to achieve the coordinated development of education quality and fairness through various inspections, adjustments and auxiliary means of the school education system. It should itself be a governance tool rather than management. Purpose, and should not replace or interfere with the purpose of education. For this reason, the government has put forward the policy of'marketization', 'community' and 'localization' of education, and believes that the unified 'common core state standard' should be abolished and'individualization' such as 'free school choice' and 'charter school' should be encouraged. 'The school-running project [6] radually enriched and perfected the understanding of 'success' by students, parents, teachers and various stakeholders by giving school districts and schools more autonomy and adopting more diversified evaluation indicators and methods, and finally realized Fairness and excellence in education.

4.3Educational accountability that focuses on improving incentives

Starting from the fundamental purpose of educational accountability to promote the development of schools, teachers, and students, the handling of evaluation results by educational accountability can be divided into "Punitive Education Accountability" and "Educational accountability"Two types. Obviously, most of the accountability policies prior to the ESSA Act held the idea of punitive accountability based on the results of school evaluations. This measure is often that the government rewards schools with outstanding academic achievement through funds, honors, and free power, and uses warnings, reorganization, and suspension to punish those who do not meet academic achievements.[7]It can be said that the future education accountability system should be an improved accountability that focuses on sharing the responsibilities of the school, society, and the government, and that accountability information is timely and transparent.

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Explore the Optimization Path of Online Teaching Mode in Higher Vocational Colleges under the Normalization of Epidemic Prevention and Control

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Abstract: In recent years, in the public life and Internet connection under the time background of increasing, colleges and universities teaching classroom, by the concentration of offline learning, into online, online teaching in higher vocational colleges based on the current teaching activities to explore the positive performance, is also in line with the current an important reform of education, especially after COVID - 19 outbreak, The online teaching mode of colleges and universities not only meets the daily learning needs of students, but also strongly supports the prevention and control of the epidemic. In this paper, focusing on epidemic prevention and control under the normalization of teaching problem in higher vocational colleges, higher vocational colleges based on the present existing online teaching mode of the profound analysis, problem oriented, based on facts, put forward the feasible solution to the epidemic prevention and control of online teaching mode in higher vocational colleges under the normalized constant optimization of progress.

Keywords: Normalization of epidemic prevention and control; Higher vocational colleges; Online teaching model; Optimal path

1.INTRODUCTION

In recent years, with the continuous development of computer science and technology based on electronic computers, the more convenient information age has become the "main theme" of the development of the times, and has become an "indispensable" in all aspects of public life. exist. "Big data, cloud computing, Internet of Things", etc., have become high-frequency vocabulary in the mouth of the public. This is the epitome of the development of the times and the direction of my country's future development. Faced with the constant "penetration" of computer technology and science into all areas of public life, the advent of the "Internet +" era and the development of "Internet +" technology have shown an "unstoppable" trend in my country. For the general public, whether it is studying or working, the "shadow" of "Internet +" has become ubiquitous.

2.THE ADVANTAGES OF ONLINE TEACHING MODE IN HIGHER VOCATIONAL COLLEGES UNDER THE NORMALIZATION OF EPIDEMIC PREVENTION AND CONTROL

For higher vocational colleges, they also have some "natural" advantages in online teaching. Since the prevention and control of COVID-19 epidemic has become a normal problem in society, how to effectively prevent and control the epidemic while ensuring normal teaching activities has become a key and difficult problem for higher vocational colleges. The introduction of online teaching mode provides new ideas and methods for solving this problem. Vocational colleges, as an important part of higher education in China, provide vocational education to supplement the shortcomings of higher education in China. From the point of view of the actual teaching content of higher vocational colleges, the teaching content of higher vocational colleges lays more emphasis on the cultivation of practical operational ability, and what it pursues is the "craftsman of a big country" with compound skills. Based on this, combined with the founding purpose of higher vocational colleges, it can be concluded that: The theoretical teaching in higher vocational colleges, namely, the book teaching hours of offline classroom teaching, is often less than the practical operation teaching hours in higher vocational colleges. Therefore, combined with the current epidemic prevention and control of the new policy, for higher vocational colleges teaching, online teaching mode can be further optimized the teaching content of the theory teaching in classroom teaching, shorten their teaching lessons, extract the essence of part for students to learn, progress in protection of the normal teaching of higher vocational colleges at the same time, also can greatly improve the teaching method, make its can be accepted by students, Students can even be organized to participate in the production of online teaching mode, which is a novel teaching method in line with the current social epidemic prevention and control and the development of The

Times [1].

3.A BRIEF OVERVIEW OF ONLINE TEACHING MODE

The essence of the so-called online teaching mode is to make use of the development of computer technology and science, through the "deep integration" of the traditional education industry and the Internet platform, and on the basis of modern information and communication technology, so that different industries and fields can produce effective "links". Its fundamental purpose is to make the channel of students' access to information more unimpeded, make teaching activities can break away from the shackles of "classroom", make the source of students' access to knowledge, and make students' thinking mode change on the basis of not rigidly adhering to the form of teaching activities. Since 2015, was first put forward the concept of "Internet +", "Internet +" for students "transformation" of life, has presented a "growing", "intelligent life" has become the mainstream of the students thought that "distance education, network teaching, small class" has become the public such as the most intuitive performance for online teaching mode, The "extensive application" of these online teaching modes in higher vocational colleges has become an important part of daily teaching activities in higher vocational colleges. Since the COVID-19 epidemic, according to the actual teaching feedback, the online teaching mode has achieved "some achievements but still has some deficiencies". Compared with the traditional concentrated classroom teaching activities in higher vocational colleges, the online teaching mode in higher vocational colleges is not conducive to higher vocational teachers' understanding of students' learning conditions and effects. Therefore, it is a teaching model worthy of constant optimization and improvement [2].

The specific performance and key points of the online teaching mode of higher vocational colleges under the normalization of epidemic prevention and control

As the epidemic prevention and control of the norm, in the present, the higher vocational colleges are carried out under the new situation of the online teaching mode, combine the current higher vocational education teaching achievements, supplemented by the author opinion, epidemic prevention and control under the normalized the manifestation of online teaching mode in higher vocational colleges, mainly manifested in the following aspects:

(1)Online education

Online education teaching mode, has been in the process of COVID - 19 epidemic prevention and control, to get a number of applications, and achieved good results, become the online teaching mode in higher vocational colleges, teaching method, is generally used to review since the outbreak of online education network, in the process of its conduct, close contact with the actual situation of students, adhere to the top-level design, scientific layout, With the help of online APP platforms such as Dingding, while ensuring the normal teaching progress, the "deep" influence of network technology on students' learning has been realized. Overall, the online education the main control points is the superstructure of overall planning, coordination between subject and between teachers and students actively participate in, the three aspects of advance, jointly created online education in COVID - 19 during the implementation of the epidemic prevention and control, and in the epidemic prevention and control work tend to be more "normal", Online education should sum up experiences made in previous epidemic prevention and control, fully combined with the actual situation of the present higher vocational colleges, adjust the original plan of teaching in higher vocational colleges, in order to solve the problem of attitude to face the present network "emergency" in the online education, make its in the process of continuous optimization, to achieve the essential "change" [3].

(2)Application aspects of online micro-courses

With the development of the times and the progress of society, as "smart life" has increasingly become the mainstream concept of the public, the public's "fragmented" information acquisition methods and channels have become the current mainstream behavior mode. Applying this to the online teaching model of higher vocational colleges under the normalization of epidemic prevention and control can also have a positive impact on the teaching activities of higher vocational colleges. Specifically, through network micro-classes, complex teaching knowledge can be "condensed" in a targeted manner, and the teaching content can be video-edited to form short videos of a certain length of time, which can also be tailored to the interests of students. Point, invite students to participate in the editing process or the later dubbing process, and finally achieve "to truly integrate the network micro-class into the students' lives." In addition, it is also necessary to add questions that will definitely trigger students' thinking in the online micro-classes, or use the online platform to establish a certain evaluation mechanism, which can intuitively show the students' mastery and understanding of the online micro-classes, and also Put forward personal suggestions and opinions for the continuous improvement and progress of the network micro-class itself. The control point of the network micro-course is to establish a participation mechanism between teachers and students. The teachers of higher vocational colleges have rich teaching knowledge, but lack the practical skills of applying high and new technology; while the students of higher vocational colleges have excellent practical skills, but Lack of rich knowledge reserves. The greatest practical value of online micro-classes lies in the full utilization of the respective advantages of teachers and students in higher vocational colleges, coordination and cooperation between teachers and students, and under the premise of joint exploration, to realize the normalization of epidemic prevention and control online teaching mode in higher vocational colleges The continuous optimization [4].

4.CONCLUSION

In epidemic prevention and control to become social consensus, normalized the continuously explore and optimization of the online education in higher vocational colleges, also be improved in higher vocational colleges teaching activities actively, to better achieve this, must insist on more measures simultaneously, is not limited to the existing experience and achievements, in, under the joint action of the policy and teaching policy, combined with the actual situation, higher vocational colleges In the process of continuous progress, we will actively contribute to the normal construction of epidemic prevention and the development of teaching activities.

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Singapore's Sustainable Prosperity Secured by Its Pragmatic Diplomatic Strategies in Military and Medical Service

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Abstract:Over the past half a century, Singapore's speedy and stable development is widely recognized, which not only because of the success of this series of domestic policies but also series of foreign policies under Singapore's special political system and the international strategies applicable to national development, and these are mainly credited by the founding father, Lee Kuan Yew. This paper mostly points out the flexible and pragmatic foreign policies are crucial elements for creating a safe and harmonious environment for this nation's residents to develop economy and obtain foreign direct investment. For the military diplomacy, Singapore has maintained close military liaison with the United States for a long time and has often cooperated in participating in military exercises, which has played a military deterrent effect on neighboring countries and improved its national defense capabilities. From another perspective, Singapore's open and well-developed medical service policy has also made a significant contribution to enhancing its international influence, attracting more high-quality labor and foreign direct investment with a relatively comprehensive medical system and advanced medical equipment. The main method of this paper is reviewing the former various research and analyzing them on aspects of Singapore's policy system and relationships with other states.
Keywords: Singapore, foreign policy, political system, Lee Kuan Yew, military diplomacy, medical service

1.SINGAPORE'S PROSPERITY SECURED BY ITS PRAGMATIC DIPLOMATIC STRATEGIES

Many former types of research have analyzed the magnificent development of Singapore, and some have focused on the economic policies, educational perspectives, or effort made by a massive number of migrants. Unquestionably, all these various aspects of analysis can reasonably explain the rapid development of Singapore. This paper, however, pays more attention to the pragmaticism of Singapore's foreign policy that ensure the prosperity of this country generated safely and peacefully in a short period. In the beginning, a brief introduction of Singapore's background is necessary to be introduced, including its history, political system, economic status, and relations with other states. Then, much more attention to Singapore's foreign policy, and how these policies work effectively to provide a safe environment to its development over past decades. For the diplomatic strategies, military diplomacy and the country's openness to developed medical services have played a crucial role in maintaining the prosperity and development of the country.

To increase the economic strength of a country is based on ensuring its homeland security and national security, and a strong military force is the most direct way to ensure these two points. Although Singapore does not have an advantage in the number of military equipment worldwide, its close military cooperation with the United States can effectively avoid this shortcoming and even turn this weakness into an advantage. Besides, the open and inclusive medical service policy and advanced medical equipment have also made great contributions to ensuring the healthy development of the people and attracting and retaining investment from foreign investors.

In 1965, the separation of Singapore and Malaysia led Singapore to be forced to become independent. In such a tiny country where resources were in short supply and even fresh water needed to be imported, it became the head of the "Four Asian Tigers" during the presidency of Singapore's former Prime Minister Lee Kuan Yew and achieved a miracle in economic development in 1970s and 1980s. Among the hostile neighboring countries, Singapore has achieved good-neighborly friendship and ensured national security. In the complicated and complex Cold War configuration, Singapore has been able to walk freely between great powers, maintain both the balance of great powers and national security, and adhere to their own values. In the wave of economic globalization, Singapore can follow the trend of the times and become a beneficiary of economic globalization. These are inseparable from its practical diplomatic strategies, especially in military diplomacy strategies and developed medical services that are open to the world. Nevertheless, the most important diplomatic issue facing Singapore at the moment is its relations with several neighboring countries and how to mediate between China and the United States. These major issues are also slowly evolving based on the history of the creation of this country, and they are inevitable challenges. Therefore, it is necessary to briefly introduce the history of the foundation of Singapore.

2.A BRIEF HISTORY OF RECENT SINGAPORE

On 28 January 1819, thanks to Sir Thomas Stamford Bingley Raffles who was a British statesman, Singapore has been found and was considered as a choice for being a new port of Great Britain. Then, because the local governor Tengku Long had been supported by Raffles and given the title of Sultan Hussein， which was the rightful Sultan of Johor, the British could be granted the right to set up a trading post in Singapore. Later, modern Singapore was born after the formal treaty signed on 6 February 1819 (Lepoer, B.L., 1989).

The British had built a large Naval Base in Singapore as a section of the defensive strategy of Asia after World War I, and then it was accomplished in 1939 which boasted as the largest dry dock in the world at that time. However, this naval base was just an empty shell because the British home fleet was mainly deployed in Europe (Lian, K., 2009).

During World War II, Singapore was occupied by Japan and then renamed as Syonan-to, meaning the "Light of South." After the surrender of Japan in 1945, Singapore was re-occupied by Australian, British and Indian forces (Abshire, J., 2011).

Because of World War II, most of the infrastructure had been destroyed, including the facilities at the port. Moreover, there were malnutrition and disease due to the lack of food resources, and following violence and rampant crimes (Lepoer, B.L., 1989).

The credibility of the British rulers had been declined due to the failure of defending Singapore, and it conducted the rise of anti-colonial and nationalist tides, so it made Britain gradually release the control of Singapore. The People’s Action Party (PAP) won in the May 1959 elections, and it made Singapore an "internally self-governing state within the Commonwealth". Lee Kuan Yew was the first Prime Minister. However, it was not entirely independent, and the military and foreign relations were controlled by the British (Tan, K., 1999).

In September 1963, Singapore joined the Federation of Malaya as the consequence of the Merger Referendum in 1962. For Singapore, such a tiny land where lack of natural resources, its development could benefit from joining the federation, and the merge gave the PAP legitimacy so that it could eliminate the threat of the communist government. Nonetheless, there were many disagreements about politics and economics between the Malaysian government and Singapore state government that conducting the race riots in 1964, so the Parliament of Malaysia decided to vote to expel Singapore from Malaysia. As a result, Singapore was independent as the Republic of Singapore on 9 August 1965. Lee Kuan Yew was the Prime Minister, and Usof bin Ishak was the President (Lepoer, B.L., 1989).

After being "abandoned" by Malaysia in 1965, Singapore faced severe challenges. This country has a land area of only 719 square kilometers and consists of more than 60 small islands. The largest Singapore island has an area of 628 square kilometers, definitely a tiny country. At the time of independence, Singapore had no abundant natural resources, land shortage, and freshwater shortage. There were constant conflicts with neighboring Malaysia due to freshwater resources and racial problems, which makes Singapore suffer from both internal and external problems. Clearly, Singapore has overcome the major problems of land shortage and water shortage. Although these resources are not very rich, they have basically met the needs of the people. What remains to be worried about is how to handle the game with the great powers.

Government and Political System

The government type of Singapore is a unitary one-party parliamentary republic with a Westminster system of unicameral parliamentary government representing constituencies. The political system is a representative democracy established by this country’s constitution (U.S. Central Intelligence Agency, 2011). The Prime Minister leads the Cabinet of Singapore which owns the executive power. The President, who has veto power on certain executive decisions, is elected by the popular vote (Tan, K., 1999).

The Parliament is responsible for the legislative branch of the government, and the Members of Parliament (MPs) are constituted by elected, nominated members and non-constituency. The elected MPs are voted to join the Parliament based on the rule called "first-past-the-post" and are representatives of either group presentation or single-member constituency. Since 1959, the PAP has won every election (Freedom House, 2011).

Singapore’s legal system is based on English common law, but there are local differences among different areas. In 1970, the trial by jury was abolished so that the appointed judge owns judicial decisions (Tan, K., 1999).

According to the Rule of Law Index of World Justice Project (2017 – 2018), Singapore has been ranked as 13th of the 113 countries which means this country highly maintains justice, order, and security. It also shows that there is an absence of corruption (World Justice Project, 2017-2018). Such an honor is benefited from the special "Singapore model" which combines an almost authoritarian government with meritocracy and good governance, and this model is considered as the reason for Singapore’s economic growth, political stability, and harmonious social order (Ortmann, S. & Thompson, M., 2016). However, the constraints of the press and mass media that relate to the political news reflect that Singapore is a flawed democratic country (Zhang, W., 2012).

3.ECONOMIC STATUS

Because of the absence of corruption, advantageous geographical position, low tax rates, and developed infrastructure, Singapore has attracted a massive number of foreign direct investment (FDI), and a lot of multinational corporations from Europe, the U.S., the U.K., China, and Japan are willing to do business in Singapore. The Gross Domestic Product per capita of Singapore in 1965 was $516.293 (USD), but it was risen to reach $52962.492 (USD) even has been surpassed the U.S. from 2011 to 2014 (World Bank' s GDP per capita, 2018). Such a magnificent improvement profits from Lee Kuan Yew' s open economic measures including keeping inflation and taxes low, maintaining the stability of the currency, encouraging savings and investment, and emphasizing the significance of education. On account of a healthy fiscal environment and consistent budget surpluses in the past, "Singapore has attained a high level of foreign reserves and the strongest sovereign credit rating for long-term foreign-currency debt in Asia" (Monetary Authority of Singapore, 2018).

Foreign Relations

Singapore, as a sovereign city-state with merely 719.9 square kilometers, has a severe problem of lack of natural resources and even did not have fresh water at the very beginning of its independence. The former desire to merge within Malaysia was to solve the issue of a lack of resources. However, it has been expelled from the federation of Malaysia. Therefore, expanding Singapore' s relationship with others and increasing trade exchanges needed to be placed on the primary position of the national agenda. Consequently, this tiny country has to establish diplomatic relations with more than 180 sovereign states. It is one of the five founding members of the Association Southeast Asian Nations (ASEAN), the host of the Asia-Pacific Economic Cooperation (APEC) Secretariat, and it also maintains membership in Asia-Europe Meeting, the Indian Ocean Rim Association, the Forum for the East Asia-Latin American Cooperation, and the East Asia Summit. Moreover, it has been invited to take part in the G20 projects since 2010, even though it is not a formal member.

In the past 30 years or so, Singapore' s national policy has basically been to rely on the United States militarily and to make friends with countries all over the world in business. Due to the personal charm and foresight of founding prime minister Lee Kuan Yew, Singapore is the country with the closest relationship with China among Southeast Asian countries. Every year, China sends a large number of government officials to Singapore to study and inspect. Singapore will select high school and university students from China every year to study in Singapore and provide them with scholarships. Singapore is also one of China's largest overseas direct investment countries.

Singapore' s main concern is nothing more than the choice between China and the United States, which requires very careful gaming skills. From the Lee Kuan Yew government to the Lee Hsien Loong government, Singapore' s bilateral relations with China and the United States have been well-coordinated, and in particular, there are almost no setbacks in relations with the United States. Nonetheless, since the death of Singapore' s founding prime minister Lee Kuan Yew in March 2015, the relationship between Singapore and China has begun to undergo subtle changes.

4.FOREIGN POLICIES

Since independence, Singapore has been following its basic principles of foreign policies which made this country a member of the First World countries. These principles include maintaining security in Southeast Asia and Surrounding territories, keeping political and economic stabilities in the region of Southeast Asia, complying with international law, supporting international order based on a set of rules, solving disputes by peaceful resolution, upholding an open economy, being a reliable partner respecting contracts and treaties, and being aware that Singapore is a price-taker not a price-setter in global affairs (Liang, C.Z., 2016).

In July 2017, the Minister for Foreign Affairs (MFA), Vivian Balakrishnan, has given a speech about five core principles of Singapore' s foreign policy to about 200 civil servants. Five core principles include maintaining a stable political system and a united society to support a vibrant and successful economic entity, preparing to defend every piece of land and way of life, building a wide network of relations which based on mutual respects for each other' s equality and sovereignty, promoting the international order managed by the rule of international law and norms, and finally keeping believing Singapore' s foreign policies which and being aware of the long-term interests of this small country (Vivian Balakrishnan, 2017). These five core principles are pretty similar to the other countries', Five Principles of Peaceful Co-Existence in particular, which was proposed by Chinese Premier Zhou Enlai during the China-India negotiations about Tibet Region in 1953. These five principles of China' s foreign policy include "mutual respect for each other's territorial integrity and sovereignty, mutual non-aggression, non-interference in each other's internal affairs, equality and mutual benefit, and peaceful co-existence" (Ministry of Foreign Affairs of the People' s Republic of China, 2018).

Although Singapore' s harmonious diplomatic strategy and China' s Five Principles of Peaceful Coexistence have become more consistent, the relationship between the two countries has gradually become estranged since 2016. A particularly obvious sign is that in August 2016, Singapore' s Prime Minister Lee Hsien Loong publicly stated after the Hague arbitration case on the "South China Sea

Issue" that the arbitral tribunal ' s ruling provided a "strong definition" of the sovereignty claims of various countries (BBC, 2016). This remark is regarded by many people as leaning toward the United States and unfriendly to China. In August of the same year, during his visit to the United States, Singaporean Prime Minister Lee Hsien Loong praised U.S. President Obama for its "Asia-Pacific rebalancing" strategy. This approach once again makes people feel that Singapore is close to the U.S. and alienated from China.

In May 2017, the Chinese government held the "Belt and Road" international summit in Beijing. The top leaders of 29 countries, including Russian President Putin, Italian Prime Minister Gentiloni, Malaysian Prime Minister Najib, Philippine President Duterte, and Indonesian President Joko, were invited to the summit, but Singaporean Prime Minister Lee Hsien Loong did not attend (Jaipragas. B., 2017).

It is not hard to see that Singapore's foreign policy has encountered some challenges. If Sino-US relations become tenser, then Singapore ' s situation will be even more difficult. Because Singapore will be forced to choose between China and the United States, either to be friends with China or the United States. This is a very difficult issue for the Lee Hsien Loong government.

5.DISCUSSION

Taking advantage of its location in the tropical zone with sufficient rainfall, Singapore has built a number of artificial storage tanks, coupled with desalination and other technologies, currently about 60% of the fresh water is self-sufficient. When Singapore became independent in the 1960s, its land area was about 581 square kilometers. Later, through continuous reclamation of land, the land shortage problem was solved to a certain extent. At the same time, it also actively protected the environment and established multiple nature reserves. Later, Singapore took advantage of its geographical advantage in the throat of the Malacca Strait, the main waterway connecting the Pacific and Indian Oceans, and actively developed international re-export trade. At the same time, it took a series of measures to develop industry and actively developed education, medical care, technology, and military. In 2017, its GDP was 323.9 billion U.S. dollars, and its per capita GDP was about 58,000 U.S. dollars, making it the only developed country in Southeast Asia recognized by the outside world (World Bank, 2018). This article aims to illustrate the importance of military and medical policies in strengthening Singapore ' s international influence.

First, the prosperity of Singapore is secured by the outstanding national defense construction which promoted by flexible military diplomacy strategies.

Reviewing the whole development after independence, it is hard to find any battle or any armed conflict between Singapore and other nations, except some arguments with Malaysia, Indonesia, and China for some reasons which will be explained later in this paper. Additionally, this sovereign city-state has a near-perfect record of keeping itself free from the terrorist attacks. Basically, Singapore had three terrorist attacks after the independence which were the Laju incident in 1974 (National Library Board, 2008), the only aircraft hijacking involving a Singapore Airline aircraft in 1991 (National Library Board, 2014), and the plan of Singapore embassies attack plot in 2001 (National Library Board, 2009). Although there were three terrorist attacks relating to Singapore, all of them were solved in a very short time with an extremely low injury and death rate.

Singapore has been making a lot of effort to keep this near-perfect record. Take an example of holding counter-terrorism exercises, the armed forces of Singapore have performed about 13 times counter-terrorism exercises from 2003 to 2016 (Wikipedia, 2018). As its five core principles mentioned that this island state must be prepared to defend all its territories. Thus, the development of army building and national defense construction has become the key element to sustain peace domestically. According to the data of the military expenditure (current local currency unit) from 1970 ($317.25 million) to 2016 ($13.762 billion), and the overall data shows an upward trend (World Bank, 2018). Another data shows that Singapore ' s defense budget was three times of Indonesia which has a 210 million population (Leifer, M., 2000).

It is true that the rapid and stable economic growth of a country, such as Singapore, could constantly support the military development and improve its weaponry. However, not all economically advanced countries can guarantee domestic peace and stability in the following half a century after the independence as what Singapore has done, such as few wars or conflicts were involved, or the number of times they confronted terrorist harms as the previous evidence showed. Take an example of the U.S. ($57638.159) which has similar but higher GDP per capita than Singapore ($52962.492), but the military strength ranking shows that the U.S. is much higher than Singapore. Since both data of the U.S. GDP per capita and the military strength ranking are better than Singapore, the U.S. should be more stable and peaceful than Singapore according to the said circumstance. Apparently, however, the fact is opposite. The U.S. has been involved in more than 20 wars after the Cold War period, and more than 40 terrorist incidents have appeared in the U.S. from 2010 to 2018 (Wikipedia, 2018). Although the U.S. government believes that they participate in those wars or conflicts for maintaining the peace of the world, some of them could have be avoided, or the duration of time could have been shortened, so that the military expenditure could have been saved for developing domestic infrastructures. For example, the war with Iran. There one reason which leaves an impression says that the Iranian leaders can be either flexible or brutal when their political survival is threatened. Once under the threat, they would not care how many young people die during the war, but they would care about the survival of this country's regime (The Christian Science Monitor).

Speaking of the U.S. military strength, it is the reason that Singapore is willing to continue help the U.S. return to the Asia-Pacific (Fang, N., 2016), and therefore Singapore can obtain supports from the U.S. Naval forces in the area to some extent. These two countries have had a wonderful relationship over the past 50 years, and the constant communication and cooperation between the U.S. and Singapore have made this wonderful relationship even better. Until 2015, the U.S. has deployed 178 troops in Singapore, but no/less than 50 troops in Indonesia or Malaysia, and the nearest neighbor with more the U.S. troops (289 troops) is Thailand (Desjardins, J., 2017). Therefore, Indonesia and Malaysia would not easily to have armed conflicts with Singapore, although these three countries have disputes about the border issues and the problem of piracy.

Singapore and Malaysia have been disputing about the territorial issue of Pedra Branca because of the delivery of fresh water for many years after Singapore's independence in 1965. The International Court of Justice (ICJ) decided to award sovereignty of Pedra Branca to Singapore, and Malaysia owned the sovereignty of Middle Rocks. However, the ICJ did not make decision on disposition, maritime regimes, or boundaries of the South Ledge (Central Intelligence Agency, 2018). Also, Indonesia and Singapore have not solved the issue of maritime boundary where located in the north of Indonesia's Batam Island (Central Intelligence Agency, 2018). Although these issues have not been eliminated, and none of these relating nations have made a concession, there has never been a real armed conflict among them. For those territorial disputes, Singapore has always upheld and complied with the ICJ's ruling and has never really initiated a real war. The military strategy is still focusing on defense as its main purpose and attempting to avoid armed conflicts, so that the domestic society can deserve a safe environment to develop economy sustainably. In addition to Singapore itself trying to avoid fights, the frequent communication and collaboration of national defense affairs between Singapore and the U.S. have accelerated a benign development of their military diplomatic relationship, so that the U.S. is inclined to reinforce the defense affairs in Southeast Asia while the Singapore as a capable military partner who will continue to help the U.S. engage Asia-Pacific, which conducting a virtuous circle. It also can be reflected by reviewing the military strength ranking of Asian-Pacific powers which shows that both Indonesia (8th) and Malaysia (15th) are ranked higher levels than Singapore (20th) (Global Fire Power, 2017). Although Indonesia and Malaysia have a higher ranking, they are held in play by Singapore's military strategies by collaborating with the U.S. in Southeast Asia.

Moreover, Singapore uses its pragmatic military diplomatic strategies to successfully get along with Beijing as well. In November 2014, Singaporean and Chinese Defense Ministers had a meeting in Beijing to continue collaboration and enhance defense ties, and both have built mutual trust based on "Four-Point Consensus" (Chen, M., 2017). Singapore had a full diplomatic relation with China in the 1990s, but it already had had the first diplomatic contact with China in 1970s. Also, the approximately 74% Chinese ethnic group population of Singapore makes two countries' relationship closer. However, the assistance of Singapore to help the U.S. engage Asia-Pacific and the admit of the decision relating to the South China Sea by Permanent Court of Arbitration (PCA) have made the relationship between China and Singapore at odds. Although there is dispute between these two nations, the military cooperation exists due to Singapore's practical diplomatic measures including upholding the "one China" policy and "rejecting an attempt to make the end of defense cooperation with Taiwan a condition for establishing diplomatic relations" (Leifer, M., 2000). Economically, Singapore is pro-China, for the military, however, Singapore is pro-the U.S. government. Flexible economic and military diplomatic measures conduct this city-state to survive among great powers, even though it is getting more complex and difficult.

In addition, Lee Kuan Yew government's diplomatic strategy for Singapore's development to reach a considerable space. In the 1990s, the Lee Kuan Yew government decided to establish diplomatic relations with China under the pressure of the scale, but even so, the Lee Kuan Yew government still took hedging measures. One could say that the Lee Kuan Yew government depended on China economically and the United States for security, which set a serious precedent in southeast Asia. Many Southeast Asian countries are highly recognized economically for their cooperative relations with China, but rely heavily on their strategic alliance with the United States for their security. If it were not for the successful military cooperation between Singapore and the United States, other countries in Southeast Asia would not follow this effective military diplomatic strategy.

Second, well-developed medical technology, a relatively complete medical treatment system, and a policy of open and inclusive medical services allow Singapore to accept more goodwill than malice from other countries, especially its neighboring states.

Take a comparison of healthcare system between the U.S. and Singapore which have similar advanced

GDP per capita, the reported life expectancy of Singapore clocked in at 84.2 years of age, 4.92% of the nation ’ s GDP used as relative health expenditure, and the absolute health expenditure ended up being US$2,752. For the U.S., the largest economy in the world, exposed by a life expectancy of 78.94 years, relative health expenditure shared 17.14% (the highest percentage among all nations) of GDP and the absolute health expenditure of US$9,403. By reaching the same or even better medical result with less expenditure of GDP, Singapore earned the 2nd most efficient healthcare system ranking worldwide (84.2 points out of 100) in 2016 (Pacific Prime Singapore, 2016). Apparently, a group of well-trained medical practitioners of the city-state has made a lot contribution, and offering medical services in various languages could attract more customers to enjoy their efficient medical services, thanks to the international nature of this nation which has four official languages including English, Chinese (Mandarin), Malay, and Tamil. Almost all Singaporean are satisfied with their medical system, and other foreigners are willing to have medical tourism to Singapore, including Malaysia and Indonesia, and some foreigners tend to immigrate to Singapore to be its citizen.

Another comparison of medical tourism among Singapore, Malaysia, and Thailand uncovers that Thailand confronts a challenge of rapidly aging people who demanding healthcare and another challenge of containment of its business model. It also exposes that "the fertility rate is higher and the old-age dependency ratio is lower in Malaysia than Singapore and Thailand" (Herberholz, C., & Supakankunti, S., 2013). This comparison reflects that Singapore is relatively the most appropriate country for medical tourism in Southeast Asia.

The domestic stability benefited from the advanced medical infrastructure construction and relative near-impeccable medical care system, and the open type of medical policy can offer more medical assistance to people from foreign states, so it makes Singapore can receive a well-deserved reputation internationally so that it also can obtain a peaceful environment from the outside. A vicious circle is established. However, Singapore needs to make more effort to retain this strength because its medical tourism is becoming more expensive, and its rivals are swiftly diminishing the gap (Lai, L., 2017).

With strong national defense construction, flexible and practical military-diplomatic policies developed medical treatments and a relatively complete healthcare system, and open and tolerant medical policies, Singapore has been progressing itself promptly and peacefully over the past half a century. However, challenges are being revealed gradually to its stability.

First, the problem of human rights. In this wealthy city-state, according to the current Prime Minister Lee Hsien Loong, the aging population will impact this country deeply. Based on population trends, it exposes that the population pyramid will be inverted by 2050 even with immigration, and Singapore will be growing old faster than other nations in the future (Singapore Government, 2015). This issue leads Singapore to demand more foreign domestic workers for developing its infrastructure construction so that it is easy to cause resentment from local workers and from foreign workers themselves because of the overwork problem.

Although the land area of Singapore is only about 720 square kilometers, it has a population of 5.5 million, and about 40% of the inhabitants are non-citizens. While many are fortunately experiencing the positive aspects of Singapore ’ s treatment, social flaws within the migrant labor economy bring workers abuse and exploitation. The migrant domestic workers are suffering from this situation because they are excluded from the Employment Act of Singapore, which conducted that there are no official rules of maximum working hours or supervision of overwork (Han, K., 2016). Some have suggested the Singaporean government to learn from other countries’ law to protect labor forces, such as the Philippines, "overseas employers are legally allowed to recruit workers only through agencies registered and licensed by Philippines Overseas Employment Administration (POEA), and employers have to be responsible alongside the POEA under Philippine law with regard to any claims and liabilities raised concerning the implementation of employment contracts (Palaniyapan, M., 2014).Second, the challenge of confronting pressure from both the U.S. and China. As this paper said earlier, the Singapore is pro-the U.S. when it comes to military cooperation, but it is pro-China when there is a plenty of economic demands. It is just as its political system which could be considered as half democracy and half despotism.

On the one hand, Singapore has been benefited from economic globalization for more than five decades, so it is thoroughly aware of the advantages of being a member of international economic partners. Hence, Singapore needs China, the most competitive economic great power at present, to accelerate its stable economic growth by increasing cross-border trades with reciprocity. On the other hand, Singapore also desires military assistance from the U.S. in Asia-Pacific to maintain regional stability among its surrounding states. Particularly, China has been disgruntled about Singapore ’ s attitude to the regional issue of the South China Sea, and the U.S. has been supervising its flawed democracy and the issue of human rights. Thus, the dilemma or the pressure is becoming tougher to be declined in current intense international circumstances.

6.CONCLUSION AND LIMITATION

For Singapore, such a tiny city-state which lack of natural resources after the independence, the policy of autarky is inevitable to be eliminated from the beginning, so establishing a diversified foreign political system is the priority, but only an establishment of the system is not safe enough while being positioned at the crucial geographical location, Malacca Strait, which is recognized as the most significant maritime traffic hub among continents of Asia, Australia, Europe, and Africa. Therefore, expanding foreign relations and formulating pragmatic diplomatic strategies are ways of survival.

With a stable political situation, efficient and transparent government management, and a complete legal system, Singapore has taken an extremely short time to leap from a third-world country to a first-world country. Moreover, these outstanding achievements are also on account of its effective economic policies and a high degree of recognition of educational level. More significantly, to retain such vibrant prosperity for half a century, the pragmatic foreign policies have contributed a lot as well.

Distinctly, Singapore has successfully established a massive number of foreign relations and kept its domestic society free from the conflicts and terrorism with a near-perfect record by conforming to its diplomatic principles. There are two key elements of these reliable diplomatic measures for obtaining sustainable prosperity including the flexible and practical military-diplomatic strategies and open and tolerant medical treatments to the world. Both aspects reflect that Singapore ’ s diplomacy is based on pragmatism which embodies the need to recognize its "small country status" in the international community and its insignificance, but it still plays a significant role.

In terms of national sovereignty and security, Lee Kuan Yew has repeatedly pointed out that the potential threat is Singapore’s neighboring states, specifically Malaysia and Indonesia. Singapore and these two relatively big countries with territories and population far beyond their own are ethnically and culturally different, as well as competition in economic development, and even small territorial disputes.

For Singapore, to maintain its own security, it is necessary to build a strong military on its own, and it has been done by itself. The Singapore Army deserves to be the most sophisticated in Southeast Asia. Second, it must be bound to the U.S. and abide by itself in international trade. The geopolitical superiority of the road is integrated with the U.S. global strategy and voluntarily serves as a bridgehead for the U.S. to implement a global security strategy in exchange for the sale of advanced weapons by the U.S. to Singapore and to intervene in Southeast Asian affairs to maintain the existing order and stability of the region. Thus, the potential enemy will not act rashly. In addition, economically, Singapore itself does not have any resources, economic growth depends on international trade and investment, and the establishment of a U.S. led global free trade system after World War II is in the best interests of Singapore.

Nevertheless, pro-U.S. or pro-Western does not mean that there is no choice but to stand by the West. In fact, whenever possible, Singapore would maintain friendly relations with any country. The economic benefits and political innocence brought about by the interaction with Singapore also make few countries unwilling to cooperate with them. What is more, with his wisdom, Lee Kuan Yew provided political leaders of other countries with plausible and practical advice on governance and diplomacy. This is why many political leaders in the country are willing to make friends with Lee Kuan Yew, which certainly helped Singapore increase its international status.

International law has special significance for small countries like Singapore. Although the effectiveness of international law is still weak overall, many large countries uphold a realist stance and regard international law as a tool. However, based on Singapore’s position, all countries in the world are observing international laws and following disputes, they are dealt with according to established rules. This is in the best interests of small countries because it limits the freedom of big countries to invade a small country.

In the post-Lee Kuan Yew era, the best situation was to bring all major powers into Asia for peaceful competition and economic cooperation. To this end, Singapore will continue to use every opportunity to promote bilateral cooperation with major powers and actively coordinate and strengthen ASEAN ’ s dominant position in regional cooperation. Singapore may be more proactive in promoting cooperation with great powers, and this will be reflected in its relations with China. With regard to the prospect of China ’ s rise, the Singapore government has probably made promising assessments after years of observation and judgment, and will therefore be willing to transfer more resources to exchanges with China, rather than being vacillating of the U.S. as it used to be.

Furthermore, it is also very difficult for Singapore to change the big picture that binds security to the United States. Of course, this is also in line with the long-term interest of Singapore, which is to introduce as much power as possible into Southeast Asia. In view of the huge interest relationship, Singapore will strive to be a "good friend" of China and the United States and act as a coordinator between China and the United States on issues that are difficult for both parties to fully communicate. In a large sense, Singapore’s current geostrategic status and its own style of conduct make it possible to play this role. The unique qualifications of Singapore also make it still have a lot of room for mediating in the competition among big countries.

In general, Singapore's national interests based on binding politically with powerful powers to ensure its own security and economically ensuring that the global free trade system is maintained. Thus, it conducts that Singapore is facing a dilemma between the dispute with China about the issue of the South China Sea and the pressure from the U.S. about its incomplete democratic system due to the constraints of mass media and human rights. For the issue of human rights, it is becoming a severe problem in its domestic society that Singapore is confronting the animosity from both local populace and foreign domestic workers due to a lack of reformed policies dealing with a rapidly aging population and lack of supervision on overwork issue among migrant workers. Even though the foreign workers have been recognized as the crucial forces to Singapore's economic development and have contributed 80% of the construction industry and about 50% of the service industry, the government has not protected them from being abused by their employers. This is related to the human rights, and it may be blamed by other nations in the international community so that the relationships between Singapore and those states who thought highly of the issue of protecting human rights. Perhaps the U.S., although both nations have steady collaboration in various perspectives, the U.S. is fundamentally attempting to preserve human rights around the world. Therefore, Singapore should be aware of the ponderance of protecting workers' rights no matter whether they are local populace or foreigners.

Although Singapore in the post-Lee Kuan Yew era is more possible to be stable and prosperous, in terms of the international environment, it was driven into an unknown sea area. As the competition among major powers intensifies and the new international landscape is still evolving and the road ahead is uncertain, Singapore alone has become more vulnerable at the diplomatic level. Fortunately, although this country is small and young, it has experienced many storms and has the ability and foundation to overcome all kinds of difficulties and continue to move forward bravely.

This paper still has limitations in that it lacks some evidence to reflect the relationship between Singapore and other Asian countries, such as Japan and South Korea. Also, there is not much current information to prove that Singapore's healthcare system is more developed than China, Japan, or South Korea, and so on. Additionally, there is a lack of information about the foreign domestic workers protecting by specific legal regulations enacted by the Singaporean government, so that it is not clear whether the issue of human rights in Singapore has been improved during recent years.

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Exploration and Research on Teaching Mode of New Energy Vehicle Based on Mixed Reality Technology

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Abstract: Mixed reality technology (MR) is a combination of the advantages of virtual reality technology (VR) and augmented reality technology (AR). It provides new viewing methods and new input methods, and combines all methods to promote innovation. Its key technology is to realize the information exchange between the virtual world and the real world. But at present, with the development of new energy vehicles, countries from different strategic considerations and invest a lot of money to explore and research new energy vehicles. In this paper, through the consideration of the problems and the background of the times in the exploration of new energy vehicles, the author explores and researches how to realize the teaching of new energy vehicle by using mixed reality technology.
Keywords: Mixed reality technology; New energy vehicles; Teaching mode

INTRODUCTION

MR is the combination of AR and VR, and is also the upgraded version of AR. it combines the virtual world and the real world into a seamless virtual real world, in which the physical entities and digital objects meet the real three-dimensional projection. The principle between them is "real and imaginary interweaving". In reality, it is difficult for users to distinguish the boundary between the real world and the virtual world. In the process of the development of new energy vehicles, it is difficult to have a professional teaching method, but to solve problems through a single oral presentation and experience. Therefore, it is necessary to use MR technology to provide a feasible solution for the existing classroom teaching methods. Based on related theoretical research and practical methods, it is also necessary to promote the scientific and technological level of mixed reality technology and improve the innovation of teaching mode of new energy vehicle.

1. PROBLEMS IN THE CURRENT TEACHING MODE OF NEW ENERGY VEHICLES

1.1 Divorce of teaching content and vocational skills

The development of new energy vehicle teaching mode is insufficient. Most of the teaching content only focuses on theoretical teaching, and adds the knowledge of traditional vehicles to the development of new energy vehicles, but ignores the functionality of new energy vehicles, which makes it difficult for students to learn something really useful. In addition, the practice teaching is abandoned. Many students have studied in school for three or four years, and even the basic operation only stays at the theoretical level, let alone the aspects of car repair or transformation.

1.2 Imperfect facilities

The experimental facilities of some colleges and universities are backward, and the equipment used in the practical courses is still ten years ago, which seriously affects the students' practical ability, and the obsolete facilities can not adapt to the development and change of modern cars. Even if it is forced to teach theories and let students carry out training combinations through pictures or videos, many students find it difficult to understand its real structure and working principle; even some colleges and universities that can meet the requirements of high-pressure safety still have problems of inadequate high-voltage safety and high teaching cost, so it is difficult to carry out real teaching.

1.3 Backward teaching methods

Many colleges and universities still only have a simple multimedia classroom for basic teaching. But nowadays, not only foreign countries continue to develop new energy vehicles, domestic automobile companies are also doing research, but many colleges and universities are still learning traditional vehicles, and they are not interested in the development and teaching of new energy vehicles. And due to the school's neglect, students' poor sense of experience, experimental conditions and other reasons [1], there is no intelligent teaching research, so it is impossible to carry out real scene simulation and effective teaching.

2. THE TEACHING MODE BASED ON MR

In accordance with the rapid development of new energy vehicles, we should take the occupation ability as the guidance, combine the way of work and study, and assist the mixed reality technology to assist the overall teaching.

2.1 Structure use

The developer develops the entire department's teaching content for different learning needs, allowing students to complete learning tasks in a novel holographic interactive experience. We can dissect the structure of new energy vehicles, use gestures or thinking and other automatic control structures to zoom in, zoom out, rotate, move, change colors, etc., to understand the structure and control problems in new energy. We can also explore independently the difficulties in the subsequent teaching process and the blind spots in the pictures and videos.

2.2 Compound simulation teaching

For the teaching of new energy vehicles, the teaching mode in reality can be combined with mixed reality technology to realize compound simulation teaching. In the teaching process, teaching can be carried out with facts: when starting a car in reality, the car is collected in equal proportions and displayed in the mixed reality technology [2]. The teacher explains and students check the virtual mode and check the data, get their thoughts, and can simulate experiments according to the teacher's requirements.

2.3 Case teaching

In the process of multi-person teaching, the teacher can specifically call the data model to simulate the real situation, and no longer rely on pictures and the teacher's verbal teaching. The students can feel the problem and set and solve the fault. In addition, we can ask students to come up alone for demonstrations and teachers to give guidance. These will help those colleges and universities without basic education facilities and will not be affected by others.

3. THE TEACHING MODE PROCESS OF NEW ENERGY VEHICLE BASED ON MR

3.1 Course introduction

The energy used by new energy vehicles is mainly renewable resources such as electricity, solar energy, and oxygen, which are different from non-renewable resources such as kerosene used by traditional vehicles and may pollute the air. Therefore, the course content is,, first of all, introduced by using the rhythm of new energy vehicles in reality, and the problem is introduced by using cases. The importance of the combination of new energy vehicles and MR and how to use it are put forward. And cases are used to tell how to solve the fault and why the fault occurred. At this time, students will enter the classroom with questions and curiosity.

3.2 Virtual reality operation using MR

After the oral presentation and theoretical teaching of related problems, the teacher enables students to carry out virtual practical operation of relevant knowledge. Firstly, by scanning the whole vehicle model, the whole data is input and the relevant structure of the vehicle is understood clearly. By freely adjusting and controlling the holographic image of new energy vehicles, such as zooming, rotating and structural disassembly, the theoretical knowledge is used to analyze the problem. After entering the real operation stage, students operate independently according to the teacher's requirements for teaching, so as to investigate and analyze the fault, understand and determine the causes of the fault, and find out the solutions for the fault point through their own theoretical analysis. The final one is to replace the relevant parts and lines according to their own requirements for the course, and repair the vehicle fault [3].

3.3 Thinking and summary

After the complete operation, the system can score the topic and send the results to the teacher. The teacher will score the students' observation and the feedback given by the system in the process of virtual operation or give teaching feedback. At the same time, the student union needs to give feedback and summary through the process of class, and upload the results for the next use.

4. CONCLUSION

MR effectively promotes the development of modern classroom teaching and improves the level and efficiency of innovation, and make the traditional teaching mode innovation. In the classroom of practical operation in modern technology, relevant concepts are used to carry out case teaching with the combination of theory and practice. By using MR's science and technology teaching classroom, students can break away from the boring traditional book vision, enhance the interactivity of the virtual world, improve the students' enthusiasm for learning and self-learning and self thinking in the virtual teaching. In addition, the modern teaching classroom based on Mr solves the problems of backward teaching facilities and insufficient teaching means, eliminates the problem of new energy security, and reduces the teaching cost.

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The Contrastive Analysis between Formative and Summative Assessment

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Abstract: Teaching evaluation is an important link in teaching. Effective evaluation pattern can promote the effect of teachers' teaching and students' learning to a great extent. This paper makes a comprehensive analysis of the two popular evaluation forms from the aspects of concept, relationship, direction, function and characteristic, and evaluators of teaching should fully integrate the two evaluation modes to actively promote the healthy development of teaching and reflect the principle of fair and reasonable evaluation.
Keywords: Contrast Analysis , Formative Assessment, Summative Assessment

1.INTRODUCTION

Assessment is the systematic process of documenting and using empirical data on knowledge, skills, attitudes, and beliefs. It is critically important to education both for accreditation and to support learning. To a large degree, it can not only help teachers to find out students' mastery of knowledge, but also verify whether the teachers' instruction is effective or not. The assessment results are of guiding significance for learners to improve their methods and for teachers to adjust their approaches and plan. Thus, the function of assessment is incontestable. The famous poet of Tang Dynasty in China mentioned in the Teacher's Theory that teachers must be able to impart knowledge, instruct and dispel doubts. However, in modern education, teachers play multiple roles. Researchers emphasize that teachers are cooperators, instructors, participants, and assessors for students in the learning process. It reflects the changes from teacher-centered to student-centered teaching. The assessment of teachers facilitates teaching and learning.

2.TWO ASPECTS OF CLASSROOM ASSESSMENT

It is generally believed that classroom assessment refers to the establishment of scientific standards based on teaching objectives and the use of all effective technical means to measure the process and results of teaching activities and give value judgments. It is mainly divided into formative assessment and summative assessment.

Formative assessment involves collecting , synthesizing and interpreting data to provide information to students and teachers that are used to im- proved teaching and learning (Airasian, 1997, p. 402). Thus, formative assessments support learning and are not graded. "Rather, they serve as practice for students, just like a meaningful homework assignment" (Dodge, 2011) and can provide valuable information to teachers for improving student performance. Formative assessment attaches importance to the assessment and evaluation of students' learning process. It collects, synthesizes, and analyzes students' daily learning information through various channels and methods, understands students' knowledge, abilities, interests, and needs, and focuses on developing students' potential. It not only pays attention to the evaluation of student's cognitive ability but also their emotional and behavioral competence. Formative assessment provides students with an opportunity to continually improve themselves and contribute to the overall development of student's physical and mental quality. American evaluation expert M Scriven (1967, p.43) put forward the concept of formative assessment. He believed that formative assessment refers to providing information for ongoing education to improve its quality by diagnosing problems existing in educational activities and processes. Later, Bloom(1969), an American education expert, introduced the concept of formative assessment into teaching. In his opinion, formative assessment is the use of systematic assessment in the course preparation, teaching, and learning process to improve these three processes.

Summative evaluations, on the other hand, "are given periodically to determine at a particular point in time what students know and do not know . . ." (Garrison and Ehringhaus, 2007). They are often used for assigning grades. Summative assessment is a dominant way for teachers to evaluate students' learning outcome for a long time. It is just because it's the result of the educational system, such as the entrance examination for higher education. Summative assessment refers to " the cumulative assessment, usually occur- ring at the end of a unit or topic coverage , which in- tends to capture what a student has learned, or the quality of the learning, and judge performance against some standards" (Bacham, 1990, 43). Weeden & Winter (2002) mentioned that summative assessment is a snapshot judgment that records what a student can do at a particular time. It is concerned with providing information about a pupil in a simple, summary form that can be used to review progress, can be passed on to a new teacher or school or can certificate the pupil's achievement in a formal way.

3.THE CONTRAST BETWEEN FORMATIVE ASSESSMENT AND SUMMATIVE ASSESSMENT

3.1 Terminology of Formative Assessment and Summative Assessment

Summative assessment refers to the evaluation of students' learning results. It is used to make conclusions and judgments about students' learning. While the formative assessment adopts the "process-oriented" assessment idea to evaluate students' learning process, which is essentially the value judgment of the effective results of learning and the development potential of students. The purpose is to enable students to correct self-cognition so as to achieve independent learning and independent development.

3.2 The Relationship of Formative Assessment and Summative Assessment

Since the emergence of formative assessment, scholars have had different opinions, and the relationship between formative assessment and summative assessment is controversial. Formative evaluation and summative evaluation have their unique connotation and theoretical basis, but they are not independent in terms of time division and function. No matter what kind of assessment should be subject to and serve the purpose of education. In a sense, formative assessment and summative assessment are the relationships between ideal and reality, the model is the guidance, the reality is the action, and finding the combination of the two is where we pursue. They are two links to assessment and interdependent.

3.3 The Differences of Formative Assessment and Summative Assessment

3.3.1 Different Orientations

Formative assessment derived from the Evaluation Methodology of Human Culture. It is process-oriented, and is also referred to as "assessment for learning." It is an ongoing process to monitor learning, aiming to provide feedback to improve teachers' instruction methods and improve students learning. It is the assessment for learning. When the information is used to adapt teaching and learning to meet student needs, assessments become formative.

The theoretical base of summative assessment is Empirical Evaluation Methodology. It is more result-oriented or product-oriented, and it is referred to as "assessment of learning." It is used to measure student learning progress and achievement at the end of a specific instructional period.

3.3.2 Different Functions

The results of the two assessments can be applied to different places. The results of the summative evaluation are mainly used for grading and selection. For example, the high school entrance exam scores of students graduating from middle schools in China determine what kind of high schools they can enter, such as excellent high schools, regular high schools, or vocational high schools. The college entrance examination at high school graduation determines the grade and ranking of students' further universities. But the general final exam, such as the final exam of college English determines whether the student can enter the higher-level course study. China's public institution's recruitment examination to decide whether or not you can enter the job.

Formative evaluation focuses on the feedback effect of evaluation results on teaching, including feedback on students' learning and teachers' teaching. It can have four functions. Firstly, it can record students' activities, like the child's works and pictures in class, the child's mastery of a certain knowledge point, and can directly reword the child's level and learning situation. Secondly, it can reflect students' study in school. Evaluation can make students understand their learning situation, reflect the student's learning achievements and potential, help students develop independent learning, contribute to the establishment of self-confidence and self-awareness, right to promote students to maintain a positive learning attitude, form effective learning strategies, have the consciousness of cross-cultural communication, service to the students self-development. Thirdly, it can reflect teachers' teaching. It can correctly reflect the self-development of teachers, so that teachers can adjust teaching strategies according to the feedback information, find out the current needs of children to improve, timely adjust education measures, and give children more targeted teaching measures. Fourthly, it can promote contact between school and family. For example, Parents and teachers can use formative assessment tools such as portfolios or periodic assessment reports to communicate educational details.

3.3.3 Different Characteristics

The summative assessment pays more attention to the learning results (such as various types of examinations) but ignores the formative evaluation that reflects students' learning process. It only attaches importance to the evaluation of teachers, ignoring students' self-evaluation and cooperative assessment. It pays more attention to the screening and selection function of assessment and test but ignores the function of serving students' growth and development. It pays attention to the examination of language knowledge and language ability, but ignores students' emotions, thinking expertise, leadership, and other social skills. The final test focuses on the fairness, objectivity, and uniqueness of the answers, but ignores the students' selectivity and creativity as well as the openness and diversity of the solutions.

Formative assessment does not simply start from the needs of assessors but pays more attention to the assessed, the learning process, and students' experience in learning. It attaches great importance to the stimulation of interest in education, the awareness and degree of participation in the learning process, the cultivation of self-confidence, and a sense of achievement. It emphasizes the interaction between people, emphasizes the interaction of multiple factors in the evaluation (students' self-evaluation, as well as the interactive evaluation between students), and attaches importance to adequate communication. It focuses on the cultivation of teamwork spirit and leadership in teamwork, such as double activities and group activities. It emphasizes the openness and flexibility of answers and conclusions, encourages the consciousness of innovation, and personalized problem-solving ability.

4. CONCLUSION

Both formative assessment and summative assessment are indispensable parts of teaching assessment. As a process of assessment, the results recorded by formative assessment can also be verified in the results of summative assessment, that is to say, the results of summative assessment must also reflect the results of formative assessment. Teachers need to pay attention to the formative assessment process and collect supporting materials, including classroom attendance, assignments, unit tests, electronic portfolios, and so on throughout the teaching process. The supporting materials obtained from the formative assessment can also provide a reference for the summative assessment results. Teachers can comprehensively consider the results of the two assessments. In this way, the fairness principle of educational evaluation can be realized to a greater extent.

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A Feminist Analysis of Pride and Prejudice

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Abstract: From the late 18th century to the early 19th century, a group of famous female writers such as Jane Austen and George Eliot appeared. They examined the fate of women from the perspective of women and advocated that women should enjoy equal rights and status with men, creating the "era of female literature" in the British literary world. Pride and Prejudice is Jane Austen's representative work. In her novel, she successfully portrayed the rebellious woman of that era---Elizabeth. The feminist consciousness expressed in the novel was an advanced thought in the feudal society at that time, so this work not only has a strong realistic enlightening significance, but also made a certain contribution to the development of British women literature at that time. This article will specifically discuss and interpret the feminist ideas embodied in Pride and Prejudice.

Keywords: Pride and Prejudice; feminist analysis; Elizabeth

1.RESEARCH BACKGROUND

In the period of social transition, women are marginalized in society. At the beginning of the development of capitalism from the end of the 18th century, drastic changes took place in economy and society. The industrial revolution made social division of labor the biggest advantage of production. The situation before the industrial revolution in which women were mainly engaged in housework was changing with the needs of society. Women were also needed by factories. The life value of women was not only defined by the family; the social value of women was reversed. Some women noticed the lack of power and freedom of women in their own society and noticed that no one in the large group of women shared this consciousness that all men are created equal, and began to wonder why women did not enjoy the same rights and freedoms as men[1]. Under such a social background, Jane Austen's work gave birth to the earlier awakening consciousness of women. From the perspective of women, this work re-constructed the power and status between women and men, and fully affirmed the equality between men and women. Elizabeth, the heroine of Pride and Prejudice, could be said to fit the above characteristics.

2.INTRODUCTION

Jane Austen lived in the 18th century. At that time it was actually impossible for young women in the upper class to truly gain independence. There were only a few professions available to women and most of these jobs were lowly and badly paid, and the environment was poor. In that era, unmarried women had to live with their families, so marriages became their only means to break free from their families. From this point of view, Elizabeth's view of love was based on the strong patriarchy and the weak female. Jane Austen described the different marriages of the five daughters in Bennet's family, showing the different attitudes of young girls from middle-class families in towns and villages towards marriage and love, thus reflecting the author's own view of marriage. Four marriages were showed in Austin's works, the first was the marriage between Charlotte and Mr Collins. Mr Collins married Charlotte because of his need of a wife and the noble status of Charlotte, while Charlotte married him for a stable and peaceful life in the feature. The second one was the erotic and impetuous marriage of Lydia and Wickham; the third one was the marriage between Jane and Mr Bingley. They fell in love at first glimpse. The last was the pure marriage of Elizabeth and Mr Darcy. There was a sentence in the work, "It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife." From the description of marriage in Pride and Prejudice, what existed in the normal life were the social activities of receiving guests, drinking tea, dancing and chatting, but on the other hand, it was shown a world of competition for survival in which everything was determined by economic basis[2]. Austin believed that a proper marriage relationship should be the union of both parties on the basis of mutual respect, and marriage should not be determined by external things such as property and status.

3.THE CONCEPT AND CHARACTERISTICS OF FEMINISM

Different groups of people have different understandings of feminism. As far as the opponents of feminism are concerned, feminism is often seen as the opinion held by women who are extreme, rigid and deviant. Within feminism, there are also many different understandings of feminism[3]. There are several representative ones:

(1)Feminism is based on the theory of gender equality, which opposes any form of social, personal or economic discrimination against women and demands equal rights for women;

(2) Feminism is a political struggle aimed at improving women's social, political and economic

status;

(3) Feminism is an ideology whose basic goal is to eliminate discrimination against women and overthrow male domination of the society;

(4) Feminism refers to the social movement against the oppression of women. Feminism refers to any man or woman who is sincerely committed to this social goal.

4.IN SOME AUTHORITATIVE DICTIONARIES IN WESTERN SOCIETY, THERE ARE MAINLY THE FOLLOWING DEFINITIONS:

(1) Feminism refers to the principle that women should enjoy equal rights with men in politics, economy and society. This includes two meanings: first, feminists should recognize the social inequality and unfair treatment of women, as well as the helplessness and disadvantage resulting from it. The fundamental purpose of feminism is to strive to eliminate such inequality, and women should take political actions against it. Second, feminism affirms women's own values and concepts, their dignity as human beings and their contribution to culture[2].

(2) Feminism is an exploration of social life, philosophy, and ethics, which seeks to correct the prejudices that lead to the oppression and contempt of women's unique experience.

(3) Feminism advocates that women have all the civil rights, including the same political, economic and social equality as men.

(4) The women's liberation movement, also known as the feminist movement, was a social movement that pursued equal rights for women and demanded that women be given the same social status as men and the freedom to choose their own career and way of life.

From the above analysis, we can see that the concept of feminism actually includes three levels: politics, theory and practice. From the political level, feminist thought the inequality between the sexes is a question of political power, and feminism is a social ideology, aimed at improving women's status in the political struggle, with the ultimate goal is to eliminate all gender equality and inequality, advocacy of gender and equality, cooperation and harmony between people. From the theoretical level, feminism is a new perspective to understand the world, society and human beings themselves, emphasizing gender equality and affirming women's values, theories or methodological principles[3]. "Its goal is not abstract knowledge, but knowledge that can be used to guide and create feminist political practice". In practice, feminism is a social movement striving for women's liberation.

5.ANALYSIS OF FEMINIST THOUGHTS IN PRIDE AND PREJUDICE

(1) Question the conduct of her father

Although Elizabeth respected her father, because his father was knowledgeable, she also pityed the misfortune of his father's marriage, because her mother was a worldly person, and her father could not get spiritual resonance from his wife. Despite this, Elizabeth still disagreed with her father's approach because he did not take on the responsibilities for his wife. She believed that her father had not actively made use of his talents to broaden his wife's horizons, nor had he maintained the dignity of his daughters. When there was a lack of demeanor, the father adopted an evasive attitude of ignoring and not participating, and failed to fulfill the responsibilities of a husband or father.

Promote women's self-improvement and independence

In the 18th century, Britain was still in a feudal society. Under the influence of traditional ideas, women have always been in a subordinate and marginalized position. From the perspective of men, women were simple-minded and the least intelligent. However, Jane Austen opposed this discrimination against women. She firmly believed that women and men were equal and had the same wisdom and ability. Elizabeth loved reading because she believed that reading can increase her knowledge, while Miss Bingley read to arouse Darcy's attention. There was a sharp contrast between Elizabeth and Miss Bingley. The author wanted to prove his point of view by portraying different characters, such as the intelligent and independent Elizabeth, the pastor Mr Collins who flattered the nobles, the short-sighted Mrs Bennet and her daughters, proving that intelligence was not a male-owned characteristics and women were not all stupid and clumsy. Men and women had advantages and disadvantages and should be treated equally and enjoy the same rights. The heroine in the novel-Elizabeth, her talent and wisdom were not inferior to any man, so even the best man---the clever and wise Darcy, was also attracted by Elizabeth's words and deeds. Mr Darcy crossed the class gap and changed his own ideas and got rid of his arrogance for Elizabeth, which showed that Elizabeth was a smart, quick-thinking and educated woman. The author Jane Austen wanted to use Elizabeth, an independent, intelligent and intelligent woman with strong self-esteem to emphasize that women should also learn and read to increase their knowledge, broaden their horizons, improve their ideological standards. Women were not accessories of men. There was also no need for women to learn talent and skill to please men[1]. Instead, women should be independent and stick to their own ideas.

(3) Give full play to self-subjectivity

Elizabeth rejected Mr Collins and Mr Darcy because they did not meet her personal wishes. Although the two men believed that she had no reason to refuse, she was not at their mercy and exerted her own subjectivity in the choice of marriage. When Elizabeth later learned about Wickham's personal quality, she discovered that she had misunderstood Mr Darcy, and then visited Mr Darcy's manor, and found that his insufficiently luxurious but elegant manor design embodied the same values as her own. Not long after, she realized that she had fallen in love with Darcy and agreed to his second proposal of marriage[2]. Elizabeth's insistence on her view of marriage not only did not let her miss happiness, but also won her the sincere love and respect of Mr Darcy.

(4) Opposition to worldly marriages

In the novel Pride and Prejudice, Jane Austen criticized the worldly view of marriage as the supremacy of money and status. In the British society from the end of the 18th century to the beginning of the 19th century, women must depend on their fathers; after marriage, they depended on their husbands. "Money determines marriage" was a very popular conception of marriage at that time. For example, the first sentence of the novel's first rise was "It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife." The sentence directly showed the concept of worldly marriage in the society at that time. The law at that time stipulated that women had no family inheritance rights, and Mr Bennet's children were all girls, so if Mr Bennet died, all his property would be inherited by a distant relative---Mr Collins. His wife and daughters would have nothing, or even no home, so Mrs Bennet's life goal was to find her daughter a husband of good fortune[1]. Mr Collins was born as a commoner into the upper class society. Stupid and arrogant Mr Collins was also a supporter of the worldly view of marriage. He believed that he would eventually inherit Mr Bennet's family property, so he thought his proposal to Elizabeth was a gift, charity and care to the whole family. When Elizabeth rejected him, he wouldn't believe it. Then he quickly turned his goal of marriage to Elizabeth's good friend---Charlotte, the daughter of a down-and-out nobleman. At that time, Britain formed a strict hierarchy under the long-term feudal class rule. In addition to money, status was also an important factor in determining marriage. In Mr Collins's opinion, even though Charlotte was mediocre, her status was noble, so it was also profitable for him to marry her. Charlotte, of course, understood the real reason why Collins proposed to her, but in order to ensure that she would have a safe life in the future, she still compromised with the worldly view of marriage and accepted Collins' proposal. Elizabeth was very opposed to this kind of marriage, so when she got the news that her good friend Charlotte agreed to marry Mr Collins, she was very confused because she believed that only with love can two people get married. Obviously, there was no real affection between Charlotte and Mr Collins. In addition, Elizabeth did not approve of her sister Lydia's rash marriage. In her opinion, this kind of marriage was chiefly characterized by superficiality and vanity. When choosing a marriage partner, people tended to focus only on the other person's appearance, regardless of other comprehensive reality, and got married because of impulsion and sex. Marriages based on wealth or on beauty and lust were unfortunate. Only a marriage with love could be happy for a long time. This was also the truest reason why Elizabeth rejected Darcy and Mr Collins. In the end, she also got a pure and happy marriage based on love. In short, Jane Austen succeeded in portraying the female image of Elizabeth in this new era. She used Elizabeth to express her attitude towards marriage based on equality between men and women, and then expressed a critique of the traditional concept of marriage and love.

(5) Contempt for traditional etiquette

In the 19th century, although Britain was in a constitutional monarchy society, every family, attached great importance to the education of women and required girls to receive education in both the virtues of ladies and the talents of ladies. The virtues of ladies included submissiveness, simplicity, respect, politeness; lady talent referred to the ability to draw, sing, and play musical instruments that can attract men's attention and please men. For example, aristocratic Lady Catherine let her daughter to learn piano. When she learned that the Bennets did not employ a tutor to teach the five daughters, she thought it was ridiculous. When Elizabeth said that her sisters had all started socializing, Lady Catherine couldn't believe it, and then she thought it was a rude family, which reflected the respect and persistence of a class of people represented by Lady Catherine to worldly etiquette. On the other hand, Elizabeth, the heroine of the novel, did not succumb to these formalities[2]. She despised feudal thought and had a strong sense of resistance and self-esteem. Many of her words and deeds challenged feudal thought and violated the requirements of "lady morality". For example, at the time women were required to keep out of the public eye, but Elizabeth, in order to visit her sick sister, disregarded the traditional requirements, and crossed three miles of muddy fields in the rain. When she appeared in front of the so-called "high-class people," she had no pretty appearance at all. Such behavior was very unusual and abnormal to most people, but Elizabeth ignored the opinions of others and still did what she wanted. For another example, Elizabeth was invited to attend the banquet of the noble Lady Catherine. When everyone was respectful and even took the opportunity to please Ladt Catherine, Elizabeth remained calm and silent. She even condemned Mrs Catherine for being "inhumane and unreasonable". In addition, Elizabeth disagreed with "Lady Talent", and she was not very good at music, dancing, painting, or instrumental performance, so when she was asked to show her talent in front of everyone, she played a song very casually. This kind of carelessness also showed that Elizabeth did not want to be a plaything to please men[3]. In her view, women's talent show was just some meaningless games, and her disdain for these games was enough to reflect her contempt for old-fashioned ethics.

6.THE LIMITATION OF JANE AUSTEN'S FEMINIST CONSCIOUSNESS

The reflection and awakening of Jane Austen's female consciousness could be said to have advanced characteristics in a sense, and its expression was introverted and implicit, but we could still see it from her works. In the novel, the expression of women's individual consciousness was vague, and the pursuit of women's personal value was relatively weak, which failed to fully show the pursuit of women's individual life value, and only expressed it from the standard and perfection of women's individual marriage[1]. Of course, we must know that Jane Austen's mind was limited, and this limitation was determined by the social environment in which she lived, and this limitation was inevitable.

7.CONCLUSION

From the perspective of feminism, Pride and Prejudice deeply excavated the oppression of women by men and exposed the prejudice and discrimination of women in British society in the late 18th and early 19th centuries. Feminist thoughts were vividly expressed in Pride and Prejudice, which came from Austen's personal life experience and her concern for feminism on the one hand, and the male-dominated society on the other hand. The main ideological line of the whole work revolved around the female culture. Through innovative narrative perspective, exquisite character portrayal and vivid plot description, women became the real protagonists and had the full right to express themselves. Although influenced by the social background at that time, Pride and Prejudice still had some shortcomings in the expression of feminist thoughts, it still left a deep impression on the readers and caused them to reflect, greatly awakening women's pursuit of self-status and basic rights at that time. The characters portrayed by Jane Austen in this book undoubtedly became an important symbol of the awakening of early female consciousness. With the rise of female consciousness, women in different fields were pursuing the rights and freedom belonging to the female group, the possibility of realizing personal value, the pursuit of freedom and dignity of life.

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Research on Space Optimization Strategies of University Squares Based on Thermal Diagram Analysis

——A Case Study of Boya Square of Liaoning University of Science and Technology

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Abstract: The thermal diagram analysis is an effective way to grasp the law of crowd activity and behavior through the analysis of crowd concentration changes in a specific time and space. This paper takes Boya Plaza of Liaoning University of Science and Technology as an example, summarizes the existing space problems in the square through the thermal diagram analysis, and proposes objective and effective optimization strategies for the gray space, landscape space and cultural space of the square.

Keywords: thermal diagram analysis, optimization strategy, interactive installation

1.INTRODUCTION

As the focus of campus planning, the campus square is not only an important venue space for teacher-student exchanges, activities, club performances, etc., but also a core place where campus culture, school philosophy, and campus atmosphere are embodied. However, with the development of social economy, the demands of college students in the new era can no longer be met due to the fixed space on campus. For example, a huge fountain is usually set in the center of the school square, which is usually closed, resulting in a great waste of space resources. Therefore, the renewal and transformation of campus space is the common demand of teachers and students with the development of the new era.

The thermal diagram analysis displays the area that visitors are keen on and the geographic area where the visitor is located in a special highlight form. It uses blocks of different colors to be superimposed on the map to describe the changes in crowd distribution, density, etc. in real time .

In this paper, with the help of thermal diagram analysis, combined with human behavior activities, dynamically analyze the change characteristics of campus square vitality from the time and space dimensions, and finally combine the actual situation to give corresponding optimization strategies.

2.OVERVIEW OF THE CURRENT SITUATION OF BOYA PLAZA, LIAONING UNIVERSITY OF SCIENCE AND TECHNOLOG

2.1.History

In 2002, with the approval of the Ministry of Education, Anshan Iron and Steel Institute was renamed Anshan University of Science and Technology. Boya Plaza was born as the core place of the new campus. Boya Plaza, located in the core area of the campus, is one of the important places to display campus culture. The square is mainly used for daily evacuation and holding large-scale activities.

2.2.Present situation summary

Boya Plaza, with a length of 152m and a width of 132m, has a total area of about 2 hectares. It has a large scale and is generally close to a square. It is located above the main axis of the campus and has a strong sense of ceremony. The square is mainly composed of traffic space, green space and sketch space, as shown in Figure 1. The space distribution map of the square. The southern end of the square is the place that best reflects the campus culture of Liaoke University-the iron smelting culture wall is 120 meters long, 3 meters high, and has a total area of 360 square meters. It is made of copper and iron as dyes and cast iron as materials. It is the largest outdoor cast iron relief mural. The cultural wall is a theme sculpture. It consists of four parts: ancient iron smelting, present iron smelting, modern iron smelting, and future iron smelting. It is located in the most central position of the whole school, as if it has never been old. Like a wise man, an unfinished book, confirms the 70 years of growth of this college. The square spatial form is regular and its functional attributes are clear. As shown in Figure 1..

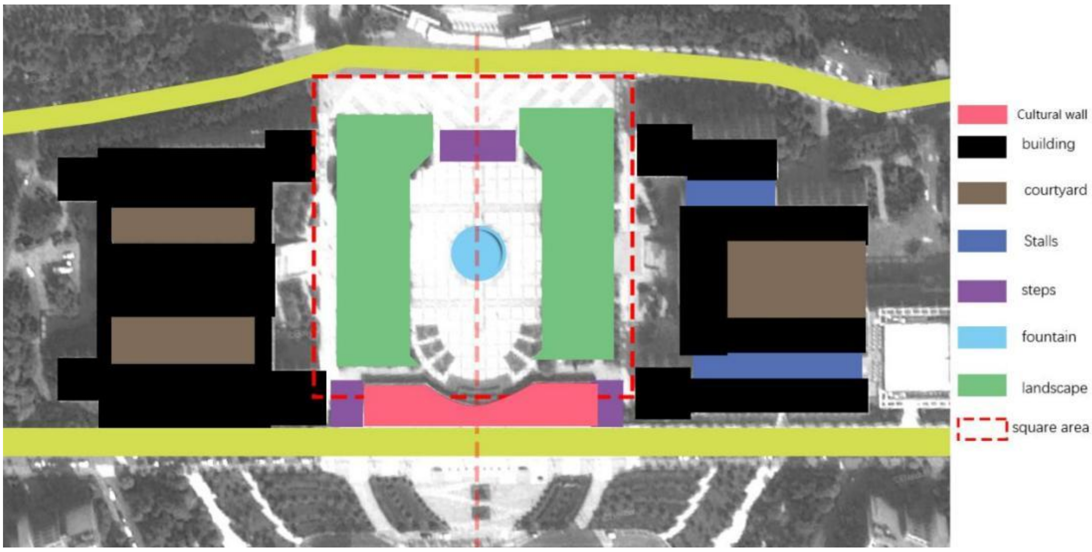

Figure 1. The space distribution map of the square

The following introduces the location, form, and functional attributes of the three major spaces of the square's traffic, greening and sketches, so as to further understand the current situation of the square.

The traffic space， more than 1/2 of the area on the square belongs to the square space, which is located on both sides and the center of the square.The whole is presented in the form of "two lines and one piece", which is located on the road between the greenery and the teaching building and the open space in the center of the square.Mainly used to evacuate the huge human flow to and from different teaching buildings between classes.

Green space,the greenery in the square is arranged on both sides of the site, which is a transitional zone between the core space of the square and the teaching space.The overall shape is a north-south rectangle, and the main axis is strengthened symmetrically. The road is divided into greening modules of different sizes.Provide a rest and communication space for the people in the square and the teaching area

Sketch space,the giant fountain is located in the center of the square.The giant fountain is shaped like a circle by combining rectangular elements.The fountain is a symbol of welcome. The opening of the fountain often means that there is a large-scale event on the campus or foreign guests come to visit;The iron smelting culture wall is located at the southern end of the square.It is arranged from east to west, in the form of an unfolding scroll, recording the evolution of steel history.

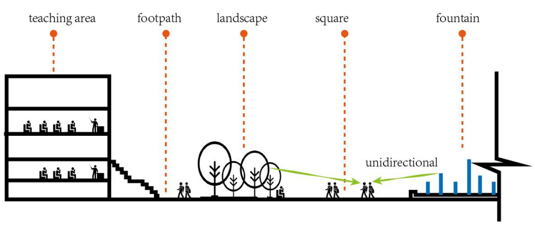

Figure 2. Sectional view of Boya Plaza

3.ANALYSIS OF SPATIAL CHARACTERISTICS OF BOYA PLAZA, LIAONING UNIVERSITY OF SCIENCE AND TECHNOLOGY

3.1Analysis process

Select the two days with good weather on May 20 and June 13, 2021, from 7:00 to 23:00, and perform a Thermal diagram analysis on the space of Boya Plaza Each time period takes one person per minute as a unit, conducts research on the number of people and the law of activity time, and records the obtained data. Figure 3. Thermal analysis diagram.

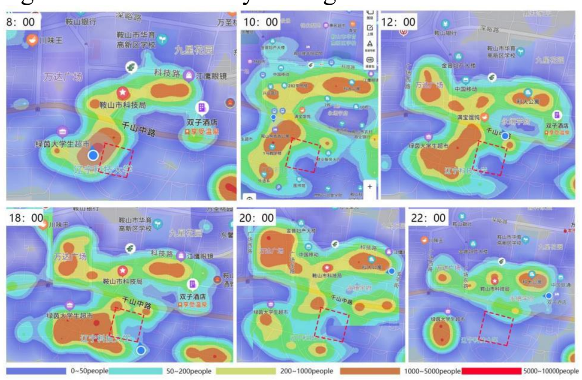

Figure 3. Thermal analysis diagram.

3.2Data inference

The type and quantity of activities in the square are related to many factors, such as the spatial organization in the square, green landscape, and sketch facilities. Through the two-day activity survey records, the types of activities in the square can be summarized into three categories: the first type is general type; the second type is entertainment assembly type; the third type is sitting and communicating, which is converted into graphic language based on data records. Visually show the density distribution of the three types of activities in the square to explore the problems in the square.

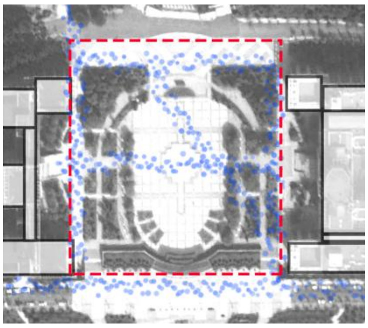

Figure 4. Traffic density distribution

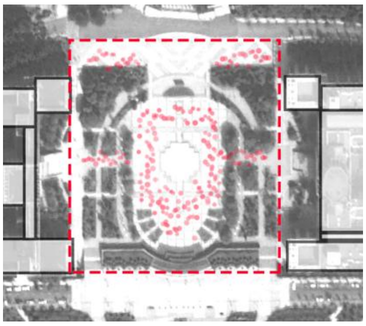

Figure 5. Distribution of assembly activity density

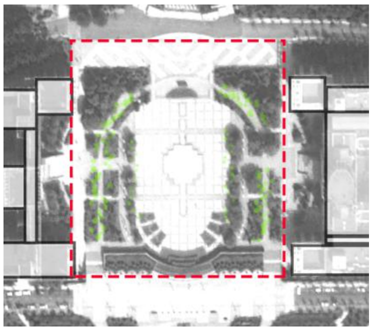

Figure 6. Distribution of AC density during sitting and rest

The traffic density distribution is mainly distributed on the main roads on both sides of the square, and the density gradually decreases in the horizontal extension direction of the green space. According to the mentality of selecting the best path, the flow of people grows obliquely. The designer directly uses a large area of open space to solve the complex flow of people between classes The density distribution of entertainment gatherings, we can see that entertainment activities are mostly concentrated in the open space, and most of them are concentrated in the afternoon and evening. This is because people cannot stay in the uncovered square under the scorching sun for a long time, so they choose in the afternoon and evening.

The density distribution of sitting and resting communication. The figure shows that the density of such activities is low. Most of these activities are private communication activities and require a quiet environment not to be disturbed. Although the square has a green space suitable for such activities However, due to the high traffic density of the square, the conduct of such activities is affected. At the same time, there is a shortage of small items such as rest benches and other related facilities provided in the square, resulting in a low density of such activities.

4.FOURTH, THE SQUARE OPTIMIZATION STRATEGY

4.1 Square gray space

In combination with the square layout, an automatic adjustment parasol device is set. This device can automatically adjust the opening and closing dimensions of the umbrella through changes in solar radiation throughout the day, thereby controlling the size of the sunshade area. At the same time, the ground under the cover can be replaced with soft ground or grass, which is a gray space for students to rest and communicate between classes;

4.2 Landscape space

First, set up a rest space among the green plants. Through the arrangement of green plants and the introduction of low walls, an enclosed space is generated to reduce the interference of the flow of people. At the same time, the low walls can take on the light and shadow changes of the plants throughout the day and cause rest. The person's thinking, The other is to set up a semi-enclosing rest space in the green landscape, with only one side outside, which greatly guarantees the privacy of social activities; Second, transform the original fountain into an interactive music flat fountain. This type of facility is highly interactive. In addition to its own diversified fountain types, it also has functions such as music playback and interactive theme lighting. , People can feel hydrophilic and enhance the environmental atmosphere. At the same time, in the closed state, due to its flat design, it does not affect the flow of people.

4.3 Cultural Space

The iron smelting cultural wall is the carrier that can best reflect the campus culture. First, by setting up a certain number of recreational facilities nearby, the flow of people or people's activities can be drawn to the vicinity, making the commemorative carrier daily and becoming the background of people's activities; Second, by introducing lighting design to strengthen the presence of the iron smelting cultural wall at night, using local lighting to show the environment in which the sculpture is located and the material, color and expression of the sculpture itself, and place the light source at 20°-40° on the side of the sculpture. In this way, one side of the sculpture will be illuminated, which can increase the contrast between light and dark and enhance the light and shadow effect. The shadow effect produced by the lighting can improve the visual effect of the square and better reflect the spiritual connotation of the square.

ACKNOWLEDGEMENT

This paper is supported by the special fund for innovation and entrepreneurship training program of Liaoning University of science and technology

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Comparative Analysis on the Effectiveness of Online Teaching and Traditional Teaching of International Trade Documentation Course Based on Statistical Method

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Abstract: International Trade Documentation is one of the professional courses for Business English majors. This paper takes final exam scores of two groups of Business English majors as the data of this research, firstly makes Kolmogorov-Smirnov Tests to determine whether these two variables are normally distributed or not, and then makes a Mann-Whitney U test, which is a nonparametric test, to determine whether there is a significant difference between the effectiveness of online teaching and traditional teaching of International Trade Documentation course. In the end this paper compares the differences between online teaching and traditional teaching.

Keywords: Comparative Analysis; Online Teaching; Traditional Teaching; International Trade Documentation Course; Statistical Method

1.INTRODUCTION

Online teaching, relying on internet technology, has been widely used in university teaching. The outbreak of Novel Coronavirus Pneumonia in the early 2020 prompted the development of online teaching. The Ministry of Education requested to postpone the spring semester and proposed to suspend classes. Then online teaching in colleges and universities was carried out across the country in full swing.

International Trade Documentation course is one of professional courses for senior business English majors. It is an extension course of International Trade Practices and other related professional courses. Through the study of this course, students will master the basic theory and knowledge of the documents used in international trade, be familiar with the operation and management of foreign trade documents, and master the skills of foreign trade documentation. This course requires students to have a comprehensive understanding of the basic concepts related to foreign trade documents, negotiable instruments and methods of international settlement --- remittance, collection, letter of credit. Students are required to understand the concepts, functions, types and contents of various documents in import and export trade, so as to have the ability to examine letter of credit based on terms and conditions of sales contract, examine documents and prepare documents according to letter of credit or sales contract.[1]

Examination is a good way to test the learning and teaching effectiveness. The statistical analysis of examination results can objectively reflect the quality of learning and teaching.[2] This paper takes the final exams of 75 Business English Majors in Grade 2016 and 75 Business English Majors in Grade 2017 of our school as an example. Traditional face-to-face teaching mode was adopted in International Trade Documentation course for Grade 2016 students in the year 2019, while online teaching method was used for Grade 2017 students in the year 2020 because of the epidemic. This paper makes Mann-Whitney U Test for two independent variables --- the final exam scores of International Trade Documentation course of Grade 2016 students and Grade 2017 students. The purpose of this research is to determine whether there is a significant difference between the two groups of scores or not and then to analyze the reasons. Finally this paper compares the differences between online teaching and traditional teaching mode for this course, and points out the advantages and disadvantages of online teaching method.

2.DATA AND RESEARCH METHODS

The final exam scores of International Trade Documentation course of 75 Business English Majors of Grade 2016 and 75 Business English Majors of Grade 2017 in our university are used as data of this research. Grade 2016 students took this course in the year 2019, while Grade 2017 students took this course in the year 2020.

The exams of International Trade Documentation course were based on document filling, document examination and short-answer questions. The teaching materials used for these two groups of students were the same, the content and scope of two exams were similar, and closed-book exams were adopted in these two exams. The biggest difference was that different teaching methods were adopted for these two groups of students: traditional face-to-face teaching mode was used for Grade 2016 students in the year 2019, while online teaching method was used for Grade 2017 students in the year 2020 because of the epidemic. The final exam scores of two groups of students are as follows:

Table 1 Final Scores of International Trade Documentation Course of 75 Business English Majors in Grade 2016 and 75 Business English Majors in Grade 2017

No.	Grade 2016	Grade 2017	No.	Grade 2016	Grade 2017	No.	Grade 2016	Grade 2017	No.	Grade 2016	Grade 2017
1	73.00	99.50	20	86.00	96.00	39	90.00	80.00	58	98.00	86.00
2	91.50	91.50	21	89.00	95.00	40	74.00	80.50	59	93.00	88.00
3	94.00	93.00	22	84.00	87.50	41	83.00	91.00	60	82.00	92.50
4	84.00	90.00	23	92.00	91.50	42	88.00	88.50	61	95.00	98.00
5	88.00	96.50	24	77.00	89.00	43	94.00	95.00	62	84.00	96.50
6	88.00	81.00	25	89.00	80.00	44	88.00	86.00	63	93.00	75.50
7	99.50	79.00	26	96.00	98.50	45	85.50	99.00	64	84.00	75.00
8	89.00	88.00	27	94.00	77.50	46	87.00	98.50	65	94.00	98.50
9	92.00	94.00	28	85.00	88.50	47	100.00	87.00	66	86.00	90.00
10	87.00	95.50	29	98.00	95.00	48	99.50	71.00	67	98.00	97.50
11	84.00	89.00	30	85.00	99.00	49	67.50	72.00	68	83.00	96.50
12	94.00	83.50	31	81.00	93.00	50	82.00	77.50	69	94.00	91.00
13	98.00	85.50	32	84.00	97.50	51	66.00	88.50	70	88.00	90.00
14	86.00	95.50	33	96.00	93.00	52	75.00	89.50	71	95.00	87.50
15	86.00	92.00	34	89.50	83.50	53	88.00	78.50	72	88.00	85.50
16	93.00	98.50	35	79.00	98.00	54	100.00	80.50	73	83.50	90.00
17	76.50	81.00	36	91.50	91.50	55	88.50	88.00	74	77.50	76.50
18	96.50	87.50	37	84.00	88.00	56	93.00	88.00	75	93.00	93.50
19	88.00	92.50	38	86.50	87.50	57	96.00	94.00			

The scores are input into SPSS Statistics 26.0 system, and then we can get the Mean, Standard Deviation, Variance, Standard Error Mean and Range of the final exam scores of the two groups of students.[3] See Table 2:

Table 2 Descriptive Statistics

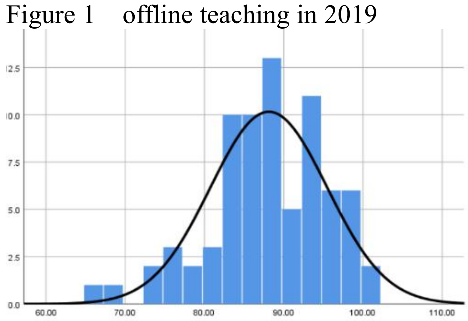
	N Valid	Range	Minimum	Maximum	Sum	Mean	Standard Error Mean	Standard Deviation	Variance
Score 1*	75	34	66	100	6608.5	88.1133	0.84973	7.35884	54.153
Score 2**	75	28.5	71	99.5	6683.5	89.1133	0.82181	7.11706	50.653

* final exam scores of Grade 2016 students by offline teaching mode

** final exam scores of Grade 2017 students by online teaching mode

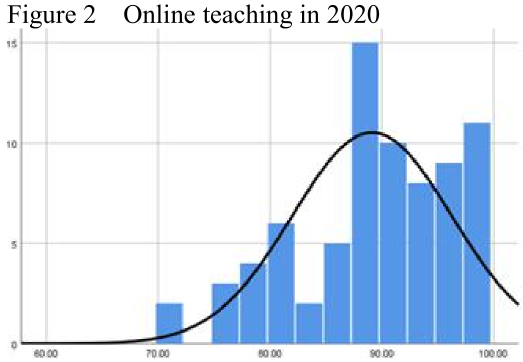
SPSS software automatically generates the following histogram and curve by inputting the above two groups of scores:

Figure 1 offline teaching in 2019



Final exam scores of Grade 2016

Figure 2 Online teaching in 2020



Final exam scores of Grade 2017

Taking the above two groups of scores as variables, by using SPSS software we can make

Kolmogorov-Smirnov Tests to determine whether these two variables are normally distributed or not. We can get the following results by K-S test:

Table 3 Hypothesis Test Summary

Null Hypothesis		Test	Sig.	Decision
1	The distribution of final exam scores by offline teaching is normal with mean 88.11 and standard deviation 7.35884.	One-Sample Kolmogorov-Smirnov Test	0.200a,b	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is 0.050.				
a. Lilliefors Corrected				
b. This is a lower bound of the true significance.				

From Table 3, we can find that the Null hypothesis should be retained, which means that the final exam scores of Grade 2016 with offline teaching in 2019 are normally distributed because the level of significance is more than 0.05 ($p=0.2>0.05$).

Table 4 Hypothesis Test Summary

Null Hypothesis		Test	Sig.	Decision
1	The distribution of final exam scores by online teaching is normal with mean 89.11 and standard deviation 7.11706.	One-Sample Kolmogorov-Smirnov Test	0.013a	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is 0.050.				
a. Lilliefors Corrected				

From Table 4, we can find that the Null hypothesis should be rejected, which means that the final exam scores of Grade 2017 with online teaching in 2020 are not normally distributed because the level of significance is less than 0.05 ($p=0.013<0.05$).

Since one of the two variables is not normally distributed, the two groups of scores are two independent variables, and both variables can be measured at the interval level, we should make Mann-Whitney U test, which is a nonparametric test, in place of T test to determine whether there is a significant difference between the two variables or not.[4]

3.HYPOTHESES

According to the above data, our question is whether there is a significant difference between final exam scores of International Trade Documentation course of Grade 2016 by offline teaching and Grade 2017 by online teaching or not. According to this question, we are conducting the following hypothesis test:

Null hypothesis H0: Monline teaching = Moffline teaching

Research hypothesis H1: Monline teaching ≠ Moffline teaching

"M" here refers to "median". The Mann-Whitney test compares the medians from two groups of final exam scores. Research hypothesis in this research is that there is a significant difference between final exam scores of International Trade Documentation course of Grade 2016 by offline teaching and Grade 2017 by online teaching, while Null hypothesis here is that there is no significant difference between the two groups of scores. By using SPSS Statistics 26.0 system, we can make a nonparametric test – Mann-Whitney U test for these two independent variables. If significance level p is equal to or less than 0.05, we reject the null hypothesis and accept the research hypothesis; if significance level p is more than 0.05, we accept the null hypothesis.[5]

4.MANN-WHITNEY U TEST

SPSS employs Mann-Whitney U test for two independent variables and a two-tailed test of significance. See Table 5 and 6 for the results:

Table 5 Ranks

	Teaching mode	N	Mean Rank	Sum of Ranks
Final exam scores	offline teaching in 2019	75	72.12	5409.00
	Online teaching in 2020	75	78.88	5916.00
	Total	150		

Table 6 Test Statistics*

	Final exam scores
Mann-Whitney U	2559.000
Wilcoxon W	5409.000
Z	-0.954
Asympotic Significance.(2-tailed)	0.340
* Grouping Variable: Teaching mode	

The hypothesis tested by Mann-Whitney analysis is that the medians of the two groups of scores are equal.[6] According to Table 6, the significance level p is 0.34 ($p>0.05$), which means that there is the probability of the two medians being the same. Therefore, it can be concluded that there is no significant difference between final exam scores of International Trade Documentation course of Grade 2016 by offline teaching and Grade 2017 by online teaching. In one word, we can say there is no significant difference between the effectiveness of online teaching and traditional teaching of this course.

5.Reasons for no significant difference

International Trade Documentation course is a practical course. Half the time in class, students are required to do some training: filling in documents and checking documents according to letter of credit or sales contract, examining and amending L/C clause according to sales confirmation. In the traditional face-to-face teaching mode, students have classes in the computer room. Each student can use the computer to complete the above training after the teacher's lectures.

Due to the epidemic, in the spring semester of 2020, colleges and universities across the country responded to the national regulation of "no class suspension" and started the online teaching mode in an all-round way. With the popularity of the internet, each teaching platform provides a great opportunity for online teaching, such as QQ, Rain Classroom, Tencent Conference, Tencent Classroom, DingTalk, Wechat, MOOC of Chinese University. In International Trade Documentation course, the teacher used Wechat Group and QQ Group to send notices, send electronic textbook and teaching materials, assign homework and upload PPT; we also used Tencent conference and Rain Classroom at the same time to conduct classroom live broadcasting. Because of the epidemic, students had to stay at home and could not go to the universities to take classes. They should download and install the above-mentioned software on the cellphones, take classes by using Tencent Conference, finish homework or do some training by using the computer or mobile phone, hand in their homework and review the lesson by using the software Rain Classroom.

The software Tencent Conference and Rain Classroom are both used for conducting classroom live broadcasting, but each has its advantages and disadvantages. Tencent Conference supports screen sharing function. The teacher and students, students and students can talk to each other by using this software, but students cannot review the lesson by playing back the class video with Tencent Conference. Using Rain Classroom, the teacher can give class tests and get feedback from students' answers, communicate with students by students' bullet comment. Students can also hand in their homework online with Rain Classroom. This software also records the attendance of students. Students can review the lesson by playing back the class video again and again. We adopt these two sorts of software in class at the same time to make full use of the advantages.

With the help of Wechat Group, QQ Group, Tencent Conference and Rain Classroom, in International Trade Documentation course, students are required to preview the lesson before class, attend lectures, finish exercises, discuss and share opinions in class, watch MOOC videos after class.

Every step of online teaching is just like traditional offline face-to-face teaching. By online teaching of International Trade Documentation course, we get the same effectiveness with offline teaching. Final exam results can objectively reflect the quality of learning and teaching. That's the reason why there is no significant difference between final exam scores of Grade 2016 by offline teaching and Grade 2017 by online teaching.

6.COMPARISON BETWEEN ONLINE AND TRADITIONAL TEACHING

Students think highly of online teaching. Online teaching has both advantages and disadvantages.

Online courses are rich in resources, and high-quality MOOC videos can be inserted into the online teaching process for repeated learning after class. Teachers' ability to use information technology has been significantly improved. Various forms of teaching are employed. There is interaction between teachers and students by online teaching, and students take the initiative to participate in class by sending bullet comments. Online teaching and learning are not restricted by time and place, and students can learn anytime anywhere. Students watch MOOC videos repeatedly, learn autonomously and get in-depth understanding of the content of textbook and application examples.

Online teaching also has some disadvantages compared with offline face-to-face teaching. Online communication between students, between teacher and students is not as real as face-to-face communication, and there will be a certain sense of distance. How to improve the interaction between teachers and students in online teaching has become a major problem for many teachers. At the same time, because students are not so convenient to communicate with each other and learn together, their team spirit will decline.[7]

By online teaching, teachers and students lack eye contact and direct emotional communication, so teachers are unable to know students' status in class; some students are not concentrated; some students don't have computers, so they cannot practise. The requirement of network is very high, and different platforms are not compatible. According to a survey on online teaching and learning, the main difficulty and obstacle for teachers is "network problems", and the main challenge students encounter in online learning is "insufficient network speed affects learning".

By online learning, students need more autonomy. Students' learning is more dependent on their own autonomous learning ability. This requires the teacher to remind and supervise students to learn. If students lack self-control, it is difficult for them to balance the time of study and entertainment. By long-term network teaching, students lack face-to-face communication skills, cannot feel the emotions of teachers and classmates, and may even rely on the network, which do not benefit the healthy growth of students.

Traditional face-to-face teaching also has some advantages. The teachers' body language, students' feedback, experiment operation and so on are more timely and directly. The face-to-face communication, the teacher's words and deeds have a subtle influence on students, which is difficult to be replaced by online teaching.[8]

7.CONCLUSION

From the above analysis, we can draw conclusion that there is no significant difference between the effectiveness of online teaching and traditional teaching of International Trade Documentation course. Online teaching can achieve the same effectiveness with offline teaching when we make full use of the following software at the same time – Wechat Group, QQ Group, Tencent Conference and Rain Classroom.

It is the inevitable development trend of higher education to combine online teaching with traditional teaching in the post COVID-19 era. At present, college teaching is still based on traditional teaching, and online teaching can be used as auxiliary means. As a new teaching method, the biggest advantage of online teaching lies in the sharing of resources and being not limited by time and space. The use of network courses can well assist traditional teaching. Therefore, we should make full use of the advantages of online teaching, make up for the shortcomings of traditional teaching, enhance the teaching effect and improve the teaching quality.

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Task-based Approach to Teaching Intercultural Business Communication

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Abstract: The increase in globalization makes many universities realize the compelling need to better prepare the business-oriented students for the demands of multiculturalism and the diverse workplace. Geared to helping these students become culturally intelligent for their future career, a tentative step is made to adopt task-based approach to teaching Intercultural Business Communication for Business English students in a setting where international environment does not suffice.
Keywords: intercultural business communication; task-based approach; Business English teaching

1. INTRODUCTION

In line with the globalization, it is pressing to introduce intercultural business communication (IBC) into the Business English courses. Business English is considered one of the varieties of English for Specific Purposes (ESP). Chinese Business English students in colleges or universities are mostly pre-experienced learners, who, according to Ellis & Johnson, not only need to develop their English skills, but also need to "prepare for their future working life in business". And the reality is that, with the globalization of the world economy, many businesses go international or intercultural, sourcing, producing or exporting. Correspondingly, Ellis & Johnson also detects the global trend in Business English: "awareness of the importance of one's own culture in relation to those of other has become a growing issue in the field of Business English, and cross-cultural differences as a topic for discussion will become increasingly common." [1]

Although at the beginning of this century, many universities have added intercultural communication Intercultural Communication into their curricula and many Chinese researchers have done considerable exploration and research in this field, it is not necessarily directly related to business context. Zhuang maintains that Intercultural Communication and Intercultural Business Communication have their respective focal point: Intercultural Communication highlights more general culture contrast or communication strategies whereas Intercultural Business Communication lays greater stress on synthesizing culture, communication and business context[2]. And it is a young field of study compared with some of its contributing disciplines such as intercultural communication and business communication [3]. The same thing is true in China. As such a new discipline, the teaching of IBC is left out of detailed and specific account, particularly, in the colleges where international environment does not suffice.

2. RATIONALE of TASK-BASED APPROACH TO TEACHING INTERCULTURAL BUSINESS COMMUNICATION

Intercultural business communication is a relatively nascent field and the term itself merits explanation. According to Chaney and Martin, IBC is defined as "communication within and between businesses that involves people from more than one culture."[4] A conceptual model of IBC is proposed by Varner， arguing that "IBC is more than the sum of its parts", and "that the process actually results in a new synergy and presents a new construct." Specifically, the three parts, intercultural strategy, business strategy and communication strategy, are interrelated and contributed to each other[5].

2.1 Learning Process Model of Intercultural Business Communication

Without a good understanding of the learning process of Intercultural Business Communication, instructors would possibly fail to achieve the goal of this course. A lot of researchers agree that the process of learning intercultural competence is developmental and they also have posed various models. Minimizing their straightness and maximizing the favorable factors, Beamer puts forward a model with five levels of learning in Intercultural Business Communication[6] describing an incremental development, but the model also may describe a cyclical process. In addition, these five levels are connected by cyclical patterns to imply that they are not left behind once learned, but are constantly revisited in the process of learning. Therefore, this model is of enormous importance since it provides a pedagogical basis for instructors to get a clear idea about the development of IBC competence and serves as a basis for educators to adapt approaches to students.

2.2 Some Principles for Teaching Intercultural Business Communication

In view of the content and construction of cross-cultural aspects of IBC, Reel has proposed some significant principles[7]: 1) understanding the culture is the basis of everything from the physical level up; 2) teaching basis foundational information about culture, and letting the details build on the foundation; 3) being informed by the theories of experts in cross-cultural business communication; 4) raising cross-cultural issues when discussing other aspects of business or case studies 5) answering the question: how does culture influence business practices, etc. Besides, Varner has pointed out that the intercultural business communication approaches need to be integrated with business strategies, financial policies, HR policies, and corporate culture[8].

2.3 Task-based as an approach

"Tasks" in the domain of task-based approach can be defined as any activities that learners engage in to further the process of learning, ranging from the simple and brief exercise type to more complex and lengthy activities such as problem-solving, simulations and decision-making [9]. This definition indicates that the nature of tasks is considered "primarily as involving communication" with a task continuum from non-communicative leaning and authentic communication [10]. One of the major challenges in the teaching of IBC addressed by Zhu is the lag between the integration of theoretical and the applicable knowledge in the teaching of Intercultural Business Communication[11]. Since the IBC knowledge building is a gradual process, the following task continuum of Intercultural Business Communication (See Table 1) can synthesize and regulate various effective teaching approaches to create ample opportunity for students to apply their theoretical skills so as to foster the integration of theoretical and the applicable knowledge.

Focus on theoretical knowledge ←	→	**Focus on applicable knowledge**
Theoretical learning	*Structured applicable learning*	*Authentic applicable situation*
Brainstorming	Case analysis	Report-writing
Discovery	Scenario analysis	Field research
Reading tasks	Current-event discussion	
Presentation	Simulations	
Inviting guest speaker		
Enabling tasks ←	→	**Applicable tasks**

Table1 Intercultural Business Communication task continuum

3 THE RESEARCH DESIGN

In order to find out how task-based Intercultural Business Communication teaching facilitates learners' theoretical and applicable knowledge development in an undergraduate-level IBC course and what are the facilitating and constraining factors in learners' involvement in the course, qualitative research method is used to achieve the study aim. Research questions, research participants, data collection and data analysis are presented in the following.

3.1 Research questions and participants

Three research questions were set out for the study:

1) What changes have been brought to the learners' theoretical knowledge by adopting task-based approach?

2) What changes have been brought to the learners' applicable knowledge?

3) What are the main factors affecting the involvement of the learners?

Two classes (N=30 students and N=34 students respectively) are involved in the study. Fifty-eight female and six male third-year undergraduate students majoring in Business English joined this course. They have acquired considerable proficiency in English since 61 of them have passed the TEM 4 and all of them have passed CET 6.

3.2Data collection and analysis

Data was collected and filed carefully in various fashions, which included focus groups interview with students, reflective journals by both students and the instructor and student assignments. First, data were carefully sorted and coded and then categorized in terms of the research questions. Second, prominent themes emerging from the data were counted by frequency. Finally, other themes beyond the predetermined theoretical scope were inducted in the study. In other words, the thematic analysis of the data was approached through a combination of deductive and inductive coding.

4 MAIN FINDINGS AND DISCUSSIONS

In this part, findings are reported and discussed based on the data collected for answering the questions that whether the task-based approach to teaching can lead to a wide range of variation in classroom implementation, whether it can facilitate the students' theoretical and applicable knowledge development and whether it can motivate the student involvement.

4.1 Tasks for Theoretical Knowledge Development

Task-based teaching approach not only takes students' knowledge into consideration, but also purposefully guides students' cognitive engagement in a step-by-step fashion. Enabling tasks including lecturing, brainstorming, discovery activities, reading, student presentation, inviting guest speakers can help create active learning, cooperative learning, and student-based learning. Scaffolding by task designing can engage students in the class activities and help students to extend their factual, conceptual, procedural and metacognitive knowledge. For example, discovery learning is an advisable way to get deep and lasting understanding, since the characteristic of cognitive process implies that the knowledge students construct on their own is more valuable than the knowledge modeled for them; told to them; or shown, demonstrated, or explained to them by an instructor. The following reflection from one of the leaners can demonstrate this point.

"One of the effective aspects in this course is the teacher's explanation and knowledge sorting out. The reading before lessons just gave me a very rough and vague idea of some knowledge about this course. The teacher's lecture can clarify the important point and can give me some guidance."(FGI5)

4.2 Structured Applicable Tasks

The success of IBC teaching is measured by how well students can apply their learning on an authentic business situation. Case analysis is also a common way to develop students' analytic and critical thinking abilities as well as organizational and communication skills. The learning of IBC means more than memorizing lists, factual information and attributes and the participants can get insights from a complex, difficult often ambiguous situation encountered in the case analysis. For the purpose to help students reap substantial benefits from case analysis, the instructor should find appropriate topics and implementation strategies that meet pedagogical goals and also seem worthwhile and fair to the students.

"I am impressed by the case analysis tasks assigned to us. Though the case sometimes was long, I was uncertain about what to do and was frustrated at first, I read again and again and more thoroughly. At last I was able to identify some problems and issues. Afterwards, in the discussion with my classmates and the teacher's feedback I also can learn something new and gain a new insight."(RJS7)

In addition, learning a new skill or acquiring factual information, to verbalize their reaction to the real-world problems and develop appropriate strategies and implementation plans for coping with IBC problems is of equal importance. The current events showed in the videos can present the more tangible cultural impacts in a business context and allow the participant more room to develop their persuasive and analytical skills.

"By watching videos, I could get a very concrete feeling about what was happening. The pictures, sounds and events on the videos were much more tangible. And the thought-provoking effects of the videos are overall." (RJS 11)

The business-oriented videos can effectively whip up the participants' interest in the analysis of the current events. With aids of the videos, students can be exposed to the complexity of real-world business situations. Arising from this, experiences are sufficiently structured and organized to allow for some student autonomy while providing guidance.

4.3 Applicable Tasks

Being set in the real-world intercultural business context is probably the best way to fully appreciate the issues and complexities of such knowledge or skills. Although this kind of learning is not always possible for the students, experiential learning tasks carefully designed by the instructor, like report writing can complete, to some degree, these experiences.

"Report wiring is also a rewarding task, in my opinion. I can select a company I am interested in and dig deeper into its culture and operation. I had to select in the vast sea of information and tried to connect the information to what I had learned. On my identifying the cultural impact on the company, the triumph was heartfelt. By analyzing the data I had found, I gained deeper understanding of this course."(FGI2)

The report writing requires the participants to conduct research into the multinational companies operating in China. Such a writing task opens up the participants an opportunity to undergo the key learning processes: cultural impact identifying, business operation analyzing, and evaluation or question posing. Therefore, report writing can draw on students' culture, business and communication background and more importantly, help them to build connections between knowledge gained in the classroom and its application in real life.

Furthermore, in the report writing, the participants were asked to probe the quest into the underlying reasons behind the business operations can benefit learning transfer within the domain of IBC knowledge and skills. By evaluating, the participants experienced the real world cultural mediating or manipulating of the multinational companies.

"Nestle is a company with geocentric predisposition because it has not only adopted strategies tailored to suit the Chinese cultures but also blended the Swiss parent company's pursuit of quality and conservation of the environment. This mix of two national cultures contributes to its success in China."(SA33)

Admittedly, the participant sought answers from the theories learned in class. They take initiative to deal with a multiple contexts to consider and weigh the possible affecting factors. This process produces deep processing of knowledge or skills acquiring and activate the participants to internalize their theoretical knowledge and to get a fresh perspective.

5 CONCLUSION

What is found and discussed above indicates that the task-based approach to teaching Intercultural Business Communication is set to help the students recognize the profound cultural impact on business communication, and developed a conductive, dynamic mind-set to address the complexity or challenges in the culturally diverse world of international business. Firstly, the enabling tasks play a constructive role in the participants' IBC theoretical knowledge increase. The carefully designed scaffoldings can help students learn to analyze or classify sophisticate business behavior and learn to pose questions in the constantly changing business world. Secondly, the extended applicable knowledge can be largely attributed to the constructed and applicable tasks. Thirdly, the design of applicable task does perform a positive role in student involvement. Overall, the task-based approach to teaching IBC can increase and reinforce the students' theoretical and applicable knowledge by way of providing interactive, experiential and autonomy learning.

ACKNOWLEDGEMENT

This project received a research grant from Lingnan

Normal University, PRC (Project No. LSJGMS1822).

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Research on the Optimization Path of Preschool Education Practice in Local Colleges

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Abstract: Educational practice is an important part of teachers' pre-service education and an important bridge connecting theoretical courses and practical education. At present, local colleges and universities continue to strengthen pre-school education professional education practice, and while achieving results, there are still certain problems. A three-in-one collaborative education mechanism of "local colleges + local education administrative departments + kindergartens" should be established; the four-stage practice content of "childcare internship + educational internship + comprehensive internship + educational research" should be created; the "academic teachers + kindergarten teachers" should be improved "A two-dimensional interactive team of instructors; improve the evaluation system of "multiple subjects + whole process"; build a training mechanism for reflective practitioners of "experience + reflection".

Keywords: preschool education major; educational practice; optimization path "

INTRODUCTION

An important link in the training of teachers in modern universities lies in the education and teaching practice of normal students." [1] Following the "National Medium and Long-term Educational Reform and Development Plan (2010-2020)" and the "Ministry of Education on Strengthening the Educational Practice of Normal Students" With the promulgation of documents such as "Opinions", the quality of education and internships of normal students has been paid more and more attention. "Preschool education practice is a necessary stage for prospective kindergarten teachers to enter the job. It is an important way for teachers to enhance practical knowledge and form professional character, professional emotion, and professional attitude." [2] In recent years, various local colleges and universities have aimed to improve pre-service The training quality of kindergarten teachers adopts diversified educational practice models. In 2014, the Ministry of Education clearly pointed out that some local ordinary undergraduate colleges and universities should be transformed into application-oriented schools, and required to strengthen the links of experimentation, practical training, and internship, and establish a quality assurance mechanism for practical training and internship. In 2017, the "Implementation Measures for Normal Colleges and Universities Teacher Professional Certification (Interim)" issued by the Ministry of Education, in which the "Cooperation and Practice" indicator of the "Preschool Education Professional Certification Standard" "requires the progressive implementation of educational internship, educational internship, and educational research , Covering teacher ethics experience, nursing practice, class management practice, teaching and research practice, etc., and organic connection with other education links." [3] In order to promote the cultivation of applied talents, local colleges and universities continue to improve talent training programs and curriculum settings, and increase The construction of internship training bases improves students' practical ability. The preschool education professional education internship has achieved certain results, but there are still some urgent problems to be solved.

1.PROBLEMS IN PRESCHOOL EDUCATION PROFESSIONAL EDUCATION PRACTICE

(1) The goal of educational practice is not specific

"The practical orientation of teacher education curriculum is the essential requirement of teachers' professional practice. Educational practice is regarded as'the only and most powerful intervention in a teacher's professional preparation' and should be fully utilized." [4] The goal of education practice is The starting point and destination are important guarantees for the quality of the internship. At present, the internship goal of preschool education majors in most local colleges and universities is "learning to be a kindergarten teacher." They only point out in a more general way that the internships of childcare and education are carried out, and they lack specific and operable goals. At the undergraduate level, it is believed that educational internship is to allow students to go to kindergarten to experience the work of kindergarten teachers and test the professional knowledge they have learned; as interns, because of the lack of specific internship goals and a clear internship plan for themselves, they become passive jobs The experience and abilities obtained are fragmentary and unsystematic, which will ultimately affect the quality of the entire educational practice.

(2) Inadequate preparation for educational practice

Whether the pre-internship preparations are done adequately directly affects the smooth progress of the educational internship and the effect of the educational internship. At present, undergraduate colleges and universities generally carry out kindergarten internship activities and lectures and trial lectures to prepare for educational internships. Internships are mainly arranged in the second and third academic years. The lectures and trial lectures are generally in the third academic year and are designed as internships. The preparation link for organizing intensive teaching activities is the "pre-war exercise" for interns. Most of these preparations stay at the level of traditional collective teaching activities. Inadequate preparation for educational practice is mainly manifested as a single content and concentrated on collective teaching. Kindergarten internship activities rely on theoretical courses and lack a relatively complete internship plan and program, making it a mere formality. At the same time, a corresponding training system has not been formed before the education internship. Most colleges and universities only hold an internship mobilization meeting before the internship, lacking knowledge of kindergarten safety, handling accidents, and communicating with parents. As interns, they are relatively unfamiliar with theoretical knowledge and professional skills, children’s physical and mental development characteristics, and a day’s life in kindergarten. Without corresponding knowledge and experience preparation, it is difficult for students to combine theoretical knowledge with practice.

(3) The content of educational practice is not systematic

The characteristics of the overall content of the kindergarten education practice is first of all ability. "The content of the internship highlights the cultivation of students' practical ability in nursery and education, and on this basis, enhances the professional level of students in carrying out nursery and education work in accordance with the law of infant growth." [5] The professional education internships for preschool education generally include nursery internships, educational internships, and educational research. In middle school, students mainly focus on childcare practice and lack opportunities for educational practice and study. At present, there is a general shortage of teachers in kindergartens, and students are regarded as extra helpers after they arrive in kindergartens, taking on tasks such as cooking meals, cleaning tables, cleaning dishes, and creating the environment. Most of the time for students to carry out childcare work, it is difficult to improve their education and teaching ability, and the content of educational practice is not systematic, and it is difficult to achieve the expected goals.

(4) Educational practice guidance is a mere formality

"Educational practice is an important way to develop the practical knowledge of pre-service teachers. Educational practice guidance can provide students with professional guidance and help, and is a powerful guarantee for promoting students' pre-service growth and achieving professionalization." [6] The guidance of intern teachers is directly related to Depending on the efficiency of interns' internships, most undergraduate colleges and universities have practiced the "dual tutor" internship guidance model, but the lack of corresponding systems makes it difficult to implement. On the one hand, there is a shortage of pre-school education professional teachers in undergraduate colleges, leading to the lack or inadequacy of internship guidance. At the same time, most teachers lack practical experience in kindergartens, which makes educational practice guidance ineffective; on the other hand, kindergarten guidance teachers have a heavy workload. No time to take care of the practical needs and ability of interns. The heavy work pressure, coupled with the lack of corresponding internship guidance systems and requirements, is a mere formality. The problems encountered by students during internships are difficult to solve in the first time, which affects the improvement of students' professional practical ability. At the same time, the guidance of college instructors and kindergarten instructors is in a state of separation. From the perspective of interns, college instructors are "theoretical spokespersons" and kindergarten instructors are "practical guides". Wandering in the point of view, at a loss as to what to do.

(5) The evaluation of educational practice is not perfect

Educational practice evaluation is the final link of kindergarten education practice. At present, most undergraduate colleges and universities focus on summative evaluation. Due to the limited time of internship bases, it is difficult for college instructors to carry out meticulous guidance and supervision. Students' internship performance evaluation mainly relies on usual online communication and comments from kindergarten instructors, as well as the internship summary materials submitted, which is difficult to integrate with reality. Because of the lack of a specific and operable evaluation system, kindergarten instructors only write advantages and not shortcomings when evaluating internships, which makes it difficult to be objective; the evaluation subject is single and does not involve student self-evaluation. The ultimate goal of evaluation is to enable interns to be able to Face up to their own shortcomings, the individual’s impartial evaluation of oneself can best reflect the true level of educational practice, so it is very important to include self-evaluation; at the same time, evaluation standards need to be improved. Due to the lack of specific evaluation standards, most teachers often base their evaluations on " The scoring of "impression" or "friendship" lacks the ability to evaluate all aspects of the entire process of educational practice, making the evaluation results unconvincing.

2. OPTIMIZATION PATH OF PRESCHOOL EDUCATION PROFESSIONAL EDUCATION PRACTICE

(1) Establish a trinity collaborative training mechanism of "academies + local education administrative department + kindergarten"

The practice base is a link to train students to comprehensively apply the knowledge they have learned to solve practical problems. In recent years, with the expansion of pre-school education majors, the lack of practice bases often affects the quality of internships. First, expand internship bases. Local colleges and universities rely on local education administrative departments to establish long-term and stable internship bases based on the needs of both parties. At the same time, it actively cooperates with local education and sports bureaus and kindergartens, based on policy requirements and preliminary investigations, improves the internship system, designs educational internship outlines and plans, and forms a trinity collaborative training mechanism of "academies + local education administrative departments + kindergartens" to achieve common Build a win-win situation and truly serve interns; second, change concepts and actively participate in educational poverty alleviation projects with "interns + college instructors" as a team, organize students to carry out internships in border ethnic minority areas, use vacations, and encourage teachers Students go to poor villages inhabited by ethnic minorities in border areas to carry out "Caring for Left-behind Children" activities, which can not only realize the function of colleges and universities to serve the society, but also enable interns to improve their educational practice capabilities through comprehensive and real education practice activities; third, colleges and universities Relying on teachers, teaching and scientific research capabilities, self-built bases and affiliated kindergartens have a good source of students and reputation due to professional teacher guarantees. They are important places for teacher training students to give full play to the advantages of counterpart practice bases.

(2) Create a four-stage practice content with equal emphasis on "childcare internship + nursery internship + comprehensive internship + education research"

The general goal of preschool education professional education practice is to "learn to be a kindergarten teacher". The combination of care and education is a major principle of kindergarten education. The content of education practice should include both childcare and education. Most local colleges and universities do not clearly stipulate the content of internships and specific plans. Interns mainly focus on childcare internships, and seldom involve educational activity design and kindergarten daily life organization and management. Educational internship requirements are the guarantee for the smooth development of internship work and are the regulations that interns must comply with. The requirements for educational internships should be improved, internship tasks for professional knowledge and skills should be added, educational content arrangements should be refined, and internship planning should be enhanced. Internship schools and internship kindergartens should strictly abide by them. Educational internship is a process from observation to independent practice for students. The arrangement of internship content needs to follow progressiveness. Educational internships can be divided into four stages, namely the first stage: childcare practice; the second stage: childcare practice + education practice ; The third stage: comprehensive internship; the fourth stage: education and study. The specific main internship content and internship tasks are as Table 2-1:

(3) Improve the two-dimensional interactive guidance teacher team of "academic teachers + kindergarten teachers"

Educational internship is a key process for interns to learn and teach and accumulate practical experience. On the one hand, interns are teachers who are just getting started, and on the other hand, they are students who lack practical experience and need guidance. "University instructors should realize the'accompanied growth' of normal students, and kindergarten instructors should play an active role as an important person for the growth of normal teachers, thereby promoting the initial professional growth of normal students." [7] Educational internship is a project. For complex systems engineering, from the beginning of the internship to the end of the internship, instructors need to play the roles of "guide, demonstrator, observer, and judge", and in-depth exchanges and cooperation should be established between instructors. First, each perform its duties and play complementary roles. The responsibilities of instructors are clarified. College teachers are mainly responsible for student attendance, solving problems encountered by students in practice, and helping them to test practical teaching from a theoretical level. Kindergarten instructors directly conduct practical demonstrations and guidance; secondly, optimize the dual-tutor practice guidance model. Do a good job in the selection and training of instructors, gradually

Table 2-1 Educational practice content arrangement

Internship stage	Main internship content	Internship
The first stage: Childcare internship (1-2 weeks)	1. Familiar with children and understand the age characteristics of children in the class; 2. Familiar with the kindergarten's daily work and rest system and routine management, and assist in the completion of childcare work; 3. Observe and record the teacher's care and education behavior, observe and analyze the daily life of children.	1. Complete the content of the first stage in the educational practice manual; 2. Write a childcare internship report, which mainly includes childcare content, health care points, etc.
second stage: Childcare practice + education practice (3-7 weeks)	1.Observe the organization of game activities in kindergartens,and understand the general process and main points of game activity organization; 2. Observe the organization of the kindergarten regional activities, actively participate in the creation of the kindergarten environment, and be familiar with the basic requirements and guiding points of the regional activities; 3. Observe the organization of centralized educational activities in kindergartens, and be familiar with the content and basic process of teaching activities in five major areas. Write the activity design carefully and try to organize educational activities independently; 4. Observe and record the behavior of children carefully, analyze the learning methods and characteristics of children, and form a correct view of children and education.	1. Complete the second stage of the internship manual; 2. Complete 1-2 times of individually organized game activities and intensive education activities, and submit the activity plan
The third phase: Comprehensive internship (8-12 weeks)	1. Try to independently carry out the activities of each process of a day's life; 2. Actively participate in the kindergarten class review, master the skills of the kindergarten education activity design and implementation; 3. Participate in class management and parent work, and accumulate practical experience; 4. Carry out class environment creation and material production according to the age characteristics of children and the requirements of the activity theme; 5. Independently carry out concentrated teaching activities in the five major areas and reflect on them. 6. Combine the theme of the graduation thesis, collect relevant materials, and start writing the graduation thesis.	1. Complete the third phase of the internship manual; 2. Carry out at least 10 concentrated teaching activities, and carry out 1 open teaching activity; submit at least 5 activity plans. 3. Collect research data of graduation thesis.
The fourth stage: Educational Research (13-14 weeks)	1. Complete the internship summary and self-evaluation, and reflect on the notes; 2. Collect and analyze survey data; 3. Improve all internship materials.	1. Complete the fourth phase of the internship; 2. Complete the internship summary; 3. Submit the internship manual, internship record book and other materials.

stabilize the team of instructors, carry out echelon construction, and ensure that the duties of instructors are implemented. Colleges and kindergartens should formulate corresponding incentive mechanisms and evaluation mechanisms, such as granting internship guidance subsidies or year-end assessments accounting for certain evaluation standards. Finally, build a community of two-dimensional interaction and joint training of students to achieve effective interaction among the three main bodies of college instructors, kindergarten instructors and interns. Establish an interactive communication mechanism, and regularly discuss the puzzles and problems encountered in practice with interns. Through the analysis and resolution of real problems, the two-way interaction between theory and practice, the realization of continuous updating of theories in practice and becoming a self-growth and intern professional Facilitator of development.

(4) Improve the evaluation system of "multiple subjects + whole process"

According to the relevant requirements of professional certification standards, local colleges and universities should implement a consistent system of educational practice and educational research. The purpose of education internship evaluation is not simply to conduct evaluation and appraisal, but to guide interns to reflect and improve on the basis of comprehensive evaluation, which plays a guiding and motivating role. At present, most colleges and universities have clearer evaluation grades when carrying out the evaluation work of educational practice, but the content and standards of the evaluation are relatively macro. The performance evaluation criteria should be clarified, and in accordance with the objectives and content of the internship, it should be developed from the dimensions of teacher ethics, professional knowledge, professional ability and interpersonal communication. The performance evaluation standards from fail to excellent should be formulated, throughout the pre-internship preparation, internship process and The whole process of study after the internship. In order to make the evaluation more complete and comprehensive, in addition to the college instructors, the evaluation subject should also include kindergarten instructors and students. The kindergarten instructors mainly evaluate the interns' working attitudes in the kindergarten, their ethics, their ability to participate in organizing teaching activities, and participation. Kindergarten class management, environmental creation ability, interpersonal communication and other aspects; college instructors mainly evaluate students' attendance, kindergarten's evaluation feedback, internship summary reports, and textual materials submitted by interns; interns based on their own The gains and deficiencies in the kindergarten and the performance of the internship are self-evaluated based on the evaluation criteria. At the same time, it pays attention to developmental evaluation and adopts the evaluation method of "internship portfolio" to integrate evaluation throughout the entire educational internship process. The portfolio should include interns' self-internship planning, internship goals, weekly work schedules, observation record materials, and educational activities. Design plans, reflection notes, personal growth records, self-evaluation and other content are finally summarized to achieve a full-process and comprehensive evaluation.

(5) Create a training mechanism for reflective practitioners of "experience + reflection"

Learning to become a teacher is a long-term process. Through research, American scholar Posner came up with a teacher growth formula: experience + reflection = growth. "As far as professional practice is concerned, the process of practice is a process of reflecting on theory and practice, and continuously conducting experiments and innovative activities in the process of practice, thereby forming a kind of "sound practical wisdom"."[8] Internship is a process in which students practice and gain experience. Reflection is a very important learning method and learning ability for interns in the internship process. "Growing from a novice to an expert teacher is not a linear process of experience accumulation, but a series of trial-and-error reflections and problem-solving processes." [9] At present, student internships are more at the level of "technical" and lack self-reflection. ability. Teacher guidance also tends to review students' teaching methods and teaching links, and rarely combines theory with practice. Attention should be paid to the cultivation of students' reflective ability. First, create a reflective atmosphere and enhance students' self-consciousness. Colleges and universities need to include courses that can improve teaching reflective skills, guide students to learn teaching reflective methods, and collect first-line methods. Teachers' excellent teaching reflection records, conduct lectures or salons with the theme of "practice + reflection", and systematically design educational research plans and content; secondly, intern teachers need to guide students to carry out teaching reflection activities, and use each teaching activity as an opportunity to guide Interns use self-questioning methods to reflect on activity arrangements, activity design, activity organization and implementation, and activity evaluation; finally, combining problem-oriented and task-driven, encourage students to use reflective notes, case studies and portfolios to build on the basis of observation and reflection Regular seminars are held in Shanghai, and "brainstorming" is adopted. Teachers and students work together to discuss and solve problems, as an effective means to improve the teaching process and an important part of self-evaluation. The college takes students' daily and weekly reflection notes as part of the evaluation of the internship, and cultivates students to form "a ability to jump out and reflect on themselves", critically examine their own behavior and teaching situations, promote the development of teaching knowledge, and constantly update educational concepts and ideas. Strengthen educational practice.

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Research on Countermeasures for the Construction of College Physical Education Teachers in the New Era

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Abstract: along with our country the development and progress of The Times, in the talent cultivation in colleges and universities in China, not only pay attention to the students can get a good education in professional knowledge, the students also pay more attention to on the basis of quality education, especially under the new era, to improve the students' physical quality and physical quality become an important part of the education policy. In order to cultivate all-round talents in the socialist society, more and more colleges and universities pay attention to the school environment, software and related teacher team construction. In the new era, colleges and universities must build a team of high-quality professional teachers in order to promote the development of our education and the role of educational reform. Based on this, on the basis of the continuous improvement of physical education for students in colleges and universities, this paper explores how to build an excellent team of physical education teachers in the new era, and puts forward a series of solutions and related strategies by discussing the problems and reasons existing in the current team construction of physical education teachers in colleges and universities.
Keywords: new era; Higher education; PE teachers' team; The problem and its cause; Relevant countermeasures

INTRODUCTION

At present, China's colleges and universities in the hardware facilities continue to improve, for students can have a good campus environment and excellent educational equipment to provide sufficient education resources to ensure. However, the software environment of colleges and universities, especially the construction of teachers, is still not perfect. To ensure that students in physical education curriculum in colleges and universities sports education efficiently, can effectively improve the students' physical quality and physical quality, we must pay attention to the reform of PE of universities and colleges under the new era, in the hardware and the software provide a good enough education environment resources, in particular to focus on the teachers' team construction of college sports. 's teacher team construction in colleges and universities to promote development, quality, promote the development of education of school and emphasis of transformation in the construction of the contingent of teachers, there are many problems, the study of these problems and the solution is not only related to the students accept the education quality, and for the advancement of the whole education cause in our country and the development has very important significance.

1.THE PROBLEMS AND REASONS OF THE CONSTRUCTION OF COLLEGE PHYSICAL EDUCATION TEACHERS IN THE NEW ERA

(1) Existing problems

In China's private colleges and universities, the students' physical education curriculum is not enough attention, college physical education teacher team construction is still at the primary level. This is mainly because there are still many problems in the team of college PE teachers in our country. According to the different restrictive factors of these problems, they can be mainly divided into three kinds. The first is that physical education teachers in private colleges and universities in our country are often ignored, and the educational concept is still relatively backward, so it is difficult to build a team of teachers with strong professionalism and high teaching level. The second problem is that in our country's private colleges and universities, the mobility of physical education teachers is relatively large, the teacher team is not stable, which brings great difficulties to the construction of college physical education teachers team; The third problem is that colleges and universities do not pay enough attention to students' physical education courses and the corresponding professional quality of physical education teachers. There is not enough assessment and training system for physical education teachers, and even many physical education teachers are taught part-time by teachers of other subjects. These problems are very common in colleges and universities, and also bring great obstacles to the construction of college physical education teachers. It can be seen that it is a long-term and arduous task to establish a physical education teacher team in colleges and universities in China [1].

(2) Causes

In view of the difficulty in the construction of physical education teachers in colleges and universities, the main reasons can be traced back to three levels, that is, China's education departments, schools and teachers themselves.

From the department of education level, the whole society and the government in the sports teaching in colleges and universities of our country in the past is a very big bias, it is not only the subject of sports as students' compulsory basic course on social cognitive bias and discrimination, for private colleges itself nature of education is also the recognition problem of low, This makes it difficult for China's colleges and universities to build a team of physical education teachers [2]. From the perspective of schools, colleges and universities themselves do not attach enough importance to physical education. They still regard physical education as irrelevant and can be fooled casually in accordance with the traditional teaching philosophy. With the continuous development and progress of education in China, more and more attention has been paid to basic education such as physical education. However, some colleges and universities still stay on the original educational concept, which leads to the lack of enthusiasm for the construction of physical education teachers in colleges and universities. From the teacher's own level, above college sports teachers in professional quality remains to be promoted, many private colleges of physical education teachers degree is low, there is no active learning desire to improve themselves, even many teachers still belongs to the part-time teachers, no reasonable compensation and benefits protection, which makes the sports teachers' professional level is poor, to guarantee the quality of teaching level It is difficult for colleges and universities to build a team of high-quality professional physical education teachers [3].

2.THE STRATEGY OF BUILDING THE TEAM OF COLLEGE PHYSICAL EDUCATION TEACHERS IN THE NEW ERA

(1) From the educational level

In the new era of rapid economic and social development, China's society and state-related education departments must change their educational concepts. The construction of socialist society needs talents with more comprehensive development. Comprehensive development not only requires college students to fully master and apply professional knowledge, It also requires that students' basic qualities in ideology, moral character, artistic accomplishment, sports accomplishment and other aspects can reach the basic level of the country and society. At the same time, the society should also be more recognized by China's private colleges and universities. Both private and public colleges and universities are the cradle of cultivating outstanding talents in China, and the construction of teachers in corresponding private colleges and universities also needs the policy support and support of the government. The guarantee of promoting the construction of teachers' team is guaranteed by government policies, and the welfare and salary of teachers and the establishment treatment are guaranteed.

(2) From the school level

From the perspective of colleges and universities themselves, they should pay more attention to the teaching of students' physical education courses, raise the education of students' basic quality and physical literacy to the same status as the education of professional knowledge, and fundamentally strengthen the fair treatment of college physical education teachers' salary and professional title evaluation. Through the establishment of standard teach a workers congress to protect the physical education teachers can effectively participate in the school education policy specified and education of the teaching affairs management, attaches great importance to the sports teachers' professional quality and physical education curriculum teaching level, clear PE teachers' qualification and employment mechanism, improve the stability of the physical education teachers team construction, Avoid because of school physical education teachers and poor management specification or treatment appeared frequently flow, set up special optimization of competition and incentive mechanism, organize the relevant professional training for physical education teachers, more improve sports teachers' professional accomplishment, for physical education teachers team construction in colleges and universities which offer the guarantee on the personnel .

(3) from the teacher level

In selection and recruitment related physical education teachers in colleges and universities, should clear the applying conditions of physical education teachers, attaches great importance to the sports teachers' professional quality, and professional sports, physical education teachers in school, to set up the spirit of wuxi, don't look for students of physical education teaching as muddle along, instead we should change teaching thought and teaching idea, under the new era, To constantly improve their teaching level and professional quality, change the traditional teaching concept, optimize the students' physical education course experience, and in the actual teaching process to use more innovative teaching methods of colleges and universities, in order to cultivate more excellent physical education talents as their own duty. Only by setting up a more sacred professional concept in the heart of college physical education teachers, can a professional and efficient physical education teachers team that keeps progressing and improving themselves be established in the new era .

3. CONCLUSION

Under the background of China's continuous development and progress in the new era, colleges and universities themselves must conform to the trend of the development of The Times, according to the requirements of the reform in the field of education in China, and make continuous progress in the team construction of physical education teachers. Physical education as a basis for quality education, in the course of colleges and universities is often neglected, but with the advancement of socialist course in our country club development, must require education enterprise in our country in order to cultivate all-round development of talent as the mission, therefore, our country's colleges and universities should also pay more attention to under the new era, the construction of college sports teachers, Only by building a professional team of teachers can the teaching level be better improved in the actual physical education courses, and the teaching goal of improving the students' physical literacy and physical quality can be achieved. In this paper, the current situation of physical education teachers team construction in colleges and universities under the new era, analyzes the problems of the present college PE teachers' team construction in our country and the related reasons for this problem, and for our country's construction of college PE teachers shows some opinions and Suggestions, aimed at to promote physical education teachers team construction in colleges and universities, constantly promote the vigorous development of education in China.

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Research on the Organic Integration of Physical Education and "Club Thinking Politics"

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Abstract: Sports clubs in colleges and universities are formed by some students with the same interests. It can not only enrich the campus culture of university, but also enrich the physical education curriculum. It is an important base for ideological and political education of college students, and it is also a weak link in the development of political education in many colleges and universities. Based on this, this paper explores the function of sports society thinking politics education, analyzes the feasibility of its implementation of thinking politics education, and also summarizes the significance of the implementation of sports society thinking politics, and finally proposes the organic integration path of sports education and society thinking politics, hoping that the research of this paper can promote college society education to achieve better development.
Keywords: sports education; society thinking politics; organic integration

1.INTRODUCTION

Society is one of the important forms of college activities, and it can also provide a boost to campus culture construction, and the implementation of association thinking politics is an important means to realize curriculum thinking politics. The integration of physical education and club politics is to infiltrate the concept of physical education into club politics, which can not only let students form the awareness of rules in the process of participating in sports activities, but also let them better realize the importance of sports skills to themselves, and at the same time, it can make them better play their own potential, and their perception of the necessity of teamwork and various good qualities will also become more profound. In addition, the members of the club will be able to participate in sports activities, and the students will be able to realize the importance of sports skills to themselves. In addition, members need to compete and cooperate when participating in club sports activities, which can play a role in enhancing their sense of integrity, unity and cooperation.

The connotation of club politics is based on the curriculum politics, which is actually the integration of political elements in various courses to influence students' values, spiritual pursuits, words and deeds. Curriculum thinking politics aims to achieve the whole staff, the whole process and the whole course education. The society thinking politics is actually a new way of practical education through the medium of society, and its nurturing function can be divided into two aspects: explicit aspect is to enhance students' learning ability and tolerance, while the implicit aspect can enhance students' patriotism and promote the formation of excellent moral quality.

2. SPORTS CLUBS TO ACHIEVE THE CHARACTERISTICS OF THINKING AND POLITICAL EDUCATION.

(1) sports club activities have the characteristics of spontaneity college clubs are not established by the school-led, but by students with the same interests gathered together spontaneously, so the members' participation enthusiasm are better, and in the process of participating in club activities can promote the development of their own ideological realm. Therefore, sports clubs are very suitable for carrying out ideological education, and club ideology has good feasibility.

(2) Diversity of sports club activities Sports clubs are spontaneously established by college students who have the same sports hobbies, and there are many kinds of sports hobbies, so the types of sports clubs established are also more diverse, such as, soccer club, basketball club, table tennis club, etc. The diversity of sports club activities means that a variety of ideological concepts and excellent moral qualities can be infiltrated in sports activities, and ideological education can be well implemented.

(3) the process of nurturing characteristics of the society nurturing the silent. All members of sports clubs need to participate in the planning, design, organization and other aspects of the activities, but also to participate in the process of activities, in these links can be integrated into the ideological elements, it can be said that the entire process of club activities can be implemented to educate people. In the process of participating in club activities, each member's ability can be exercised and enhanced, and their knowledge can be developed, and their collectivism, moral and personal qualities can be developed, which will eventually lead to their overall physical and mental development.

3. THE SIGNIFICANCE OF THE

IMPLEMENTATION OF SPORTS CLUB THINKING POLITICS.

(a) sports club thinking politics has an orientation function college students are the hope of the future development of the country, is the future talent reserve echelon, they have not really entered the society, psychological quality is not developed and mature, coupled with the current society is full of all kinds of ideas, so nowadays college students are prone to psychological problems, which will lead them to make some bad behavior. Physical exercise can help college students vent their bad emotions and also relieve their psychological pressure, which can be said to be a very simple, convenient and effective way to intervene in college students' psychology. Physical activity is a very important form of sports in addition to physical education, and it is one of the effective ways to promote students' psychological health development from the perspective of Civic Education, and physical activity can also provide great help to students' physical development. The integration of sports education and club politics can play a guiding role in the psychological health of college students, which can effectively alleviate the psychological problems of college students and help them get rid of depression.

(2) Civic politics of sports clubs has the function of all-round education. Currently, all colleges and universities have started to implement curriculum civic politics, that is, to carry out civic politics education in the teaching of all professional courses, so that all students can receive civic politics education, with the purpose of realizing three-round education in colleges and universities. Sports activities are the main activities of many college students after school, and sports club organizations, as a supplement to the teaching of sports courses, will inevitably take up a lot of students' time. The integration of sports education and club politics is actually the core of the activities of club education and the combination of sports education and club politics according to the requirements of curriculum politics, so that it can realize all-round politics education in and out of classroom, and also realize inside and outside classroom politics education, which is one of the important entry points to realize the whole process of educating people in colleges and universities, and also one of the important means to implement curriculum politics.

(3) Civic politics of sports club has the function of inspiring people education in Civic politics. Civic politics of sports club is actually to integrate Civic politics elements into the whole sports club activities under the guidance of Civic politics concept, including the preparation, implementation and final generalization of the activities. Physical education and sports clubs are the important contents of teaching in universities, and the thinking politics of sports clubs is to take the thinking politics education as the important contents of activities, to organize college students to carry out sports under the guidance of thinking politics elements, to promote their ideological and moral development, to promote their personality to become more perfect, and finally to build a club framework system consisting of professional instructors, thinking politics teachers and club leaders. The combination of sports club and club thinking politics is an important way to create a curriculum thinking politics environment.

(4) Civic politics in sports clubs has the function of enhancing the cohesion of clubs because college student clubs are often organizations established by students on their own initiative, and the management of all aspects is relatively arbitrary, so students participate in activities out of their own free will, and whether to follow the rules and regulations of clubs is also arbitrary, which leads to the rules and regulations of clubs are not very binding. The development of political education in sports clubs can enhance the ideological awareness of members and make them realize the necessity of discipline, and it can also enhance the sense of belonging of members to the club, and the cohesion of the whole club will become higher and the team spirit will become better, which will eventually promote the long-term development of sports clubs.

4. THE PATH OF ORGANIC INTEGRATION OF PHYSICAL EDUCATION AND "CLUB POLITICAL THINKING"

(1) the function of political thinking education of the club to vigorously promote political thinking education can not just dig the political thinking elements in the textbook and then classroom education, but also out of the classroom and campus culture, and the integration of school club activities, etc., and also need to take various ways to promote This is also the basis for combining physical education and club thinking and politics. Clubs are important student organizations in colleges and universities, and by adding elements of political education into club activities, students can receive political education from the beginning of their enrollment. In addition, club leaders should add core values related contents when planning activities so that students can form correct values. With the vigorous development of information technology, the way of propaganda of university clubs has changed a lot, but the propaganda of university clubs seldom involves the content of thinking and political education. Therefore, the person in charge of clubs should add the function of thinking and political education when propagating the advantages of clubs on new media, so that the students who have not joined the group can understand the advantages of clubs more comprehensively, and at the same time, the importance of thinking and political education is propagated.

(2) Improve the management mechanism of sports

clubs Most of the college clubs are managed by students independently, but with the continuous development of the scale of the clubs, the clubs must establish a standardized management mechanism and operation system. Nowadays, the importance of sports club service becomes more and more prominent, and the importance of club management mechanism and operation system is also more and more obvious. Therefore, the relevant departments of club management need to improve the management mechanism of sports clubs, so that sports clubs can better play the role of ideological education, and play a greater role of core values by combining with sports education. In addition, to improve the system of sports clubs and enhance their function of thinking and political education, can promote sports clubs gradually become an important component of curriculum thinking and political. Therefore, colleges and universities should help the clubs to take relevant measures to attract more social support. In order to better implement the combination of sports education and club thinking politics, colleges and universities also need to educate all the people in the clubs and integrate the concept of sports teaching into all the work links and activities of the clubs, so that the combination of sports education and club thinking politics can be laid down. This will lay a good foundation for the combination of physical education and association thinking and politics.

(3) Integrating national traditional sports content into sports club activities Sports clubs can organize many activities, and different activities can play different roles. In order to promote the better development of students' ideology, morality and comprehensive quality, college sports clubs should pay attention to ensure the richness of sports activities, and at the same time, they can integrate the traditional national sports content into them, so that students can experience the charm of traditional national culture in the process of participation, thus generating a stronger sense of national pride and patriotism, and this form can also provide a boost to the inheritance and development of Chinese splendid culture. In a word, the activities of college sports clubs should ensure diversity and educate students on Civics in a subtle way.

(4) Enhancement of moral construction of sports clubs Moral quality is the external expression of one's inner attributes and the external manifestation of inner needs, which is formed slowly in social practice. Sports activities require fair competition, and the concept of fairness is embedded in sports everywhere, for example, every student can join a sports club, every member in the club has the opportunity to participate in club activities, sports competitions held by the club need to follow the principle of fair competition, the internal management system of the club has a binding effect on every member, etc. All these elements can be used as elements of sports thinking and politics education, so as to prompt students to These elements can be used as sports education elements, so as to encourage students to form the excellent quality of fair competition, honesty and friendliness.

5.CONCLUSION

Sports clubs are important student organizations in colleges and universities, and they are also an important component of campus culture construction and an important medium of Civic Education. In order to effectively integrate physical education and club politics, colleges and universities should pay more attention to sports clubs, give the club activities a special meaning of political education, extend the political education from classroom teaching to extracurricular sports activities, and help college students form a correct three views. By taking measures such as vigorously promoting the function of ideological and political education of clubs, integrating the content of national traditional sports in sports club activities, and enhancing the moral construction of sports clubs, we can promote the return of modern education, so that colleges and universities can really realize the whole process of educating people and implement the teaching concept of moral education, which also has a positive effect on the cultivation of modern college students.

This is research results of“Research on the organic int egration of Physical Education and "mass organizatio ns ideological and political”(No.: SZQ2021021）

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Application of Big Data in Internet Learning

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Abstract: With the rapid development of the Internet, big data is gradually integrated into people's daily life and learning, and the advantages of Internet learning have also been recognized by people, making some intelligent learning systems begin to enter the market. Through the intelligent learning system, students can choose more diversified learning methods, including webcast and return visits. In addition, the intelligent learning system can also recommend different learning content for students according to their needs and hobbies, which improves the learning efficiency of students to a certain extent and stimulates their interest in learning.
Keywords: Computer; Internet learning; Big data

INTRODUCTION

In the context of the era of big data, people's lives and learning are closely related to the Internet. The Internet is mainly used in online education in the field of education, and learning software has been born. Internet learning not only realizes the freedom of students' learning time, but also provides relevant knowledge content according to the actual needs of students, so as to achieve the effectiveness and efficiency of learning. In the field of education, Internet teaching, as a convenient way of learning, not only enables students to learn more quickly, but also effectively increases students' interest in learning and further enhances students' learning efficiency.

1. THE ADVANTAGES OF BIG DATA IN INTERNET LEARNING

With the continuous innovation of big data, there are six steps in the use of online learning platform based on big data, including knowledge points, student information, study time, class attendance, information inspection and information release. Internet learning can further deepen students' impression of knowledge and make students use knowledge flexibly in the learning process, thereby effectively improving students' comprehensive ability and promoting the improvement of learning efficiency and quality. First of all, the use of big data network for learning can help students explore potential knowledge points. Especially when Internet technology has become more and more mature in recent years, the shadow of the Internet can be seen in various fields. In the field of education, with the support of network technology, the learning library has also been innovated, and the knowledge content has gradually been enriched, so that students can learn textbook knowledge and broaden their horizons, as well as consolidating knowledge. In addition, through online learning, students can not only learn richer knowledge, but also stimulate their desire to explore and encourage students to actively explore potential knowledge points [1]. Secondly, under the condition of big data, students can realize the freedom of learning knowledge, so that they can quickly and accurately find the knowledge points they need according to their own learning needs. In order to help students further improve their learning efficiency, the rapidity and efficiency of the big data platform enables students to find the knowledge they want accurately and quickly, which saves students' reading time to a certain extent, and makes students have more time to study and further consolidate knowledge points. Furthermore, the big data platform can also provide students with ideas and ways to solve problems, and the data on the platform can be updated in time, so that students can learn new knowledge points in time during the learning process, help students consolidate the old knowledge points, and also enable students to learn new knowledge points in the first time, effectively preventing students from falling behind.

2. THE APPLICATION OF BIG DATA IN INTERNET LEARNING

2.1 Application in live teaching

With the rapid development of network information, live teaching has been recognized by many teachers and students in the field of education. Teachers can conduct live teaching on the platform through the network. And the way of online live class is simple, the teaching staff only need to register on the network, they can carry out live teaching, and students can join the class by signing in. In fact, this kind of teaching method is similar to offline classroom teaching. Under the live teaching method, students can interact with teachers, and teachers can also ask questions on the live broadcast for students to answer. The teaching effect is extremely effective. In addition, the novel live teaching method can effectively attract students' attention, encourage students to actively participate in the course, reduce the problem of students being late to a certain extent, and stimulate students' enthusiasm to complete the teacher's assignment, so as to effectively improve quality and efficiency of the teaching [2].

2.2 Application in interactive teaching

The so-called interactive teaching is the effective combination of online network and learning platform to achieve online interactive teaching. This kind of learning platform is suitable for many learning software. Students can enter into a popular interactive platform in the process of learning. They can express their views and opinions and communicate with many students. Communication groups can be created, so that students can learn and communicate at any time, whether online or offline, and timely feedback on knowledge points they don't know. In addition, learning on the learning platform can not only effectively improve the quality of learning, but also enable students to have a fuller understanding of their own shortcomings. And teachers can also create an environment suitable for students' learning through the network environment, so that students can actively participate in it. Then teachers can publish the questions to the platform, and publish the relevant knowledge content, so that students can think about the problems and analyze the problems through knowledge, so as to further improve the quality of students' learning. And in such a learning environment, students can reflect questions to teachers, making learning more efficient.

2.3 Use of reinforcement learning software

With the continuous innovation of computer network, a large number of learning software emerge in endlessly, which makes students have more choices for learning software. For example, in the process of learning English, when students encounter English words that cannot be interpreted or words that are difficult to translate, they can use Baidu software to help students learn better [3]. At the same time, students fully grasp the use of Baidu software, which not only helps students improve learning efficiency, but also makes students more handy in the process of learning. In addition, Baidu translation software can not only translate English, but also convert Japanese, Korean and other languages. Of course, in addition to Baidu translation software, there are many learning software that can be used, and it is also applicable to the learning of other disciplines, such as Youfu mathematics software, which enables students to learn more mathematical knowledge through the mathematics software, and students can also use the software to search for the answers to relevant questions when they encounter problems that they can't, and the answer is also attached with the way of solving the problem and ideas.

2.4 Application in search engines

Among learning software, search engines are the most widely used. With the rapid development of big data, the use of the Internet in the teaching field is important, and search engines play a vital role. If students encounter difficult problems in the learning process, they can input the content of the questions in the search column through the search engine to get the desired learning content and help students quickly understand the answers to the questions. This way can not only improve the learning efficiency of the students, but also further deepen the students' impression of knowledge.

3. CONCLUSION

From the above, it is imperative to effectively combine computer networks with teaching when big data is all over the world. With the support of the Internet, the types of learning software can be further increased, allowing students to have more choices when learning knowledge, helping students use online learning to better improve the quality of learning, and engraving textbook knowledge deeply in their minds, so as to make learning twice the result with half the effort and achieve all-round development.

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Causes and Countermeasures of Financial Crisis in Small and Medium-sized Enterprises

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Abstract. With the development of market economy, the role of small and medium-sized enterprises in the national economy has become more and more obvious, so the analysis of the financial situation of enterprises is particularly important. Financial crisis is the key to restrict the development of small and medium-sized enterprises in China. Based on the understanding of financial crisis, this paper analyzes the current situation and causes of financing problems of small and medium-sized enterprises in China, and puts forward some countermeasures for crisis management of small and medium-sized enterprises in China. It is of great significance for the formulation of enterprise financial policy to strengthen the awareness of preventing enterprise financial crisis and effectively control enterprise crisis.

Keywords: small and medium-sized enterprises; Financial crisis; Crisis management

1.THE CURRENT SITUATION OF FINANCIAL CRISIS MANAGEMENT IN SMALL AND MEDIUM SIZED ENTERPRISES

Financial crisis, also known as financial distress, lacks a clear definition and standard judgment in the connotation of the concept. However, from the research results at home and abroad, "although there are still some differences among scholars, they have basically reached a consensus in the following aspects: financial crisis is defined from the perspective of cash flow rather than profit; When the enterprise's commitment to creditors can not be realized or is difficult to comply with, it means the occurrence of financial crisis. " Generally recognized, there are two ways to determine financial crisis: one is the legal definition of enterprise bankruptcy, which is the most commonly used standard to measure enterprise financial crisis, and the most accurate and extreme standard; Second, the stock exchange should give special treatment or delisting to the listed companies that have sustained losses, significant potential losses or whose stock prices continue to be lower than a certain level [1].

In China's national economic system, small and medium-sized enterprises are one of the most dynamic parts. They have small production scale, flexible business model, low production cost and high efficiency. But similarly, the development of small and medium-sized enterprises is often restricted by many economic, legal and institutional factors, such as policy restrictions, lack of technical management personnel, backward production equipment, and financing difficulties caused by underdeveloped financial system and lack of social integrity. In terms of the current business situation, although there are so many interrelated constraints, the lack of funds is still the main factor hindering the development of these small and medium-sized enterprises. Financing difficulties, cash flow fault is the performance of this aspect.

On the one hand, a considerable number of small and medium-sized business owners lack systematic management knowledge and pay too much attention to short-term profits, which leads to their simple pursuit of sales volume and neglect the important position of financial management. The role of financial management and risk control has not been fully played. In terms of financing, the capital needs of small and medium-sized enterprises are generally met through bank loans, but it is very difficult for small and medium-sized enterprises to obtain bank loans. At the same time, most of the accounting accounts of small and medium-sized enterprises are very chaotic, managers can not obtain timely and useful financial information, which affects the objectivity and timeliness of decision-making. In addition, the profit model of small and medium-sized enterprises is relatively single, and the main business products may not have an advantage in the industry. When the market supply exceeds the demand, these enterprises can still stand on their feet. Once the market shrinks and the products enter the recession period, the enterprises often fall into the dilemma of income source fault.

On the other hand, due to the impact of changes in the economic environment, small and medium-sized enterprises have encountered many obstacles in financial management, especially in financing management [2]. The "discrimination" of policy makes small and medium-sized enterprises and large enterprises unable to compete fairly; The nonstandard capital market leads the enterprises to retreat from the new financing methods; The intervention of local management departments makes the financial management objectives of small and medium-sized enterprises short-term and so on.

2. CAUSES OF FINANCIAL CRISIS IN SMALL AND MEDIUM SIZED ENTERPRISES

2.1 Internal factors

The credit policy is too loose and there are too many bad debts. Small and medium-sized enterprises can not compete with large domestic enterprises and multinational enterprises in terms of brand and scale. In order to make their products flow into the market faster, they generally relax the credit policy for customers, extend the collection period and improve the sales volume of products. Such a policy has attracted some dealers who intend to expand cooperation but lack of funds to negotiate business, but it is also easy to attract some outlaws.

The expansion speed is too fast for the company to obtain capital injection in time. In the stage of enterprise expansion, it is also one of the main reasons for financial crisis. After the enterprise develops to a certain extent, only through the way of expansion, can the enterprise have the space to grow again. However, when an enterprise is engaged in the expansion or diversification of its business scope, it should not only carefully assess the opportunities and threats of the external environment, but also assess the relative competitive advantages and disadvantages of the enterprise itself. When the feasibility assessment of the investment scheme is completed, it needs to invest a large amount of money, and the capital turnover ability of the enterprise is more important. If an enterprise is involved in many different fields at the same time, its ability to pay may be reduced due to its heavy burden. If the company itself is affected by the economic downturn, resulting in poor profitability, and the reinvestment business is in its infancy, the liquidity of the company group will be seriously drained. The direct result is that the high debt ratio and lack of funds and other financial crisis, some companies are bankrupt.

The accounts are confused and lack of financial management planning consciousness. Many small and medium-sized enterprises lack enough attention to the financial accounting data and neglect the daily records, which makes the financial data of enterprises in chaos, which can be said to be "continuous cutting and disordered management" [3]. Its objectivity, integrity and authenticity are greatly reduced. When the business of an enterprise is small, it can still rely on personal experience to make financial decisions. However, with the continuous growth of enterprise business, the financial data of the enterprise is more and more various, and the position of financial management in the enterprise is higher and higher. It is not realistic to rely on personal experience to support financial decision-making.

Extravagant style and waste of resources. In the early stage of market economy in China, the huge demand for social materials and the imperfection of policies have created many small and medium-sized enterprises that have become rich overnight. The process of entrepreneurship of these enterprises is very smooth, which makes them overconfident in their management and marketing ability, and their crisis awareness is becoming weaker and weaker. Gradually, extravagant hedonism breeds, the waste of resources becomes more and more serious, and productivity is difficult to improve.

2.2 External factors

Macroeconomic factors such as economic depression have a direct impact on the financial situation of enterprises. When the economy tends to be prosperous, the response of customers' demand for credit sales is weakened, and the company's speed of selling products and returning funds is relatively fast. When the whole industry environment falls into recession, the market of the whole value chain will shrink. Suppliers are in a hurry to collect accounts, while customers ask for delay in payment. Enterprises immediately fall into the dilemma of having no way out before and pursuing after. Relatively strong large enterprises can also control the upstream and downstream of their value chain through the appeal of brands, but small and medium-sized enterprises do not have this ability. If there is no stable cash inflow, small and medium-sized enterprises will soon fall into the plight of no money available.

Lack of social integrity and decrease of external investment. In recent years, although we can not say most of them, there are at least a considerable number of enterprises with untrue accounting information, false financial accounts, empty capital shell and accounting confusion. And small and medium-sized enterprises give up honest management because of tax avoidance, loans and other reasons. To a certain extent, the overall image of small and medium-sized enterprises is affected by the fraud of individual enterprises and the resulting problems, such as withdrawing funds, defaulting on accounts, evading bank debts, maliciously evading taxes, defaulting on taxes, and inferior products. As a direct result, investors' interest in SMEs has declined sharply.

The credit policy of financial institutions to small and medium-sized enterprises is too strict, and there are many difficulties in financing. When banks make loans, they mainly consider two factors: the first is the market prospect of the project, and the second is the solvency of the enterprise. Due to the instability of the market, the description of profitability is relatively empty, so banking institutions pay more attention to the solvency of enterprises. More specifically, it is the collateral and guarantee institutions of enterprises. Due to the small scale of small and medium-sized enterprises, the value of collateral they can take out is limited, and the guarantee conditions of guarantee companies are also more stringent.

3.ANALYSIS ON THE COUNTERMEASURES OF FINANCIAL CRISIS IN SMALL AND MEDIUM SIZED ENTERPRISES

3.1 Good credit policy, control accounts receivable

The control of accounts receivable is mainly carried out from the following aspects: ensuring the accuracy of financial accounting and clarifying the relationship between creditor's rights and debts. Small and medium-sized enterprises must have a complete accounts receivable accounting system to ensure that the original documents must be true and complete; Establish customer files, evaluate the credit level of customers, and formulate credit standards for customers according to the credit level of customers. Small and medium-sized enterprises can queue customers according to the evaluation results. For customers with different credit rating, different credit policies should be formulated to effectively reduce the loss of bad debts caused by credit risk and reduce the loss of bad debts caused by credit risk.

3.2 Expansion plans match financing capabilities

The financing difficulty of small and medium-sized enterprises not only occurs at the present stage of our country, but also is a universal problem in the world. Generally speaking, small and medium-sized enterprise project development requires weak financing ability, which is reflected not only in the high-risk technological innovation stage, but also in the production stage after successful development [4]. Therefore, before the project development, we should do a good job in cash budget, formulate the corresponding financial plan, improve the foresight of the project, and avoid the situation of fund shortage and dilemma in the middle of the project development.

3.3 Timely stripping of unsalable items

When enterprises find that their product sales continue to decline, they should immediately analyze the reasons to study whether they need to change the marketing strategy or even whether they need to carry out enterprise transformation. Unsalable products and businesses that are on the verge of elimination should be stripped in time to avoid overstocking and affecting capital turnover.

3.4 Improve the financial management awareness of the leadership and establish an early warning mechanism

Enterprise financial crisis early warning system is a low-cost crisis diagnosis tool. It is a system model to speculate its profitability, solvency and liquidity by using the relevant data of financial statements. Through this system, enterprises can predict the signs of financial crisis. When the key factors that may harm the financial situation of the enterprise appear, the financial crisis early warning system can issue a warning in advance to remind the operators to make early preparations or take countermeasures to reduce financial losses and control the further expansion of the financial crisis.

3.5 Create a conservation oriented enterprise

To build a conservation oriented enterprise, we need to work in two ways. First of all, we should start from the moral training of employees. Enterprises should strive to create a culture of saving and instill the importance of saving into employees; Secondly, it is necessary to formulate relevant saving system to restrict employees through relevant behavior norms, such as the consumption system or consumption standard of each post, the reward and punishment system to punish waste and reward saving behavior [5].

3.6 Honest management and vertical strategic cooperation

It is of vital significance to talk about the necessity of honest operation for an enterprise.In the case of smooth operation, we should strengthen the communication with customers and suppliers. Avoid arrears to suppliers to maintain long-term cooperation. In the most difficult time of an enterprise, the moral value of the entrepreneur can often save an enterprise, which has been verified in many crisis cases. And these moral values can not be established overnight, need a long time of integrity management accumulation.

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The Significant Exploration of Music Therapy to Psychological Education of College Students in China

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Abstract: Based on the development of the new era, colleges and universities pay due attention to students' all-round development. With the help of diversified education modes and means, strengthening students' professional ability and personal quality can ensure the good development of students in the future. At the same time, in addition to the teaching of subject knowledge, universities also strengthen the psychological education of college students, carrying out practical teaching activities with the help of music therapy to stimulate college students' psychology and physiology in various forms, which plays important preventive role and becomes an important way of college students' psychological education.

Keywords: music therapy; college student; psychological education; importance

INTRODUCTION

The main purpose of carrying out psychological education courses in Colleges and universities is to ensure that college students have a positive and healthy psychology, having suitable ways to vent in the face of learning pressure and employment pressure. Under the daily guidance of teachers, students are encouraged to truly express their inner thoughts and feelings, which helps teachers adjust teaching plans and optimize teaching contents in time. Besides, It can really help students eliminate negative emotions, meet the learning and development needs of college students, and highlight the important role and value of music therapy.

1.THE IMPORTANCE OF MUSIC THERAPY TO PSYCHOLOGICAL EDUCATION OF COLLEGE STUDENTS IN CHINA

(1)Emotional resonance

In order to achieve the purpose of treatment, teachers play an important role in the whole stage of education. We should explore the real feelings of college students in detail. Choosing music therapy is conducive to closer the relationship between teachers and students. Combining with the actual situation of students, playing the corresponding music works can make students resonate with the creator's feelings in the process of listening. On this basis, students will naturally produce empathy, so as to choose the appropriate emotional environment for psychotherapy, and reasonably guide students' emotion and psychology.

For example: for the emotional counseling of some students with psychological anxiety, it is necessary for us to select the corresponding music to play, and when the emotional resonance occurs, it will be transformed into soothing, warm and other forms of music, which can also ensure the students' emotions are subtly affected with gradual psychological mood adjustment, and then change with the music. In addition, teachers' timely guidance of students' ideology can ensure that students can face the future life with a positive and optimistic attitude, so as to achieve the expected teaching purpose.

(2)Language communication

Considering the differences of students' comprehensive ability, in order to ensure that each student's psychology is positive and healthy, in the application stage of music therapy, students can be divided into groups. Taking groups as a unit, students can enjoy a lot of music and students are encouraged to explore each other in groups, express their cognition of music appreciation, and exercise students' language expression ability in music appreciation. At the same time, in the process of language communication, teachers can have a comprehensive grasp of the actual situation of the students, and the group will send members to summarize the music appreciation content. At this stage, we should respect every student and every point of view, which will help to enhance students' self-confidence, explore the music related content from all aspects and multiple angles, provide students with learning opportunities for in-depth communication, truly express their feelings, objectively evaluate themselves, and maintain a good attitude of learning and innovative development.

(3)Thinking development

With the help of music imagination teaching method, thinking expansion mainly selects some lyric and cheerful music to make students relax physically and psychologically. Teachers correctly guide students' thinking, encourage students to expand and analyze music content, give full play to students' imagination, and produce positive and optimistic emotions, which is in line with the purpose of college students' mental health treatment [1].

For example: the great majority of students have great psychological pressure before employment, even prone to negative emotions. They worried about unable to maintain interpersonal relationships, unable to show their ability and advantages in workplaces, which seriously affects the students' psychological health. In this regard, with the help of music imagination teaching method to complete the mental health treatment of college students to guide students with positive music, students can have a strong psychological adjustment ability, always in a state of relaxation and free mood. Moreover, with the help of language to induce students' imagination, students imagine themselves in the environment with friends, teachers, classmates and family around, which can give students a strong sense of security. In such an environment, students' anxiety can be gradually relaxed and gradually with a calm and rational state, which can also have a positive impact on college students' mental health.

2. APPLICATION OF MUSIC THERAPY

(2)Reconstruction level

This part is the music therapy application with the main characteristics of prominent in the "guidance"aspect. With the help of different content of the image to help students out of the negative cognitive field, students can be positive and have correct consciousness of independent acceptance, which help them to relieve emotion and psychology in the fundamental problem. At this stage, higher requirements are put forward for the professional ability and technical level of music therapists, and colleges and universities give strong support in this aspect, so as to really help college students solve their mental health problems, which is in line with the educational goal of colleges and universities.

(2) Support level

As the important role of music therapy in college students' psychological education, more and more colleges and universities pay attention to it in recent years. In the practical application stage, it explores the influencing factors of college students' sub-health and negative emotion, and implements music therapy on the support level. It not only plays a strong preventive role, but also guides college students to deeply explore all kinds of music knowledge to play their own imagination, combine with the impact of music to create a comfortable imagination environment. Only with healthy thoughts and psychology , students can be guaranteed to have a correct outlook on life, world outlook, values [2].

For example, choosing appropriate music to carry out appreciation teaching activities can enhance the teaching interaction of music therapy methods. And it can encourage students to participate independently with graceful music relax to their psychology, which gradually release students' psychological pressure to help to digest more bad emotions, and ensure that the students' emotions gradually return to normal. Based on this condition, college students' language expression ability and social adaptability will be affected imperceptibly.

(3)Re-education

This level is to consider the students' subconsciousness, and take it as the research content and direction to highlight the value of music therapy. The level of re- education also affects students' comprehension ability. In the process of music appreciation, students can deeply explore music knowledge, master music content or melody characteristics, finding positive energy conveyed in music and associating with their own actual situation. It can also ensure that students can also have a deep understanding of music therapy methods and music content, which can make music "entering students' heart", to really understand students' psychological problems and influential status [3]. Through the emotional resonance in music appreciation, it can show music words and music in various forms, which can play a strong guiding role and still promote the development of college students' mental health.

3.CONCLUSION

With the help of the correct guidance of music therapy on college students' psychology and thinking, colleges and universities have strong professional teachers. Combined with the actual situation of students, they can expand the scope of influence of music therapy by means of impromptu singing, impromptu dance and other forms, which helps to liberate college students' physiology and psychology. And the free choice of expressing their emotions, the way of venting emotions, good psychological quality play a sound role in promoting the future development of college students. At the same time, it also plays an important role in the reconstruction level, support level and re-education level, and the implementation effect has an important basic guarantee, so as to provide favorable conditions for the healthy development of college students.

ACKNOWLEDGEMENT

This paper is supported by the next three porjects.

1. General project funded by the Ministry of education in the later period of philosophy and Social Sciences Research: "Research on the acoustic history of Shanxi ancient stage"(NO.18JHQ029)

Shanxi art science planning project: "Kunqiang research in Shangdang Bangzi"(NO.20201006)

Shanxi Education Science Planning Project: "Research on the dilemma and outlet of the participation of non-governmental forces and the balanced development of compulsory education in Shanxi Province."(NO.GH-18003)

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Study on the Problems and Countermeasures of the Development of China's Foreign Exchange Derivatives Market

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Abstract: China will further promote the market-oriented reform of interest rate and exchange rate, and maintain the basic stability of RMB exchange rate at a reasonable and balanced level. This signal will, in turn, promote the development of foreign exchange derivatives. Macroscopically, foreign exchange derivatives can marketize exchange rates and stabilize market exchange rate changes to some extent. On the micro level, it can help some export enterprises to effectively avoid risks and reduce the risks caused by the continuous appreciation of the RMB.With the deepening of reform, China's foreign exchange derivatives market will be more perfect at the national level, the financial industry level, and the enterprise and individual level.

Keywords: Financial, derivatives, foreign exchange, risk management, exchange rate risk, risk neutral

1.DERIVATIVES

(1)Definition of financial derivatives and foreign exchange derivatives

Financial derivatives can be regarded as contracts in the financial market,which are financial instruments derived from original financial instruments such as stocks,bonds,certificates of deposit and currencies.Its value still depends on one or more of its underlying assets or indices.Financial derivatives have the functions of avoiding risks and discovering prices.At the national level,foreign exchange derivatives,a kind of financial derivatives,can maintain the basic balance of international payments, the basic stability of foreign exchange reserves and the stable and healthy development of the foreign exchange market. At the enterprise level, foreign exchange derivatives have the function of "preserving value", which is not only conducive to the risk management of enterprises, but also helpful to lay a solid foundation for the development of the foreign exchange market.Foreign exchange derivatives can effectively manage risk exposure. OTC foreign exchange derivatives can even meet some personalized and diversified risk management needs. The existence of foreign exchange derivatives can promote the orderly operation of the foreign exchange market.

(2)classification

Financial derivative is a kind of financial contract. According to the product form, the basic types of contract include forwards, futures, swaps and options. In the market, there are also financial instruments with one or more mixed characteristics of forwards, futures, swaps and options. It can also be divided into floor trading and over-the-counter trading according to trading methods. Divided into stocks, interest rates, currencies and commodities according to the underlying assets.

2. THE CURRENT PROBLEMS IN THE FINANCIAL MARKETS

(1)The national foreign exchange derivatives market environment urgently needs to be improve

Since the exchange rate reform in 2005, national policies have provided opportunities for the development of foreign exchange derivatives.China will further promote the market-oriented reform of interest rate and exchange rate, and maintain the basic stability of RMB exchange rate at a reasonable and balanced level. This signal will, in turn, promote the development of foreign exchange derivatives.However, there are not many documents on the management of foreign exchange derivatives market in China, and the supervision system is relatively backward.First, the legal system on foreign exchange derivatives is not perfect.At present, the domestic regulation of foreign exchange derivatives market is characterized by "lack of legal level, few administrative regulations and centralized departmental regulations", which makes it difficult for the foreign exchange derivatives market to operate effectively due to the lack of systematic market regulation.Second, it is easy to cause a regulatory vacuum. The foreign exchange derivatives market involves commercial banks, large financial institutions, foreign trade enterprises, etc. The management of foreign exchange derivatives market involves many departments, and it is easy to produce the problem of ambiguity or overlapping authority in the supervision process.

In addition, compared with developed countries in Europe and the United States, some exchange type foreign exchange derivatives in China are not open to small and medium-sized enterprises and individuals, so that a majority of market participants cannot participate in the trading of foreign exchange derivatives market, which reduces market liquidity to a certain extent.For example, China's inter-bank forward market currently implements the membership system. The market participants are only Chinese and foreign commercial banks, and the transaction subjects are highly homogeneous, which leads to the low market activity.

(2)The size of the market does not match the size of the economy

Back in 2010, China's GDP surpassed Japan's to become the world's second largest economy.However, China's foreign exchange derivatives market has been lukewarm, so that China's foreign exchange derivatives market does not match the size of the economy, which can be mainly explained by the following two aspects.On the one hand, the ratio of foreign exchange derivatives to foreign exchange spot trading volume in China is small. According to the data of the State Administration of Foreign Exchange, the total turnover of foreign exchange derivatives market in 2020 is 12.11 trillion yuan (equivalent to 1.85 trillion US dollars), while the total turnover of foreign exchange market is 206.38 trillion yuan (equivalent to 29.99 trillion US dollars). The proportion of foreign exchange derivatives is too small; On the other hand, the volume of foreign exchange derivatives in China is smaller than that in other countries, and the trading shares of forward, currency swap and option (portfolio) varieties in China's foreign exchange market obviously lag behind that in the international foreign exchange market. According to the data released by the Bank for International Settlements (BIS) in 2019, the trading volume of the global foreign exchange market has climbed to USD 6.6 trillion per day, and the annual trading volume of China's foreign exchange market in 2019 was RMB 20,561.9 trillion (i.e. US $29,1196 billion).

(3)Corporate acceptance of foreign exchange derivatives is low

The "8 • 11" exchange rate reform in 2015 broke the pattern of unilateral appreciation of RMB, and the two-way fluctuation of RMB became the new normal.Macroscopically, foreign exchange derivatives can marketize exchange rates and stabilize market exchange rate changes to some extent. On the micro level, it can help some export enterprises to effectively avoid risks and reduce the risks caused by the continuous appreciation of the RMB.However, from the perspective of the utilization rate of foreign exchange derivatives, most enterprises have insufficient awareness of exchange rate risk management and fail to realize the impact of foreign exchange fluctuations on the financial status and operating status of enterprises.Secondly, from the perspective of the types of derivatives accepted by customers, China's foreign exchange derivatives are too single, unable to meet the needs of the majority of market participants. Exchange derivatives are too single, and the lack of supervision of over-the-counter derivatives has become one of the important reasons for the small volume of derivatives transactions in China.

In addition, from the perspective of the number of spots and derivatives signed by enterprises, the number of foreign exchange derivatives is far less than the number of spot derivatives. However, in today's bilateral exchange rate fluctuations are frequent, it is obviously more meaningful to choose foreign exchange derivatives to stabilize the company's financial situation and reduce the risk caused by exchange rate fluctuations.

(4)The internal control mechanism of micro-subject is not perfect

Many enterprises do not choose foreign exchange derivatives to control risks because the internal risk management mechanism is not sound.

First, some commercial Banks and enterprises in the field of foreign exchange derivatives use lack of rich experience and professional traders, risk control, many small and medium-sized enterprise managers and financial personnel to the understanding of the foreign exchange derivatives only stay in the level of "heard", don't understand its operation mechanism and function, Natural dare not or will not choose foreign exchange derivatives to do risk management for the company.

Second, some small and medium-sized enterprises can not objectively assess their own risk tolerance, and can not reasonably judge the company's risk tolerance.

Third, some enterprises lack a prudent internal control environment and a sound exchange rate risk management system. The management of the enterprise does not pay attention to potential risks. The risk management and control of the company has not received enough attention, and the company has not formed a good risk culture.

Fourth, enterprises lack a set of mechanisms for risk management, so derivatives cannot be used in a standardized and comprehensive way to help companies avoid risks better, which increases the financial burden of companies. Or some companies even have a complete and highly feasible set of risk management process, but in the actual implementation process is not implemented in place.

Fifth, the hardware facilities of some small and medium-sized enterprises are unable to implement effective risk management, and the use of information collection and technical means will affect the deficiencies in subsequent transactions, monitoring, reporting and other links.

(5)Market participants and low participation

The cross-term and highly leveraged nature of the use of foreign exchange derivatives makes it difficult for the market to accurately estimate the value of the contract of foreign exchange derivatives, which is also prohibitive to many potential participants.

Secondly, the variety of foreign exchange derivatives in China's exchange market is too single, and the homogeneity is serious. Financial institutions have weak innovation ability in foreign exchange derivatives, and the existing product system fails to achieve accurate docking with customer needs.Currently, state-owned commercial banks, joint-stock commercial banks, policy banks and branches of foreign banks in China are the main banking financial institutions that can enter the foreign exchange derivatives market for transactions, while many non-bank financial institutions, large institutional investors and large enterprises have failed to enter the foreign exchange derivatives market.

In addition, the country and financial institutions have many restrictions on the purchasers of foreign exchange derivatives, and the procedures for the purchase of foreign exchange derivatives are too cumbersome and complicated to operate. Even small and medium-sized enterprises may suffer from price and scale discrimination in the purchase process.

3. SETTLEMENT MECHANISM

(1)National regulation

In recent years, China's foreign exchange derivatives market has developed rapidly, and the turnover of foreign exchange derivatives market has been rising year after year.The financial market of our country is different from that of developed countries in Europe and the United States. The financial institutions of our country move forward steadily under the guidance of the government. Therefore, the development of our foreign exchange derivatives market depends on the adjustment of national policies to some extent.The regulation of the foreign exchange derivatives market should keep pace with the development of the market. Recent report referred to deepen the reform of the financial sector, stressed the "double pillar sound monetary policy and macro-prudential policy regulation framework", the national association of Banks should be encouraged to formulate suitable for the standardization of the legal text and avoid derivatives trading legal risk, to provide legal protection for trading market, the regulatory responsibilities in clear.

Secondly, on February 26, 2021, a video conference on the self-regulation mechanism of the national foreign exchange market was held in Beijing. The conference proposed to guide financial institutions and enterprises to implement the concept of "risk neutrality" and carry out self-regulation evaluation.Conference pointed out that foreign exchange derivatives development should always serve the real economy, the goal is to make enterprise sets up the concept of risk neutral, the existence of foreign exchange derivatives is to allow enterprises to better manage risk and avoid risk, rather than seek interests, adhere to the "value" rather than "value-added" as the core principle of exchange rate risk management, foreign exchange market to steady and healthy development.Foreign trade enterprises, as important participants in the foreign exchange derivatives market, should be taken into account in the policies issued by the state.In addition, the related business of foreign exchange derivatives has high requirements on the moral quality, professional quality and macroeconomic environment analysis ability of the employees.Domestic derivative market cultivation work is a long and arduous task, the country needs to vigorously cultivate outstanding risk control, financial management talents.

Want to solve some problems of our country financial institutions resistance and long, it takes time to perfect the supervision mechanism, build a fully transparent foreign exchange derivatives market framework, currency derivatives should be brought into the monetary policy tools, let it be "shock absorber" of the foreign exchange market, avoid the risks of some money due to exchange rate fluctuations, In this way we will make our monetary policy transmission mechanism more sound.

(2)Institutional reform

One way to cushion the economic impact of foreign exchange is to use foreign exchange derivatives, the development of which also depends on the support of the industry.

First, commercial banks and some financial institutions should expand the range of market makers in the inter-bank market, lower the threshold for the purchase of foreign exchange derivatives, so that more investors who need to avoid foreign exchange risks can realize the purpose of avoiding foreign exchange risks, and guide more investors to enter the domestic foreign exchange market.

Second, professional financial institutions should change customers' concept of risk aversion, establish correct risk management awareness and risk neutrality principle, and reduce the emergence of speculators in the market, which is not only conducive to the stability of social order, but also conducive to reducing the risk damage caused by exchange rate fluctuations.

Third, financial institutions need to accelerate the development and innovation of foreign exchange derivatives, launch professional customized options, enrich the types of existing derivatives, and narrow the gap with the mature international market.

Fourthly, based on the theme of the current digital information age, we should promote the combination of financial and foreign exchange derivatives with information technology, launch more foreign exchange derivatives that are in line with The Times, simplify the purchase procedures and lower the threshold, so that more market economic entities can participate in the current market more conveniently.

(3)controlling inner enterprise

As participants in the purchase of foreign exchange derivatives, commercial banks and enterprises purchase foreign exchange derivatives for the purpose of avoiding financial losses caused by exchange rate fluctuations. Therefore, companies need to have a correct understanding of the purchase of derivatives.

First, we should correctly understand foreign exchange risks and establish a sense of risk neutrality. The purpose of buying derivatives is to avoid risk and ensure the stability of a company's profits, rather than as a means of making profits.

Second, establish and improve the internal mechanism of foreign exchange derivatives trading. Moreover, the company should create a risk culture suitable for the development of the company, and cultivate a group of talents who can correctly judge the current market situation, have relevant risk control and financial management. Establish a systematic exchange rate risk management system, enable the flow of foreign exchange derivatives contracts and a reasonable performance evaluation system for foreign exchange hedging.

Third, foreign trade enterprises, as major participants in the foreign exchange derivatives market, should take into account risks such as changes in foreign exchange policies and conduct derivatives business in accordance with industry norms.

4.CONCLUSION OUTLOOK

At present, China's foreign exchange market is developing steadily. Under the guidance of the national government, the financial industry is constantly deepening reform. With the continuous growth of the national government, financial institutions and enterprises themselves, the development of the financial sector is also flourishing.

With the deepening of reform and development, at the national level, the concept of neutrality of foreign exchange derivatives will continue to deepen the consciousness of market participants. Foreign exchange derivatives trading will be more transparent, and regulatory mechanisms and laws will be improved.

In the financial industry, foreign exchange derivatives will be greatly enriched, and the trading volume of RMB futures and options will increase. Market participants will expand and the foreign exchange derivatives market will be more active; We will narrow the gap with the mature international financial markets; Financial development will also be more closely integrated with digital technology. Some hot technologies, such as big data, cloud computing, blockchain and artificial intelligence, will facilitate our financial transactions and simplify our purchasing procedures.

At the enterprise and individual level, there will be more talents in the field of risk control and financial management. The company's exchange rate risk management mechanism is also gradually improved, and the employee performance evaluation used in foreign exchange derivatives will also be improved.

To sum up, the foreign exchange derivatives business will present a new situation of two-way opening. Foreign exchange derivatives play a hedging function and play a positive role in the economic market, making the real economy and foreign exchange derivatives more closely combined.

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The Relationship Between LncRNAs and Diabetes Mellitus

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Abstract: Recent studies have shown that lncRNA is associated with diabetes. This paper first introduces diabetes and lncRNA and then it is divided into three parts: the classification of lncRNA, the relationship between lncRNA and diabetes including the differentiation and development of pancreatic islet cells and the pathogenesis of diabetes, the relationship between lncRNA and diabetic complications including diabetic neuropathy, diabetic retinopathy, diabetic peripheral neuropathy, diabetic peripheral neuropathy. At last, it makes a conclusion.
Keywords: lncRNA, diabetes mellitus, relationship, classification

INTRODUCTION

Diabetes is a chronic disease caused by absolute or relative insufficiencies of insulin, or the decrease of target cells sensitivity to insulin. Its main characteristics are hyperglycemia and abnormal increase of urine glucose content. The incidence rate of this disease is increasing. It has become a common disease worldwide. Therefore, the pathological characteristics and regulation mechanism of diabetes need further study in order to provide theoretical support for future prevention and treatment of drug development.

Diabetes is generally divided into primary diabetes(insulin-dependent diabetes type I and non-insulin-dependent diabetes II) and secondary diabetes. Type I diabetes accounts for about 10% of diabetes mellitus. The main characteristics of type I diabetes are impaired islet B cells, insufficient insulin secretion, decreased blood insulin, which leads to diabetes, ketosis and insulin dependence. At present, it is considered that this type of diabetes is an autoimmune disease induced by virus infection on the basis of genetic susceptibility.

Type II accounts for about 90% of diabetes mellitus. The main characteristics of type II diabetes mellitus are normal or slight decrease of islet number. Insulin in blood can be normal, increased or decreased. Pancreatic islets (Langerhans) are endocrine parts of pancreas, which can secrete insulin and glucagon. Human islet cells are divided into a cell, B cell, D cell and PP cell. A cell secretes glucagon and B cell secretes insulin, both hormones play an important role in regulating blood glucose content.

Noncoding RNA refers to RNA that does not encode proteins" or the classification of ncRNAs into "rRNA, tRNA, snRNA, snoRNA and microRNAResearch shows that, lncRNA plays an important role in many life activities, LncRNAs have displayed features that can be described as 'three more', namely more types, more patterns and more quantity. lncRNA is no longer regarded as "garbage", because more and more studies have found that lncRNA has a regulatory role in the pathogenesis and treatment of diabetes. With the development of molecular biology technology, these lncRNAs have been sequenced, named and studied.

This review will discuss classification and mechanisms of action of LncRNAs, the link between lncRNAs and T2D and lncRNAs in diabetic complications.

1.CLASSIFICATION AND FUNCTIONAL MECHANISM OF LNCRNA

According to the position of lncrna relative to protein coding gene, lncRNA can be divided into four categories: Antisense, Bidirectinal, Intronic and Overlapping sense transcripts. According to their cellular localization21 lncRNAs can be divided into nuclear types or cytoplasmic types.

LncRNAs are usually shorter than proteincoding (PC) sequences (PCGs), transcribed by RNA polymerase II, 5′ capped, 3′ polyadenylated, and spliced. According to the position of lncrna relative to protein coding gene, lncRNA can be divided into four categories: Antisense, Bidirectinal, Intronic and Overlapping sense transcripts. This location relationship is very helpful to infer the function of lncRNA1.

2.CLASSIFICATION ACCORDING TO THEIR CELLULAR LOCALIZATION21

lncRNAs can be divided into nuclear types or cytoplasmic types, but lncRNAs can be found in both chambers. Nuclear lncRNAs such as xist21n may affect gene transcription by changing chromatin structure, while cytoplasmic lncRNAs regulate mRNA stability or act as small RNA sponge through RNA-RNA interaction.

2.1 Islet lncRNAs are cell-specific

Islet lncRNAs are often cell-specific and activated during endocrine differentiation and the uncover >1100 intergenic and antisense islet-cell lncRNA genes were reported by some researchers7 aligned 16 human non-pancreatic RNA-seq datasets, and found that 9.4% of RefSeq annotated genes were islet-specific , 55% of intergenic lncRNAs, and 40% of antisense islet lncRNAs were islet-specific, a significant enrichment over protein-coding genes . In addition， many examples of lncRNAs were thus found to be unique or highly specific to β-cells within the entire panel of 18 tissues . The islet selectivity was confirmed by qPCR in 12/12 lncRNAs using an independent panel of nine tissues. So here comes to the conclusion that human islet-cell lncRNAs are frequently transcribed in a highly cell-type specific manner.

2.2 lncRNAs play a role in the development of pancreatic endocrine cells

LncRNAs regulate islet function, including the development of endocrine and exocrine glands. Researchers demonstrated Islet lncRNAs act as markers and/or regulators of β-cell differentiation and maturation7. They used a human embryonic stem-cell (hES) differentiation model to examined the dynamics of islet lncRNAs. lncRNAs were markedly induced during the in vivo maturation step. They profiled the same lncRNAs at each stage of the protocol, and discovered that all islet lncRNAs were markedly induced during the in vivo maturation step . In another research8, TGF-β1decrease the final size of endocrine and exocrine pancreas presumably through regulating cell cycle via interaction of lncRNA ANRIL and p15INK4B . P15INK4B is a cyclin dependent kinase inhibitor, which inhibits the process of G1 phase to S phase by inhibiting cyclin dependent kinase 4 (CDK4). A study demonstrated that overexpression of p15INK4B can inhibit the development of islet cells in mice, resulting in the development of whole islets and diabetes8. βlinc1(β-cell long intergenic noncoding RNA 1) is a lncRNAs that specifically regulate the growth and development of islet β cells9, it is required for the proper specification and function of endocrine cells through the coordinated regulation of a number of islet-specific transcription factors located in the genomic vicinity of βlinc1. During this study, researchers used βlinc1+/− and βlinc1−/− mice to demonstrated the in vivo function of βlinc1. Results showed that deletion of βlinc1 results in defective islet development and disrupted glucose homeostasis in the adult9. Instead of lncRNA specificially located in β cells, there are also lncRNAs riched in and regulated α cells' development and function. For example, lncRNA Paupar is enriched in glucagon-producing α cells where it play a role in the alternative splicing of Pax6 to an isoform responsible for PAX6-dependent activation of essential α cell genes, deletion of Paupar in mice resulted in dysregulation of PAX6 α cell target genes and α cell dysfunction. This studies have shown that there may also lncRNAs regulated the function of pancreatic α cell10.

2.3 Islet lncRNAs regulate dynamically in glucose-dependent way

Since mature β-cells exhibit a transcriptional response to increased demand , researchers selected islet protein-coding transcripts are thus moderately induced in response to high glucose under appropriate experimental conditions and the result showed that glucose-dependent changes in protein-coding mRNAs related to insulin secretion (INS, IAPP, PCSK1), whereas the stress-responsive marker DDIT3 (CHOP) was not induced. Then they tested the set of 13 islet lncRNAs and discovered that HI-LNC78 and HI-LNC80, two intergenic multiexonic lncRNAs that are not located near islet-enriched protein coding genes, were consistently upregulated in a glucose-dependent manner in five individual donors. Thus, selected islet lncRNAs are dynamically regulated in settings that are relevant for mature islet-cell physiology.

Many kinds of lncRNAs have been demonstrated have influence in T2D, following are parts of them.

lncRNA H19 An imprinted lncRNA, has also been shown to be involved in the intergenerational transmission of diabetes mellitus in a mouse model of gestational diabetes mellitus11. The investigators showed that F2 offspring of mice with impaired glucose tolerance had increased risk of also developing impaired glucose tolerance through the pateRNAl line that was accompanied by downregulated expression of Igf2 and H19 in pancreatic islets and abnormal DNA methylation status in differentially methylated regions in the Igf2–H19 locus.

ANRIL is associated with risk of T2DM12 and is thought to associate with chromobox protein homolog 7, a component of the polycomb repressive complex 1 (PRC1), and mediate transcriptional silencing of the CDKN2A locus. One possible link between ANRIL and T2DM is the tumour suppressor p16-INK4a, a 148 amino acid protein encoded in the CDKN2A locus in humans and the Cdkn2a (also known as P16ink4a) locus in mice, as the expression of Cdkn2a was observed to be upregulated with ageing of the endocrine pancreas in mice, which limited the regenerative capacity of β cells13. ANRIL might contribute to glucose homeostasis by maintaining the repressive state of the Cdkn2a locus and thus promoting β-cell division.

Natural antisense to PINK1 (naPINK1), which is expressed in muscle and adipose tissue, has also been associated with obesity and T2DM. An association of KCNQ1OT1, which is expressed in the pancreas,with T2DM has also been found but the functional roles of naPINK1 and KCNQ1OT1 in these diseases haven't been found and validated.

Whereas these studies have begun to implicate lncRNAs in the development and physiology of β cells and in glucose metabolism, further studies in cell culture and in animal models are needed to clarify their roles in these processes and their mechanisms of action.

And lead to the occurrence and development of diabetes.

The information provided in Section 2 is summarized from significant prospective studies. The results of these studies indicated that it is very significant to clarify functions of lncRNAs for identifying new regulatory mechanisms of DM susceptibility. LncRNAs may be used as a new therapeutic target to reduce the risk of diabetes by regulating the development and function of pancreatic cells.

3.LNCRNAS IN DIABETIC COMPLICATIONS

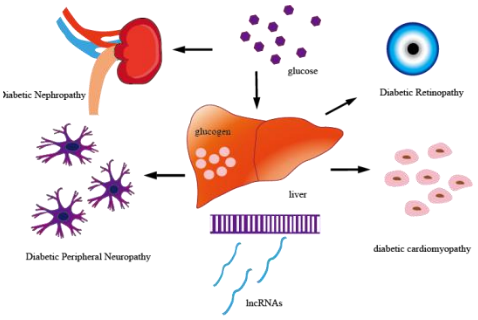

Figure 3 shows four diabetic complications related to lncRNAs metioned in this section

3.1 lncRNA in Diabetic Nephropathy (DN)

DN is the leading factor of chronic kidney disease (CKD) and is listed as the main cause of end-stage renal disease (ESKD) in the Western world. It has a poor prognosis, speedily developing into renal dysfunction and uremia, and is thus a major cause of death and disability in DM. Studies have found that lncRNAs play a vital role in diabetic nephropathy glomerular podocyte injury, renal tubular epithelial cell injury, glomerular mesangial cell proliferation and fibrosis, glomerular extracellular matrix accumulation, microvascular disease, endoplasmic reticulum stress and inflammation reaction, and other pathophysiological processes.

One study demonstrated that Tug1 is a differentially expressed lncRNA in diabetic nephropathy (DN) mice14. During the initial stage of this study , researchers found that Podocyte specific overexpression Tug1 improved the mitochondrial bioenergy of podocytes in diabetic nephropathy (DN) mice. Next they investigated the relationship between Tug1 and PGC-1 because PGC-1 α plays a role in a series of energy metabolism processes, such as adaptive thermogenesis, mitochondrial biosynthesis, hepatic glycogen metaplasia and fatty acid beta oxidation so the abnormal expression and activity of PGC-1 α is related to diabetes mellitus .

Their results showed that the overexpression of Tug1 enhanced the expression of PGC-1 α and its transcription target, thus improving the mitochondrial bioenergy of podocytes in diabetic mice. This study demonstrated Tug1 recruits the promoter of PGC-1 α by binding to TBE, thus regulating its activity and promoting the expression of PGC-1.

Another study that demonstrated lncRNAs have great influences in DN is about Simultaneous pancreas–kidney transplantation (SPKT) . This research found that SPKT can not only replaced kidney function but also restored endogenous insulin secretion in patients with diabetic nephropathy (DN) 15. Here is a study16 aimed to identify circulating long noncoding RNAs (lncRNAs) that are associated with DN and vascular injury in the context of SPKT.Based on a pilot study and a literature-based selection of vascular injury–related lncRNAs, they assessed 9 candidate lncRNAs in plasma samples of patients and measured levels of 9 lncRNAs by PCR , and MALAT1 and LNC-EPHA6 were selected for further analysis the results showed that circulationg levels of MALAT1 and LNC-EPHA6 were strongly increased in patients with DM compared with HC. MALAT1 and LNC-EPHA6 levels decreased after SPKT which suggested that the reduction in plasma levels of these lncRNAs might be associated with glycemic control.

3.2 lncRNA in Diabetic Retinopathy (DR)

DR is the most common vision-threatening complication that may eventually lead to blindness in DM. Diabetic retinopathy (DR) is the most vision-threatening complication of diabetic microangiopathy. It is a kind of fundus disease with specific changes. It is one of the serious and certification of diabetes. Clinically, according to the presence of retinal neovascularization as a marker, diabetic retinopathy without retinal neovascularization is called non proliferative diabetic retinopathy (NPDR) (or simple or background type), and diabetic retinopathy with retinal neovascularization is called proliferative diabetic retinopathy (PDR).

The lncRNA ANRIL is located at a genetic susceptibility locus for coronary artery diseases and type 2 diabetes. A research examined the role of ANRIL in diabetic retinopathy, by study its regulation of VEGF both in vitro and in vivo.

They use human retinal endothelial cells to incubation in high glucose to mimic diabetes. ANRIL expression was measured with or without small interfering RNA (siRNA) knockdown in HRECs and ANRIL knockout mice with or without streptozotocin-induced diabetes were also investigated.

The results showed that high glucose and diabetes caused ANRIL upregulation in HRECs and in the retina. Glucose-mediated elevation of ANRIL, on silencing, prevented VEGF expression. Such regulation involved ANRIL-mediated control of the PRC2 components p300 and miR200b. Direct binding of ANRIL to p300 and enhancer of zeste homolog 2 (EZH2; a PRC2 component) were elevated following exposure to high glucose levels.Their results demonstrate for the first time that ANRIL regulates VEGF expression and function in diabetic retinopathy. This regulation is mediated by p300, miR200b, and EZH2 of the PRC2 complex17.

Hyperglycaemia and its effect on retinal microvascular tissues caused endothelial injury called endothelial–mesenchymal transition in diabetic retinopathy . Such changes can be regulated by lncRNAs such as lncRNA H19 . A study investigated the role of H19 in regulating EndMT during diabetic retinopathy.

In their research the expression of H19 was downregulated in high glucose conditions (25 mmol/l). H19 overexpression prevented glucose-induced EndMT. Such changes appear to involve TGF-β through a Smad-independent mechanism. Diabetes caused downregulation of retinal H19. Using H19 knockout mice, we demonstrated similar EndMT in the retina. Examination of vitreous humour from individuals with proliferative diabetic retinopathy also reinforced the downregulation of H19 in diabetes.

So these results demonstrated that H19 regulates EndMT in diabetic retinopathy through specific mechanisms18.

3.3 LncRNAs in Diabetic Peripheral Neuropathy (DPN)

DPN is one of the most common severe and chronic complications affecting about 60–90% of patients with type 2 diabetes. In the early stage of diabetes, clinical symptoms and signs of peripheral neuropathy are not apparent. However, its nerve structure and function have been damaged, which means peripheral nerve showed segmental demyelination changes and often accompanied by axonal degeneration. Nowadays, the pathogenesis of DPN is unclear, which is currently recognized as a multifactor. The main mechanisms of pathogenesis include metabolic toxicity, vascular injury, neurotrophin deficiency, oxidative stress, autoimmune, genetic susceptibility and other factors.

Despite achieve control of blood sugar and blood pressure, supplemental neurotrophic factor, improve microcirculation and antioxidant therapy in clinical practice. However, most of the patients still inevitably suffer peripheral nerve injury. At present, DPN has become the leading cause of disability in type 2 diabetes mellitus.

4.CONCLUSION

In this paper, the relationship between lncRNAs and diabetes and diabetic complications was discussed by analyzing and citing some significant findings from prospective studies. Sectin1 provided the basic concept of lncRNAs including its classification, and general functions. Setion 2 discussed lncRNAs in regulating development and pancreas islet cell function of the role of, put forward the speculation, can regulate the level of lncRNA to regulate the pancreas development, make the islet cell response to glucose levels to the prevention and treatment of diabetes. Section3 gathered some examples of several diabetic complications and the role of lncRNAs. The study of diabetic complications is of great significance for the development of clinical treatment and control of diabetes. What's more lncRNA H19 acted in almost all diabetic complications, can be expected to be a therapeutic target for diabetic diabetic activity. Therefore, this paper is intended to provide insights for future research in this field. To provide genetic inspiration for the treatment of diabetes. In today's highly developed molecular biology technology and means, as long as people understand how genes function in a certain disease, it is possible to carry out artificial control, such as knockout of disease-causing genes, silencing of abnormal expression genes, up-regulation of repressed genes, and so on. LncRNA is only one of the gene tools, through its sequencing, characterization, artificial regulation or modification, the abnormal gene expression of diabetic patients will eventually be restored to the normal level. Genes are the root of diabetes, and the recovery of gene expression is the key to the eventual cure of diabetes.

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Comparative Study on the Competitiveness of Cultural Industries in Major Cities in China

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Abstract: under the background of rapid development of social economy, people pay attention to both the improvement of quality of life and the richness of spiritual field. In order to make the development of human society more stable and high-quality, the necessary conditions for human survival and development should be guaranteed by the balance between material and spiritual needs, and the continuous improvement of human quality of life should also be promoted. In the development and construction of the country and city, we should pay attention to the continuous improvement of infrastructure and hardware equipment, and promote the improvement of the comprehensive competitiveness of the national cities through the construction of cultural and soft power. This paper mainly makes a comparative study on the competitiveness of urban cultural industry in China, and based on the clear relationship between cultural industry and urban competitiveness, the paper puts forward the Countermeasures for the development of cultural industry.
Keywords: City; Cultural industry; competitive power

1.INTRODUCTION

The core of the development of urban cultural industry lies in the creation of cultural content. Under the background of the construction of cultural industry in the whole country, the organization of marketization and industrialization can provide large-scale cultural products, and promote the continuous improvement of cultural soft power with high-quality cultural services. In the context of economic globalization, we should pay attention to the continuous optimization of national cultural industry in addition to the rapid development of economic field. The comprehensive strength competition between the state and the country, region and region, between cities and cities is concentrated in the comparison of economic field and also influenced by cultural industry. While the cultural industry has the advantage value of development in the process of development, It is not only small affected by natural and environmental factors, but also can meet the growing cultural needs of the people under the increasing living standards through cultural industry construction. Under the background of the expansion of cultural market, the continuous development of the cultural industry in the whole city can also promote the adjustment and optimization of the urban economic industrial structure.

2.THE RELATIONSHIP BETWEEN CULTURAL INDUSTRY AND URBAN COMPETITIVENESS

The comparative study of the competitiveness of the main urban cultural industries should explore the relationship between urban development and cultural industry[1]. As a unique type of industrial structure, cultural industry not only complements the development of other industries and culture, but also plays a certain role in promoting other industries. Under the comprehensive strength of the city, each industrial structure has its necessary value. The cultural industry can not only enhance the comprehensive competitiveness of the city but also drive the economic development of the region through the increase of the soft power of culture.

At present, the development of cities should be gradually optimized in the direction of diversification and compounding. Under the background of the adjustment of urban industrial structure, cultural industry can not only be an independent industry to promote regional economic development, but also promote the further optimization of urban information service, cultural tourism and other industries by the combination of cultural industry and other industries. Under the background of urban development, cultural industry, as an industry type which can be integrated with other industries, can form a new industrial structure through the combination of industry and industry, and can also derive new market for cultural industry development. For the construction of urban cultural industry, it is necessary to set up the conditions for the formation and development of cultural industry from the macro development law of cultural industry, and at the same time, in order to develop the cultural environment with regional characteristics, the development of cultural industry should be based on the local cultural environment and local historical background and development trend, The core competitiveness of the city is formed by the unique cultural industrial structure. As a comprehensive center of political economy and culture, the city should grasp the overall urban development direction from a macro perspective, and also carry out targeted development mode construction for each key development link[2].
mode construction for each key development link[2].

3.PRACTICAL STRATEGIES OF CULTURAL INDUSTRY DEVELOPMENT

The city should pay attention to the upgrading and adjustment of industry in order to improve its core competitiveness, and establish a characteristic urban industrial structure based on the actual development of the city. As an important direction of urban development, cultural industry can promote the improvement of urban development quality by combining cultural industry with economic and political city development. In the construction of urban cultural industry, the development of cultural industry can rely on the following practical strategies to ensure the good development quality.

(1)Change ideas

The development of cultural industry is a more advanced direction, and there are also some problems in the construction of urban cultural industry. At present, the development of cultural industry should be consciously improved by the transformation of traditional development concept, which pays too much attention to economic benefits and neglects social benefits,. Before the construction of cultural industry, we should always adhere to the unity of social and economic benefits. The main theme of cultural development should grasp the characteristics of market-oriented, not only the construction of diversified cultural industries from different cultural needs of market consumers, but also the flexible adjustment of industrial structure, To ensure that the cultural industry can be optimized and improved continuously according to the market demand under the background of the development of the times.

There are differences in types, levels and hobbies among consumers in cultural industry, and when choosing cultural products, they also make independent choices based on their interests and hobbies. Under the market environment where consumers have greater autonomy, the cultural industry should actively explore the multicultural needs of consumers. There are different cultural industrial structures in the formation of the multi-cultural needs of consumers. However, the development of cultural industry should also grasp the main theme of promoting the spirit of the times, not only to ensure the consistency of the needs of enterprises and the market, but also to ensure the quality of good cultural industry construction through the grasp of core content.

In the pursuit of development, the current cultural industry should grasp the unity and harmony between economic and social benefits, not only based on the demand of the construction of multi-cultural products faced by the market development, but also grasp the constantly rich construction objectives of cultural industry in promoting people's spiritual field, and persistently adhere to the main theme of promoting the spirit of the times and national spirit in the construction of cultural industry, To provide high-quality spiritual food to better meet the growing spiritual and cultural needs of the people.

(2) Grasp the overall situation

Facing the specific problems of lack of experience and advanced concept in the construction of cultural industry in China, in order to improve the construction quality of cultural industry, we should learn from the excellent experience of foreign cultural industry actively and grasp the advanced development concept and development mode in the process of continuous learning. At the same time, in the face of the differences between the development path of foreign countries and the domestic situation, in the background of economic globalization, the development of cultural industry in cities should not only clarify their own advantages and disadvantages, but also adhere to the socialist road with Chinese characteristics, and formulate the development path of cultural industry which highlights the urban characteristics and conforms to the Chinese cultural tradition based on the actual situation of China.

The Chinese nation has a deep historical and cultural heritage, and the traditional culture has a long history, which makes it necessary to actively explore the excellent traditional culture of China under the background of the current cultural industry construction. Based on the development of national culture and the review of historical and cultural, the paper explores the direction of cultural industry construction with regional characteristics on the basis of grasping the regional development direction. Through this kind of counting and combing of national cultural resources, we can not only carry forward and inherit traditional culture, but also develop the cultural industry road with Chinese characteristics. We can improve the soft power of urban comprehensive culture by the continuous development of national culture and the resolute promotion of national characteristics.

(3) Correct guidance

Under the background of cultural industry development, the main construction goal of cities is to improve the comprehensive competitiveness of cities. The development of cities and countries should not only maintain the regional characteristics of cities, but also clarify the core requirements of national development. In the context of the construction of a powerful cultural industry in China, the city should be able to improve the comprehensive competitiveness of the city, The macro control of urban cultural industry should start from the regional characteristics of the city and the overall cultural development goal of the country[3].

The formation and development of cultural industry mainly depends on the economic basis and cultural needs of the people. Facing the social background of the rapid development of China's economy, the cultural needs produced by people in the environment of increasing living standards also make the development of cultural industry have a foundation. Facing the huge development space of the current cultural industry, the development of cultural industry market should be based on the consumer's cultural industry demand to explore the cultural products that meet the cultural needs. At the same time, the development of cultural industry should also build the cultural industry through the cultivation of potential market, so as to correctly guide consumption and update the public ideology, which can not only form the awareness of cultural consumption but also grasp the ability of correct cultural consumption.

4. CLOSING LANGUAGE

Cultural industry is an important base for urban development. In the social environment of the continuous economic development and the increasing cultural level, the importance of cultural industry is becoming increasingly prominent. As a complex, cities have both the conditions for the development of cultural industry and the strength of cultural industry. Therefore, the development of cultural industry should be based on the development goal and historical background of the city, and the development quality of the city should be improved by the mutual promotion of culture and economy through the way of establishing close relationship with economic development, and the promotion of the core competitiveness of the city should guarantee the good development effect.

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On the Problems and Countermeasures in the Construction of Teaching Staff in Higher Vocational Colleges

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Abstract: The core task of teacher team construction in higher vocational colleges is to strive to build a team of teachers with good ideology and moral character, noble professional ethics, solid professional knowledge, high teaching level, professional practice ability and outstanding scientific research level, which is the inevitable requirement to guarantee the quality of talent cultivation in higher vocational colleges. Therefore, it is very important to analyze the problems existing in teacher construction in higher vocational colleges and put forward relevant countermeasures and suggestions accordingly.
Keywords: higher vocational colleges; Teaching staff construction; Scientific Research Level of Teachers

INTRODUCTION

Since the reform and opening up, great achievements have been made in the construction of teaching staff in higher vocational colleges, such as the social status of teachers, the structure of academic qualifications and titles, and the proportion of "double-qualified" teachers. However, there is still a long way to go before the general requirements of the Ministry of Education for professional teachers. Analysis of these gaps to seek ways to strengthen the construction of professional teachers. More and more attention has been paid by educators. It is of great practical significance to pay attention to this issue for the smooth development of vocational education in China.

1.PROBLEMS EXISTING IN THE CONSTRUCTION OF TEACHING STAFF IN HIGHER VOCATIONAL COLLEGES

(1)the total number of full-time teachers is insufficient and the quality of teachers'ethics needs to be improved

As our country has gradually entered the stage of higher education popularization, the number of students in higher vocational colleges has been continuously expanding, many schools generally have a serious shortage of teachers, the contradiction of the shortage of full-time teachers is quite prominent, this has laid a serious hidden danger for the improvement of the quality of talent training in higher vocational education. At the same time, the construction of teachers'ethics in higher vocational colleges is facing many new problems and major challenges under the current Socialist market economy conditions. In 2014, the Ministry of Education promulgated the "opinions on further strengthening and improving the construction of teachers' ethics" (No. 1[2005] of the Ministry of Education), which reflects the policy guidance that the state is attaching more and more importance to the assessment of teachers' ethics in institutions of higher learning. Therefore, in the process of improving the overall level of teachers in higher vocational colleges, we should focus on strengthening the assessment of teachers'political quality, professional ethics, social responsibility and work responsibility, put the construction of teachers'morality in the first position of the construction of teachers'ranks.

(2)insufficient efforts have been made in the training of young people, key personnel and teachers with dual qualifications

At present, many higher vocational colleges, in order to pursue the short-term and rapid development of teaching quality and professional influence, often put human, material and financial resources into the training of professional leaders and teaching masters, lacking long-term consideration for the development of schools, insufficient investment in the training of young people and key teachers of lower age and professional titles in colleges and universities has directly led to unreasonable echelon construction of teaching staff in higher vocational colleges and reduced the enthusiasm of young and middle-aged teachers in their work, also affects the school's quality of Personnel Training and development space. At the same time, the "double-qualified" teachers and part-time teachers in higher vocational colleges are few in number and low in quality. From the current point of view, the channels for the introduction of talents in higher vocational colleges are still dominated by the graduates of ordinary colleges and universities, and the introduction of talents from enterprises is on the low side, which directly causes the proportion of "double-qualified" teachers in higher vocational colleges to be on the low side, practical teaching can not be carried out effectively. There is a certain gap between the higher vocational education and the goal of training students'practical ability and professional ability.

(3)teachers'overall level of teaching and scientific research is not high and their ability to serve the economy and society is insufficient

Higher Vocational Education undertakes the obligation of training qualified professional skilled talents, and also undertakes the mission of developing science and serving economic society. However, because most of the higher vocational colleges in our country are upgraded and reorganized from the original technical secondary schools, the scientific research level of the teachers is far behind the undergraduate colleges in terms of their own educational level and knowledge structure. At present, the overall quantity and quality of the papers published by teachers in higher vocational colleges are low, which also proves that the actual situation of teachers'scientific research level in higher vocational colleges is indeed not optimistic. Therefore, the construction of teaching staff in higher vocational colleges should actively create conditions, constantly increase the number and proportion of research-oriented teachers, and through the formulation of corresponding reward mechanism, teachers are encouraged to actively participate in scientific research cooperation in enterprises, industries, local and inter-school fields, so as to truly realize the combination of "production, teaching and research" and enable them to contribute to the development of local economy and society.

2.THE COUNTERMEASURES OF STRENGTHENING THE CONSTRUCTION OF TEACHING STAFF IN HIGHER VOCATIONAL COLLEGES

(1)the construction of the teaching staff should insist on the combination of talent introduction and training

In recent years, the biggest bottleneck restricting the quality of higher vocational education is the shortage of teachers and the problem of low quality. Therefore, higher vocational colleges should pay attention to both the introduction of professional talents and the independent cultivation of schools in the construction of teaching staff. On the one hand, higher vocational colleges need to continuously optimize the structure of the teaching staff to ensure the urgent need for professional teaching and to bring in more talents with master's and doctor's degrees to enrich the ranks of the teaching staff; on the other hand, higher Vocational Colleges should also actively support young teachers to study for doctor, strengthen the training of existing talents and encourage professional teachers to upgrade their academic qualifications. In this regard, higher vocational colleges should do the following three points: (1)do a good job of on-the-job training for young and middle-aged teachers, and specifically select young and middle-aged key teachers to visit and study in universities and scientific research institutes at home and abroad; (2)to improve the management methods for teachers'training by holding up their posts in enterprises, and strengthen the process assessment of teachers'holding up their posts in enterprises, so as to link the assessment results with the promotion of their professional titles and the promotion of their posts, etc. ; to encourage young teachers to actively participate in skill competitions, through the competition, we can achieve the goal of "promoting teaching through competition" , "promoting teaching through competition" , and improve the level and quality of teachers in higher vocational colleges through various channels.

(2)we should attach importance to the construction of teachers'ethics and foster the awareness of educating all the staff

The Teacher's ethics is the teacher's soul, is whether the teacher can do well the teaching education work premise. Therefore, higher vocational colleges should attach great importance to teachers'moral education in thought and action, carry forward the noble spirit of teachers'moral and improve team cohesion. On the one hand, we should standardize the teachers'ethics in system, improve the teachers'education level, and take the teachers'professional ethics as the important basis of the year-end assessment, the post, the title evaluation and appointment, and the performance allowance distribution of every teacher On the other hand, schools should increase publicity efforts to create a social atmosphere of respect for teachers and education, improve the social status of teachers. Higher Vocational Colleges should give full play to the advantages of the ideological and political work of the Party committees of the departments and the trade unions of the staff and workers, vigorously publicize the general policy of the reform and development of the schools, and strive to cultivate teachers'professional sense of honor and professional ethics, care for teachers'legitimate needs and ensure their welfare treatment, timely detection of possible problems, pay attention to resolve contradictions, do a good job of interpretation and guidance.

(3)Optimizing the ranks of teachers and strengthening the training of "double-qualified" teachers

A reasonable teaching staff is the motive force for the development and progress of higher vocational colleges and an important guarantee for the training of qualified personnel. Higher Vocational Colleges should, first of all, pay attention to the cultivation of a reasonable structure of teaching echelon, and they should formulate a reasonable training program and examination management method of "young and middle-aged teachers —— Leading teachers as professional teachers —— Leading Teachers" , to stimulate the enthusiasm and initiative of teachers, Higher Vocational Colleges should attach importance to the establishment of regular training system for teachers of specialized courses in counterpart enterprises and institutions, combining the practical training and short-term training of teachers with the training of "double-qualified" teachers, we can improve the quantity and quality of "double-qualified" teachers in a short period of time Higher Vocational colleges should also actively recruit professional and technical personnel and industry experts from enterprises with rich practical experience to serve as part-time teachers, so as to strengthen the relationship between higher vocational colleges and industries and enterprises, establish a relatively stable contingent of part-time teachers outside the school. Strengthening the construction of part-time teachers is a powerful measure to supplement the number of teachers, optimize the structure of teachers, adapt to the change of specialty, and combine teaching with production, scientific research and social practice.

(4)Do a good job in the training of young teachers and strengthen the professional training of key teachers

Young teachers are the future and backbone of school development. In the process of building the teaching staff, higher vocational colleges should show more concern for the growth and development needs of young teachers, taking into account the professional development of the school and the level of curriculum construction, we will strengthen the training of young key teachers, innovate the training methods for young and key teachers, and arrange experienced senior teachers to give young and key teachers "One belt, one road" and guide them to strengthen their professional learning, cultivate their practical skills, improve their ability to work on the post. At the same time, schools should also focus on strengthening their off-campus training, and actively enhance their scientific research level and teaching organization and management capacity by arranging for them to go to colleges and universities at home and abroad for further study, training, academic discussion and exchanges, etc. , so that it has advanced idea and international vision in talent training scheme design, course system construction, specialty construction and development.

(5)To attach importance to improving the scientific research level of the teaching staff and to building an outstanding team relying on the profession

It is an important function and task for higher vocational colleges to do educational scientific research well and serve the society well. Therefore, we should attach great importance to improving the scientific research level of the teaching staff and put the building of excellent scientific research team in a prominent position. We can start from three aspects: (1)in the construction of the teaching team of the course, by focusing on the construction of the major and the construction of the core courses, we can construct the teaching team of the core courses of each major, focusing on the construction of the case base of the major, reform the teaching content, teaching mode and evaluation method, improve the teaching quality; (2)in the competition guide teacher team construction, around the national vocational colleges skill competition, build the competition guide teacher team, build the atmosphere of skill competition in which competition promotes learning and reform, and apply the advanced technology in the competition to the teaching reform; (3)by relying on close cooperative enterprises, build up a scientific research and innovation team that combines both specialty and specialty, we will vigorously promote science and technology services and technology development, and improve the ability of teachers to provide technical services to industries and enterprises. Through these team-building activities, we can not only train teachers'practice and innovation ability, but also speed up the renewal of teaching content and the reform of teaching model, and improve teachers'scientific research level and ability to serve the development of economy and society.

ACKNOWLEDGEMENT

2020 Wenzhou basic scientific research project "Research on the mode and Countermeasures of coordinated development of Regional Higher Vocational Education and industrial agglomeration" (R2020023)

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Research on the Development of Cultural and Creative Products in Local Museums Based on Digital Media--A Case Study of Bengbu Museum

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Abstract:Now a new era under the background of local museum wen gen product based on digital media development ushered in the new opportunity,the first cultural arts and creative design competition has a very positive influence,because of its resource integration is vague,lack of publicity,related problems such as insufficient motive force that development problems.This paper,based on the digital media from the perspective of development and research,grasps the new economic trend of industrial development and the new direction of transformation,and stimulates the vitality of the new economic development with cultural innovation.

Keywords:Digital media;Cultural and creative products;Museum

1.INTRODUCTION

With the increasing complexity of environmental factors,museums and other public cultural institutions take on more and more complex characteristics.Museums are no longer limited to traditional functions such as collection,research,exhibition and education.They not only play an important role in the narrow sense of the cultural field,but also enter the broad sense of the public domain with a rapid pace.The development of cultural and creative products will become the breakthrough point for the future development of museums.How to promote the rational development of cultural creative products in museums in China is a major issue facing practitioners and theorists.

2.RESEARCH ON CULTURAL AND CREATIVE PRODUCTS DEVELOPMENT OF LOCAL MUSEUMS

2.1 Development status of cultural and creative products in local museums

At present,the most common forms are jewelry,such as"double"jewelry in the First Cultural Creations Competition of Bengbu Museum.The jewelry form mainly expresses some patterns representing local characteristics in abstract form and then prints them on the jewelry.This form of cultural and creative products not only have local characteristics,but also easy to carry,bearing special significance.Some are in the form of clothing,but others include incense,handmade soaps,souvenirs,and so on.However,these carriers are relatively traditional and lack of originality and fashion sense,so they are not attractive to consumers.In terms o content,the cultural and creative products of local museums in China are mainly simple copies of local museums themselves or their representative cultural relics.

2.2 New development plan for local museums

New Ideas for Cultural and Creative Development of Local Museums:New Specialties.Local museums carry the history and culture of a region.No matter local people or outsiders want to understand the local characteristics,local museums are undoubtedly the bestcarrier.Unfortunately,these characteristics cannot be taken away.Local specialties are generally related to food,clothing and use[1].Time-old shops or workshops that make them are scattered in every corner of the city,and some of them are maintained in the form of family workshops.By combining local specialties with the resources collected by the museum,the museum carries the great ship of cultural creation together,creates high-quality specialty gifts of the museum brand,and makes it the first choice of specialty products[2].At the same time,we should also consider the sales platform,So that the audience can see the high-quality museum cultural and creative products that represent the local land,which is a win-win strategy for local museums.

3.DEVELOPMENT AND APPLICATION OF DIGITAL MEDIA IN CULTURAL AND CREATIVE PRODUCTS OF LOCAL MUSEUMS

3.1 Development of local museums based on digital media

With the popularization and wide application of digital media the society,many people will learn the latest information and information through digital media such as the Internet.In such a social context,digital media can be used to promote museum cultural and creative products more quickly,efficiently and comprehensively.Digital media can quickly help museums improve the attractiveness of their products and promote the development and progress of cultural and creative products.Taking Bengbu Museum as an example,the application of digital media not only in the creation,but also strengthens the propaganda of Bengbu culture.In this cultural creativity competition,the site land form elements of Shuangdun culture were applied in the production of short videos,and the use of modern video technology to propagate historical civilization is also the most direct way of expression."Nanhai.Culture and History Exhibition Mini Program"This is to collect the cultural and historical data of Nanhai people,and make a small.Program more directly aimed at the tourists.In the program,positioning and surrounding information are added,which is the view of the creative value of the product.

3.2 Value significance of using digital media to develop cultural and creative products

3.2.1 Accelerate the dissemination of cultural and creative products

Digitization can re-use and recognize the information of cultural relics,reduce the loss,but also strengthen the protection and utilization of cultural relics.Based on the digitization of cultural relics,the development and development of cultural and creative products have a new idea of using digital media to promote the development and dissemination of cultural and creative products.On the basis of digital media,not only can establish a wen gen products business marketing model,and establish a line above a shop in the consumer to buy time for the museum's cultural propaganda,can also be based on social software to push the local cultural characteristics of the industry and non-material cultural heritage data,in order to attract more people attention to the wen gen products.

3.2.2 New ways to drive the industry

Through the research of cultural and creative products developed by local museums in China in recent years,it can be found the cultural and creative products are still in the initial stage.Cultural and creative products are a part of cultural and creative industries,and different media can show different cultural charms.However,at present,there are not enough varieties of cultural and creative products developed in local museums.Therefore,studying different media is conducive to promoting the development of cultural and creative industries and creating a new path for industrial development.

4.PROBLEMS IN THE DEVELOPMENT OF CULTURAL AND CREATIVE PRODUCTS OF BENGBU MUSEUM

4.1 There are institutional barriers

The vast majority of museums in China are public welfare institutions with full funding.The concept that cultural undertakings are opposed to cultural industries and public welfare is opposed to profits and benefits is still quite common.Some places still insist that"public welfare organizations should not operate",which leads to the lack of substantive progress in cultural and creative development.In recent years,China has issued a number of relevant guidance documents,including Several Opinions on Promoting the Development of Cultural and Creative Products in Cultural and Cultural Relics Units,which provide policy guidance and development ideas for the cultural and creative development of museums in China[3].

4.2 Insufficient creative ability of cultural and creative products.

From the point of the present situation,a considerable part of the museum's cultural creative products still stays in the souvenir development level,in addition to the conceptual limitations,mostly post CARDS,badges,copy(copies)of cultural relics,such as books,audio and video products,deeper loss is caused by the spirit of traditional culture and technology,the lack of brand consciousness,including the popularity of aesthetics and design concept,in a short period of time is difficult to breakthrough.Most museums in China are not online yet.Most museums do not take full advantage of modern technology and new media.Although they opened a website,but only to introduce basic information and online browsing,the audience can not get more information.In addition,informationization,digitalization and cross-border integration are the future developmenttrends of museums.

5.COUNTERMEASURES TO PROMOTE THE RATIONAL DEVELOPMENT OF CULTURAL AND CREATIVE PRODUCTS OF BENGBU MUSEUM.

5.1 Improve the development level of cultural and creative products

In order to develop cultural and creative products suitable for modern life,to meet the diversified needs of consumers and to be favored by consumers,it is necessary to dig deep into the value connotation and cultural elements of the cultural resources of local museums.We should make full use of the subjective initiative of consumers,and cultural and creative products are targeted at consumers.It is better for consumers not only to participate in the development and research of cultural and creative products through digital media,but also to design and produce their own cultural and creative products through software.In this way,the innovation and development of cultural and creative products can be maintained and promoted.

5.2 Data information resource system for cultural and creative industry is proposed

Based on the digitization of cultural and creative industry and the convenient and fast communication channels of the Internet,many local museums in China have established their own portal websites at present.The integration of digital media and museums makes the Internet become a platform for cultural and creative communication,and it is possible to establish a data information resource system for the cultural and creative industry.With the integration of the datainformation resource system,local museums can not only exchange information and experience,but also integrate resources to promote each other's development.

5.3 Cultivate versatile talents in cultural and creative industries

We should focus on talents in high-end creative research and development,operation and management,and marketing promotion,and strengthen the training and support of talents in the development and operation of cultural and creative products.Encourage more cultural and creative design and development competitions,cultural and creative product exchanges and exhibitions,and other activities.At the same time,local museums should include cultural and creative product design and development in the scope of museum talent support plan,and actively introduce relevant policies to support the development of cultural and creative products.Local museums and cultural and creative product development and management enterprises should actively participate in the establishment of schools with relevant majors to train students and provide convenience for the professional education of schools.

6.CONCLUSION

Based on the current development of The Times,this paper expounds the influence of digital media on the development of cultural and creative industry of local museums nowadays.Taking Bengbu Museum as an example,this paper analyzes how to use digital media to promote the development and development of cultural and creative products of Bengbu Museum.The digitalization of local museums and the development of digital media bring us both convenience and challenges.Digital media should be used flexibly to fully integrate the traditional culture of local museums,strengthen the development and development of cultural and creative products of local museums,and create more attractive cultural and creative products.

ACKNOWLEDGEMENT

1.Subject research：This paper is the stage result of the general research project Research on Contemporary Anhui Oil PaintersGroup and Creative Style Based on Innovative City Culture(Item No.ACKYC19060)in Anhui University of Finance and Economics in 2020

2. Subject research：This paper is a research project ofgraduate research and innovation fund of Anhui University of Finance and Economicsin2020."Research on the Development and Application of Cultural and Creative Products in Bengbu Museum Based on Digital Media"

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Design of Monitoring and Collecting Equipment for Marine Aquaculture Dead Fish Based on Deep Learning

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Abstract: This paper designs a set of real-time intelligent monitoring and rapid collection equipment for dead fish in marine aquaculture areas based on deep learning. The equipment mainly includes a monitoring part and a collection part. It can work on the shore station to detect dead fish in the sea cage in time and collect and process them to prevent secondary pollution and large-scale deaths from causing major economic losses. Solve the problems of high production personnel density, high labor and management costs, dead fish causing cage pollution in the marine fisheries aquaculture industry, promote large-scale, intensive, and intelligent marine cage aquaculture, and promote the sustainable and healthy development of the marine aquaculture industry.
Keywords: marine aquaculture; dead fish identification; collection; deep learning

INTRODUCTION

Dead fish are prone to appear on the surface of marine aquaculture cages. Relying on manual discovery of dead fish and on-site manual collecting is the current production status of many large-scale offshore deep-water cage aquaculture enterprises. It is found that the processing time is lagging, the labor is large and the intensity is high.

The "Super Fishing Farm" manufactured by CSIC Wuhan Group has realized intelligence and automation in terms of fry stocking, feeding, real-time monitoring, and fishing net cleaning [1~2]. Aiming at deep-sea cage culture, this paper studies and designs a set of intelligent monitoring and collection equipment for dead fish in the cage to realize the rapid discovery and treatment of dead fish, reduce secondary pollution, prevent large-scale deaths and cause major economic losses, and build automation for marine aquaculture. Intelligent supporting equipment improves the economy and efficiency of offshore aquaculture, and enables modern marine aquaculture to develop in the direction of "improvement of quality, efficiency, and safety".

1.WORKING PRINCIPLE

As shown in Figure 1, this equipment mainly includes monitoring cameras [3~5] and various collection motors. The equipment is placed in ocean cages for operation, and wireless communication is realized with the shore management center (host computer server) through the wireless network, and through the server or mobile terminal, the management personnel can access the real-time screen status of the marine aquaculture cages and perform remote control collecting operations.

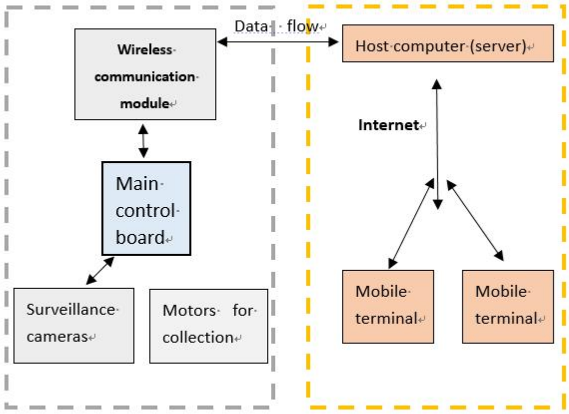

Figure 1 Schematic diagram of equipment

2 MECHANICAL DESIGN

2.1 Hull part

The catamaran has the characteristics of safety, reliability, and high stability when working on the sea surface. At the same time, it can provide larger deck space and stronger carrier properties, so that the whole machine has better wave resistance and good sports performance [6~7], so the hull part of this equipment adopts catamaran structure.

2.2 Photovoltaic power generation part

This equipment uses a combination of photovoltaic power generation and lithium batteries to achieve energy self-sufficiency. As shown in Figure 2, the photovoltaic panel is placed above the double worm gear support, with two rotation degrees of freedom around the X and Y axes. The photoresistor on the four sides of the photovoltaic panel collects the light intensity combined with the program to dynamically track the sun to maintain the charging efficiency [8~9].

This equipment uses a combination of photovoltaic power generation and lithium batteries to achieve energy self-sufficiency. As shown in Figure 2, the photovoltaic panel is placed above the double worm gear support, with two rotation degrees of freedom around the X and Y axes.

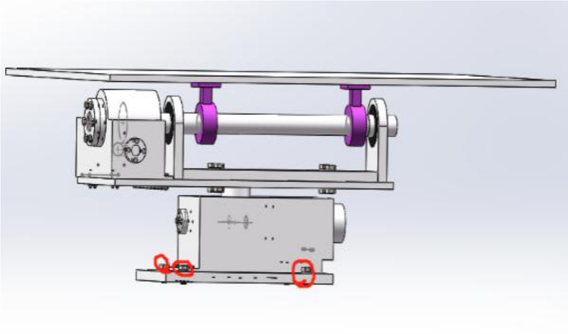

Figure 2 Photovoltaic power generation part

2.3 Collection part.

As shown in Figure 3, the collection part includes a collection forearm, a collection conveyor belt and a storage box, and the power is provided by each collection motor. There are two collection forearms, which are distributed symmetrically, and play a role of gathering and guiding dead fish or floating objects during operation. A roller is installed at the front of the forearm to avoid rigid collision and friction.

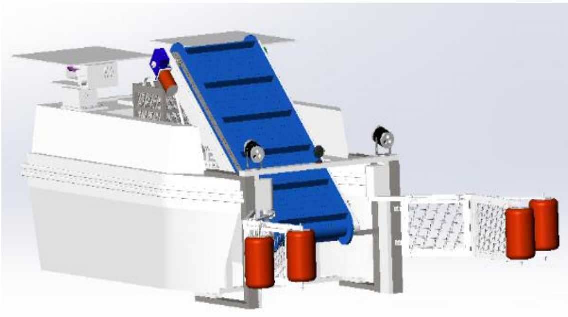

Figure 3 Virtual prototype of the whole machine

The collection conveyor belt adopts a foldable design, during the collection operation,
tilt down into the water to keep the front end in contact with dead fish. When not working, tilt it up to reduce water resistance and wind resistance. The transmission belt is made of light-weight corrosion-resistant materials and stop slides are designed to be installed along the belt.

2.4 Monitoring part

The monitoring part is mainly composed of the PTZ camera and the monitoring program in the server. The pan-tilt camera transmits the video/image data stream to the management center server through the wireless network, and the monitoring program uses its deep learning feature to quickly and effectively process the picture information [10~11], determine whether there are dead fish or floating objects and associate feedback alarm signals . The management personnel can view and refer to the monitoring information through the server or mobile app, keep abreast of the status of marine cage breeding and issue relevant wireless remote control instructions.

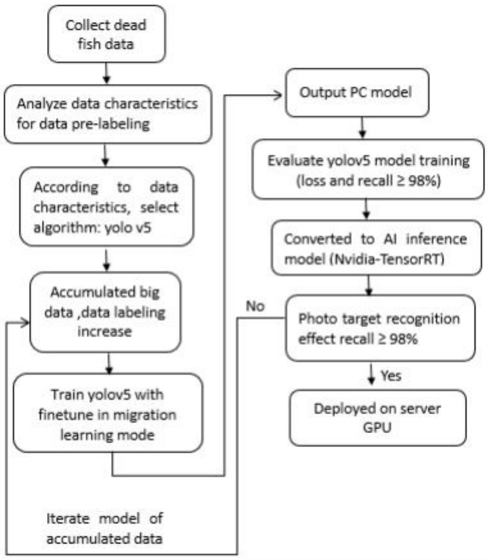

Figure 4 Deep learning model

3 CONTROL SYSTEM DESIGN

3.1 The control flow chart is shown in Figure 5.

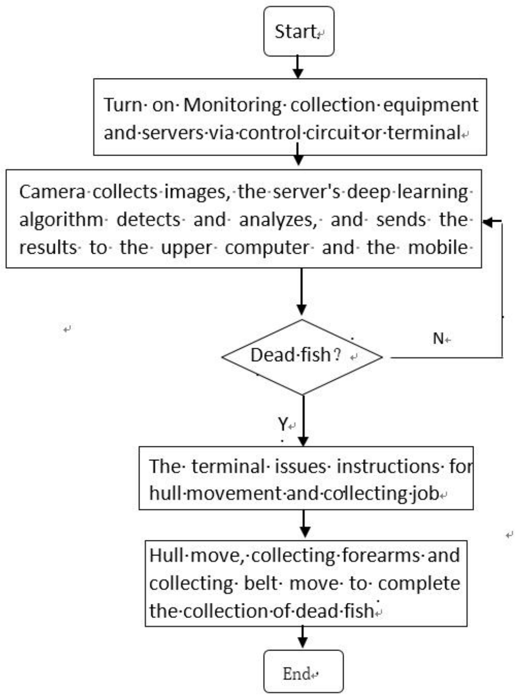

Figure 5 Control flow chart

3.2 Wiring diagram of control circuit module

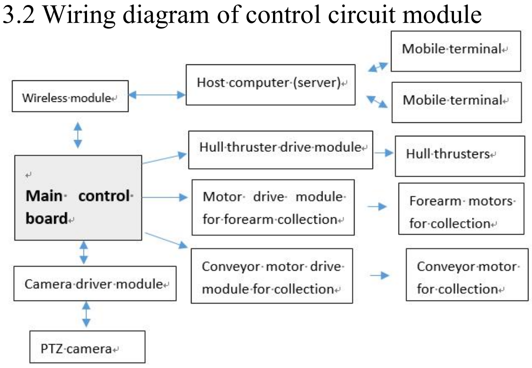

Figure 6 Wiring diagram of control circuit module

4.SUMMARY

The prototype (shown in Figure 7) was tested and it was found that the equipment can effectively realize the remote monitoring of dead fish in cages and the remote control collection function, which solves the original extensive management method and advances to the unattended advanced marine aquaculture method. , To improve the level of intelligent supporting facilities in the marine aquaculture industry.

Figure 7 Physical image of a practical prototype

ACKNOWLEDGEMENT

This paper is supported by the Zhanjiang City Non-funded Scientific and Technological Research Plan Project "Research on Key Technologies for Intelligent Monitoring and Collection of Dead Fish in Marine Aquaculture Areas" (Project Number: 2020B01262)

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The Globalization Strategy and Problems of Industrial and Commercial Bank of China

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Abstract: ICBC is the world leading internationalised banking conglomerate. ICBC has captured chances arising from national policies and strategies. In terms of cross border investment banking business, ICBC has sustainably provided merger and acquisition loans for Chinese companies' expansion into one belt one road countries, or uses in consumption and industrial upgrading. ICBC led cross border merger and acquisition transaction amount has been ranked the top for three years successively. However, ICBC has to upgrade its credit risk countermeasures to reduce risks stemming from global economic slowdown and COVID-19 coronavirus.

Keywords: ICBC, bank, globalization

INTRODUCTION

ICBC is the world's largest bank by core Tier 1 capital and it is the typical research object in globalisation. This consulting report is intended to summarise the global strategies of ICBC, point out the challenges of ICBC in the global market, evaluate its risk management, and make recommendations on its further management in overseas expansion.

1.SECTION A. CAUSES OF SELECTING ICBC AS THE RESEARCH TARGET

The results of this year's Top 1000 World Bank ranking issued by The Banker, show that ICBC Industrial and Commercial Bank of China is the largest bank in the world by core Tier 1 capital1. Core Tier 1 capital is a criterion to screen ranking of banks due to its attribute to measure banks' endurance of certain level of bad debt losses to maintain sustainable operation and normal profitability. Another facet of doing research on ICBC is its broad globalisation strategy to capture the great opportunities of China's economic globalisation. In terms of asset distribution across overseas markets except China Mainland, 49% are distributed in Hong Kong and Macau, 27% are distributed in other Asia-Pacific market, 20% are from Europe and the rest are in America2. It is of great significance to find the motives of rising profitability, competitiveness and development quality of ICBC's overseas business.

2.SECTION B. THE BROAD GLOBALISATION AND GLOBAL STRATEGIES OF ICBC

ICBC's international business operation strategies cover corporate banking, personal banking, overseas internet financial services, financial market services, global custody services, global asset management services, and proactive advancement of cross-border RMB business. ICBC offers "one-stop" financial services, including overseas bond issuance, cross-border acquisition, project finance, derivatives trading and global cash management. ICBC maintains leadership in overseas IPO underwriting and sponsorship as well as underwriting and issuance of offshore bonds. ICBC has set up professional bond issuance team and internationalised bond distribution channels. With powerful business network, ICBC has underwritten thirty domestic companies bond issuance, around 160 billion yuan for the first fourth months this year. Since 2018, ICBC has assisted over 450 Chinese enterprises to go abroad. ICBC is the top financial institution in underwriting offshore CNY denominated bonds and high-yield U.S. dollar bonds3. At present, ICBC overseas bond underwriting businesses cover general bonds, high-grade dollar debt, subordinated debt, perpetual bond, preferred shares and other bonds.

In terms of ICBC's globalised personal banking business, in fiscal year of 2019, 3.82 million bank cards were issued overseas, with efforts focused on developing the "ICBC Virtual Credit Card for Guangdong-Hong Kong-Macau Greater Bay Area"4. ICBC personal exchange services cover individual foreign exchange purchase, settlement, clean collection, and foreign exchange exit permit. ICBC provides convenient cross border remittance for individual clients. ICBC cross border remittance products are exclusive based on its powerful group advantages and clearing capacity. Signature personal banking products are "ICBC express remittance point-to-point" and "ICBC Express remittance transfer" in overseas markets.

3.SECTION C. CHALLENGES OF ICBC IN THE GLOBAL MARKET AND EVALUATION OF ITS MANAGEMENT

The primary challenge of ICBC's internationalisation is reflected in contracting commercial banking affected by economic slowdown and the unprecedented COVID-19 coronavirus crisis. ICBC's interest income generated from its globalised commercial banking services decreased due to narrowing interest rate spread and increasing interest costs. These are not opportunities for ICBC to develop commercial banking. The challenge is undergoing interest concessions from stagnant real economy and ICBC has carried out deferred repayment policy further so that financing costs are lowered for Chinese firms. As a result of decreasing interest income, ICBC's overseas expansion potential is turned down. This is also an opportunity for China's banking sector to speed up the pricing benchmark switching to loan prime rate (LPR).

During lockdown of COVID-19 coronavirus, production activities were forced to interrupt and corporate cash flows decreased dramatically, leading to declining loan repayment ability and rising default probability. Thus, asset quality deteriorates and non-performing loans increase. Loan impairment provision has been impairing profitability. Fortunately, sensitivity pressure test shows that ICBC and other large banks have strong capabilities to resist risks generated from deteriorating credit asset quality due to its capital structure, weak reliance on interbank funds and strong liquidity risk control5.

These challenges have been identified and managed by ICBC has replenished capital through multiple channels including additional issues, convertible bonds and preferred shares. As for credit card default, ICBC has carried out a structured credit card ABS design scheme, which is to divide overdue into senior and subordinated asset-backed securities. Subordinated ABS provides internal credit enhancement measures for principal and expected return on senior ABS, thus in certain degree, credit risks of subordinated ABS are lowered. ICBC has slashed a planned bond sale of the riskiest type of debt by more than a third, raising only $2.9b in dollar-denominated bonds out of a planned $4.4b2. ICBC has replenished capital buffers and met minimum domestic capital requirements with a safe margin unquestionably.

Emerging opportunities in global market and ICBC's efforts to capture opportunities

The primary opportunities for ICBC to develop overseas commercial banking business come from national policies and strategies, including RMB internationalisation, One Belt One Road, Made in China 2025 and Asian Infrastructure Investment Bank (AIIB) construction. ICBC is the first direct participant of an overseas RMB clearing bank of CIPS, which is short for Cross-border Interbank Payment System, its subordinated Renminbi Clearing Bank in Singapore and ICBC Asia recently finished the first CIPS overseas direct participation business on October 19 this year. In terms of Renminbi clearing service, as the world's largest commercial bank, it has created a world leading cross border RMB service system and takes the initiative to offer RMB clearing service around the world 24 hours a day. ICBC has captured the opportunities of RMB internationalisation by undertaking the role of RMB clearing bank in seven countries, its RMB clearing network has covered almost ninety countries and realised almost 340 trillion yuan in RMB clearing. ICBC has invested $158.8 trillion in 130 projects in One Belt One Road countries2. These reserve projects involve utilities energy, telecommunications, agriculture, and other industries that are core of "Going out Policy".

Another facet is booming online opportunities that inspire ICBC to develop internet finance. The greatest advantage of internet finance is that it is directly connected to internet platforms and users could directly pay bills and purchase tickets. Internet finance is the entrance to daily life. Traditional commercial banks witness this great opportunity and ICBC has taken measures to catch up with this trend. ICBC has launched and sustainably upgraded its product matrix that incorporates eight online platforms "ICBC e Purchase" e-commerce platform, "ICBC e Union" instant messaging platform, "ICBC e Bank" direct banking platform, "ICBC e Pay", "ICBC Loan", "ICBC e Investment", "ICBC e Payment" and "Online POS". With years' efforts, ICBC has won a good start of e-ICBC strategy and formed scalable, explosive business growth. ICBC could process 11.2 million business transactions per second, which is the weapon to compete against other internet finance servers2.

4.BROAD AND SPECIFIC STRATEGIES RECOMMENDED TO ICBC TO MANAGE THE CHALLENGES

The broad strategy to counter rising default rate and non-performing loans, is upgrading credit risk control that comprises two key steps, one is credit risk recognition and the other one is client screening. Credit risk is hidden in every business transaction, probability and possible loss are different. Credit management team has to assess, recognise, analyse, summarise and rank credit risk default probability and possible loss. Then, the bank has to formulate detailed counterplans to shift, reduce risk occurrence probability or lower possible loss when credit risk occurs. Besides, in pre-business phase, the bank has to fully collect, analyse, identify whether client information is accurate or not so as to correctly select high quality clients. The specific countermeasure is stress test that is to measure VaR, ES and other indices of the bank's asset and see whether these measures exceed the threshold6. Re-appearance of stress test could be conducted by changing quantile of the tail. Volatility, underlying asset price and interest rate are usual parameters set in stress test and the bank could see whether the results are reliable7.

5.CONCLUSION

ICBC has performed well in cross border RMB clearing, commercial banking and investment banking. Credit risk recognition and client screening are suggestions on its risk management.

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The Bluest Eye, the Saddest Tears Analyzing Pecola's Tragedy Based on Lacan's Mirror Stage Theory

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Abstract: Toni Morrison's debut novel "The Bluest Eyes" portrays the tragedy of Pecola's life as a black girl. This article attempts to analyze Pecola's character and fate with the "primary absence" based on the mirror theory of the psychoanalyst Jacques Lacan to explore the roots of Pecola's tragic life.

Keywords: mirror stage; self-denial; desire; the bluest eyes

1.INTRODUCTION

The Bluest Eyes (1970) is the first novel published by Toni Morrison (1931~), one of the most influential African American women writers. The main character of the book is Pecola Breedlove. Pecola is a young black girl who prays for beauty every day as she was mocked by other children for the dark skin, curly hair, and brown eyes, so she yearns for blond hair and blue eyes which she believes will help her to fit in her surroundings. With a poignant examination of our obsession with beauty and conformity with our society, Toni Morrison's virtuosic first novel asks powerful questions about race, class, and gender with her linguistic grace and subtlety that have always characterized her writing. From the perspective of psychoanalysis and relying on the mirror image theory of famous psychologist Jacques Lacan, this paper attempts to explore the deep psychological root of Pecola's tragic life in the novel.

2.THE THEORY OF LACON'S MIRROR STAGE

2.1 The formation of the "mirror stage"

Jacques Lacan is a famous French philosopher and psychoanalyst in the 20th century, also an important representative of structuralist philosophy. In 1936, Lacan delivered an unpublished paper on the origins of the "ego" in the "mirror stage" of child development at the 14th International Psychoanalytic Congress in Marienbad, then the basic themes of the paper were manifested in an encyclopedia article "The Changing Family" (Ogburn, 1938)[5].

Mirror stage is Lacan's representative theory. The "mirroring period" occurs between six and 18 months of an infant. Lacan drew on the work of Wallon (1931) [6]and presents a basic observation: "consists simply in the jubilant interest shown by the infant over 8 months at the sight of his own image in a mirror. . . and in games in which the child seems to be in endless ecstasy when he/she sees that movements in the mirror correspond to his/her own movements". The infant's jubilance at this moment is due to the imaginary anticipation of the form's coherence, mastery, stature, and unity that is in sharp contrast to the consequences of prematurity: namely, a visual precocity that is manifest in the infant's interest in the human face from the first days after birth (Lacan, 1938, pp, 28)[1], together with a pervasive neuromuscular discoordination and a concomitant experience of bodily fragmentation. From the work of Köhler (1925)[4], Lacan knew that chimpanzees are also capable of responding to their mirror reflections as images of themselves, but they soon lose interest, whereas the infant sustains a "jubilant" response to his or her own image (Lacan 2001, pp. 2)[3]. The reason of the difference is that when infants saw the image in the mirror, they will identify with it. Lacan calls this process as "primary recognition" which means the unity of the infant and his/her mirror image.

It's important to note that this recognition process underwent a series of changes: at first, the infant regarded this image in the mirror as a real thing and tried to touch or capture it. Later, he/she recognized the difference between the image and the real person, and no longer tried to touch it, but regarded this image as the image of others. In the end, the child found that the image was the performance of his own body through observation of the image. After such a cognitive process, the child achieved the recognition of his own identity.

2.2 "Others" help "I" achieve self-recognition

Lacan believes that during the period of six months and two and a half years, babies get obsessed with his/her body image, which called "primary narcissism". Primary narcissism is an original state, prior to the constitution of the "ego", through which the infant sees himself as the object of exclusive love, which is a state that precedes his ability to turn towards external objects. Then the construction of ideal ego starts. It is babies' primary narcissism with their body images that dominates their behavior when facing those who are similar to him.

During this period, a metastasizing emotional response often occur. Young children who beat people often say that they were beaten, and they often cry when they see someone fall down. The reason is that children make their self-construction based on the recognition of their images in the mirror at the beginning of the mirror stage. The image in the mirror is not the child itself, but his/her visual identity they have realized. Therefore, from the beginning, the child's self-construction behavior is alienated, and rely on the recognition of countless "others". In other words, "The "I" is formed in the process of identification with another complete object, and this object is an imaginary projection: man supports an imaginary unified sense of self by discovering an object that can be identified in the world". Therefore, when children see those who are similar to their own images, they naturally regard "he/she" as "I".

3.PECOLA'S SELF-DENIAL WHEN THE SELF IS ESTABLISHING

According to Lacan's mirror image theory, the subject ultimately constructs his/her own image with the help of others. Since the subject construction is concerned with the recognition of others, the subject just pays attention to the other's recognition, and regard it as his own image, which, however, will cause the loss of self's image. This is the case with Pecola. In the mirror, she saw her tiny eyes, narrow forehead, thick and black eyebrows, excessively forward and messy hairline, and high cheekbones. Compared with the image of Shirley Temple who has a pair of blue eyes and white skin enjoys loves from many people, Pecola believes that her image are far worse than that of Shirley.

In our process of growth, the first person we contact with is our mother, and children will firstly see their "self" images from their mother. When Mrs. Breedlove gave birth to Pecola, she thought Pecola was quite ugly. Therefore, for Pecola, her eagerness to do self-construction from the help of her family failed. The "mirror image" she got from her mother was that she was a dark-skinned ugly girl with a pair of small eyes. She believes that it is her ugly appearance that makes her suffer discrimination and ridicule in school. At school, because of her ugly appearance, teachers and classmates ignored her and despised her. She was the only person in the class who used a two-person desk alone and she was always asked to sit in the first row of the classroom in case other classmates see her face.

4.THE NATURE OF DESIRE AND THE FATE OF PECOLA

4.1 The nature of desire

According to Lacan's mirror stage theory, human beings must go through the "mirror stage". The self in front of the mirror cannot be exactly the same as the image in the mirror. The mirror image is nothing but an illusory self, a false self- construction by the superposition of imagination. When the baby found his/her mirror image, on the one hand, he saw himself, and thus tried to grasp the "me"; on the other hand, he found that the "I" in the mirror image was a symbol reflected from the other, which turned out to be just an illusory image. Lacan believes that people have self-consciousness in the pre-language stage which establishes a relationship between the "inner world" and the "outer world". However, this conscious "ego" was not real from the beginning. It is just an illusory mirror. This illusory image is not only the object of human concern, but also the driving force for all desires.

What is desire? Lacan believes that desire is not simply an unconscious need deep rooted in the inner heart of the body, but is formed in the language interaction between people and is a symbolic force that is constantly updated in the language interaction with others. It is an important component of the internal structure of language discourse and speech. It is the most fundamental "signifier". It is the experience that people need for parts that cannot be expressed. Therefore, Lacan said: "Desire is neither the appetite for satisfaction (the infant's need for milk), nor the [underlying] demand for [mother's] love, but the difference that results from the subtraction of the first from the second. (Lacan, 1977, pp. 287)[2]. Therefore, this lack or "want-to-be" is the nature of desire.

4.2 The desire and fate of Pecola

Although the first name of Pecola is Breedlove (maybe out of irony), her family didn't give her enough love, and didn't guarantee her healthy growth and complete self-construction. She has never really felt the love from her parents, which is the root of her spiritual loneliness. She is also unable to find the true positioning and meaning of her life, which caused an identity crisis. She has been always longing for a complete maternal love, but this love is absent in her life, which is Lacan's so-called capitalized mother/other (M/OTHER). This "primitive absence" can never be satisfied, so it can only be replaced by looking for some lowercase others. For Pecola, this lower-case "other" is to have a pair of blue eyes. So Pecola has deeply longed for a pair of blue eyes.

4.3 Others' influences on Pecola's self-recognition

In the mirror formed by the white society, Pecola could not see her own normal image because she always sees herself from others' eyes. Under the influence of her mother, she has internalized the aesthetic standards of the white society so deeply. In order to be recognized by others, Pecola's desire for blue eyes is almost crazy. Driven by such crazy desire, she suffered a series of misfortunes. That she was raped by her father and were pregnant pushed her into the abyss of forever pain. Finally, she was mentally insane and hallucinated, believing that she really had a pair of very beautiful blue eyes.

In Pecola's life, her mother's indifference, the shame in the candy store, the teacher's disdain, the humiliation of the classmates, even the posters on the street, the movie of Shirley Temple, the Christmas dolls all influence her recognition of herself.

4.4 The result of an unsatisfied desire

Lacan didn't focus on what people become if their desire were not satisfied, because he thought it was a destined state of survival: chasing illusions. It doesn't matter whether the illusions are negative, positive, pessimistic or optimistic, people just exist in this way: chase illusions. Pecola had indulged herself into the thought of wanting blue eyes. It is this unsatisfiable desire that her soul suffers, which caused her tragedy.

5.CONCLUSION

Pecola's tragic life stems from her unsatisfied pursuit which she can never have , that is the "blue eyes". In the process of self-building, she paid too much attention on other's recognition, and regards other people's (the white people) recognition as her pursuit of life and longs for a "other identity", which caused her self-denial.

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A Scientific Interactive Device for Kids-Reflection on Ecological Environment

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Abstract. Thanks to the rapid development of science and technology, we enter a digital and information age. At present, there are diversified expressive forms and works in the field of arts, among which the interactive device gains popularity in the public. To tackle the issue on garbage sorting and recycling, the author will take one popular interactive device as an example and analyse its specific effects on environmental protection.

Keywords: ecological protection, garbage sorting, interactive device, children's Science Popularization

1.INTRODUCTION

1.1 The issue on waste disposal

The development of cities around the world is often accompanied by such phenomena as various urban functions, population increase, and glowing wastes. The local government knows that such large-scale waste reserves cannot be properly handled locally, and therefore moves waste into other countries, cities, or underdeveloped regions. Moving waste across borders has become a common phenomenon, especially at the borders of Europe or economic centers of commercial trade activities. However, people fail to pay enough attention to waste disposal in recent years, which causes a large amount of waste all over the world and deteriorating ecological environment. Thus, the issue on domestic garbage and waste disposal has become a global concern.

1.2 National garbage sorting policies

Japan's law system is sound and perfect. Relative regulations in Japan have been set up to promote the classification and recycling of waste in daily routine, and policy-makers have implemented a transportation prohibition policy for unsorted garbage and unclear garbage transportation. Laws and regulations have also formulated relevant fine policies for personal behaviors of littering and incineration. The above policies are made to ensure that people can sort, recycle and dispose household waste as required [1].

In South Korea, rewards go hand in hand with punishments and serious supervision and management are adopted. In 1995, a revised Law on Waste Management gradually divided waste into industrial waste and household waste, involving the area of waste classification and recycling. The waste is divided into general waste, food waste, and recyclable waste. Large and medium-sized damaged objects are sorted, recovered and removed here. Meanwhile, there are multiple management and control systems for waste sorting and recycling. Since 2000, South Korea has gradually implemented a waste promotion and reporting bonus system, and the bonus credit limit can reach 80% of the fine limit. The policy greatly enhances people's awareness about environmental protection and enables them to supervise each other [2].

Germany has a complete laws and regulations on the disposal of household garbage. For example, Germany has hundreds of laws and regulations related to waste management methods, and thousands of regulations in relevant administrative departments, covering all aspects of waste classification and recycling management methods. It also continues to innovate and improve the implementation of detailed content [3].

The UK has formulated laws and regulations, including the Pollution Control Act, the Environmental Protection Act and the Domestic Waste Recycling Act. The implementation of laws and policy measures has created a relatively detailed management system for waste sorting and recycling and established related responsibilities and obligations, and improved waste management methods and treatment. The Ministry of Nature and Environment, the Ministry of Food and the Ministry of Rural Affairs are responsible for the management and control of waste disposal; the local government is responsible for waste collection, waste treatment and inspection, illegal settlement, and the purchase of incentives for houses and companies. According to the current policy formulation and the actual implementation of the division of labor and cooperation, the UK has ensured the actual implementation of public cultural services such as waste sorting and recycling [4].

Australia has established a relatively perfect management system for laws and regulations on ecological and environmental protection. In terms of natural environmental laws and regulations, apart from relevant laws and regulation made by the federal government, the states have also made corresponding laws and regulations. The environmental law department is divided into 15 sub-divisions, including waste management methods, environmental pollution and maintenance. The Waste Management Act contains 111 laws, 11 of which are from the federal government and another 100 are from Australian states. Australian local governments have formulated detailed management regulations for waste classification, recycling and acquisition. The classification and recycling standards of household garbage in various regions are basically the same, generally divided into recyclable garbage, general garbage, organic chemical garbage and large and medium-sized solid garbage [5].

2.THE APPLICATION OF PROGRAMMING LANGUAGE INTO THE DESIGN OF INTERACTIVE DEVICE

2.1 The introduction of Arduino Open-Source Electronic Platform

Arduino Open-Source Electronic Platform covers various software and hardware devices, which offers an opportunity for people to get a good experience. That is to say, designers, software-lovers and other users who feel interested into it can utilize the platform.

Arduino uses the control board of AVR series product and has totally changed some of its pins. It features high quality and low price, and has various functional pins, including analog I/O pins, data I/O pins, PWM output pins, serial communication, external interrupt, SPI communication, TWI Communication pins, etc [6]. These pins can be easily integrated with various sensors, electronic components and many expansion program modules to complete systematic software-level applications.

Because the Arduino program is easy to write in the natural environment, and the English grammar of the computer language is similar to Java and C language expressions, customers can quickly understand the natural environment and related practical operations. This huge field facilitates novice applications and provides strong scalability for advanced customers.

Thanks to Arduino hardware configuration, the convenience of development tools and computer language, the prototype system software can become faster and more convenient. Matlab/Simulink with powerful computing capabilities has shown its full applicability to Arduino [7]. The integration of them is conducive to the rapid creation of the simulated natural environment required for scientific research by the system software research laboratory, and has significant meaning for the scientific research of system software.

2.2 The art of interactive devices

As Shakespeare once said, 1000 Hamlets of 1000 readers is especially. Everyone has different views on artistic work. Therefore, interactive devices may bring more inspirations and make people burst out new ideas and new “art”.

Interactive devices have been used in a range of areas, like public space, landscape, indoor and exhibitions. For instance, a Canadian artist Caitlin Brown designed a “cloud” (seen in Figure 1 and 2). The “cloud”, a light interactive device with original proportion, was made up from steel, metal rolls, over 6000 lighting bulbs and burn-out bulbs. The audience can take down any bulb in the device and put it into a place they like [8]. Caitlin Brown expressed his views on the recycling of waste through this work, which was an artistic way to dispose remaining waste in daily life.

The art of interactive devices is a new art form that combines computer technology, digital media and art design. The word “interaction” is about expressing the designer’s thinking when creating a piece of work and the emotional exchange between the work and its audience [9][10]. It also focuses on the artistic concepts and the ways of expressions caused by interaction. The art of interactive devices has greatly improved the viewer’s sense of experience, making the original form of expression (picture frames, exhibition halls, etc.) more suitable for the public, enabling the audience to have an immersive view in the exhibition. The audience can enter the designer’s inner world and understand what the designer wants to express. In this way, the audience will have a sense of identity with the work and the designer.

Figure 1. “cloud”

Figure 2. “cloud”

3. ART DESIGN AND PRODUCTION OF CHILDREN’S SCIENCE INTERACTIVE DEVICE ON GARBAGE SORTING

3.1 Inspiration

Over the years, there has been a growing concern about environmental problems, like white pollution and global warming. These problems indicate that humans need to highlight the issue of garbage pollution and take effective actions to protect the earth.

In fact, there are three factors for people’s reluctance of garbage sorting. First, the public fail to know the importance and urgency of the issue of garbage pollution. Second, due to the huge populations in China, the implementation of relevant policies on garbage sorting remains a long path across the country. Third, the society lacks of the consciousness of environmental protection. A sound atmosphere needs to be fostered to change people's attitudes toward the earth, especially kids. Guided by the law, people can be willing to take on their duties and make a difference in the world.

So, the author will design a scientific interactive gaming device for kids and make them learn knowledge about garbage sorting. If you answer incorrectly, there will be corresponding tips. After accomplishing the game, kids will feel satisfied and joyful, which will help them to sort garbage actively.

3.2 Design process and production

The technology applied to this device is mainly Arduino open-source electronic chip (to achieve real interaction) and processing (to achieve picture changes on the screen). After starting the game, a kind of trash will appear randomly at the top of the electronic screen. Children need to press the button corresponding to the trash can to classify it correctly.

```
int button1 = 2;
int button2 = 3;
int button3 = 4;
int button4 = 5;

void setup () {
pin Mode (button1, INPUT);
pin Mode (button2, INPUT);
pin Mode (button3, INPUT);
pin Mode (button4, INPUT);
Serial. Begin (9600);
}

void loop () {
if(button1==HIGH) {
   Serial. Write("a");
   }
if(button2==HIGH) {
   Serial. Write("b");
   }
if(button3==HIGH) {
   Serial. Write("c");
   }
if(button4==HIGH) {
   Serial. Write("d");
}
}
```

（Arduino part）

If your selection is right, the trash will come into the trash can and the applause picture will appear on the screen. After the screen stays for a while, the next trash picture will appear on the screen. If the selection is wrong, an educated notice box will pop up (Figure 3). After the screen stays for a while, the kid can re-select the trash can to deliver until the trash is delivered correctly. After the four types of trash are answered correctly, the game will be cleared and the clearance mark will be displayed. (See Figure 4)

Figure 3. Prompt chart

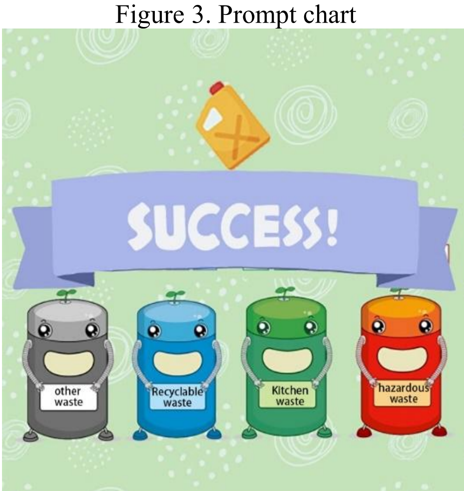

Figure 4. Customs clearance chart

```
import processing. Serial. *;
Serial port;
int i=0;
char input;
PImage garbage1;
PImage garbage2;
PImage garbage3;
PImage garbage4;
PImage can1;
PImage can2;
PImage can3;
PImage can4;
PImage box1;
PImage box2;
PImage box3;
PImage box4;
PImage pass;
PImage all pass;

void setup () {
size (1920,1080);
port = new Serial(this,"COM4",9600);
}
```

```
void draw () {
image(can1,0,0);
image(can2,500,0);
image(can3,1000,0);
image(can4,1500,0);
char input = port. read Char ();
if (i==0) {
image(garbage1,0,0);
if(input=='a’) {
  image(pass,0,0);
  delay (2000);
  i=i+1;
}
else if(input=='b'||input=='c'||input=='d’) {
  image(box1,0,0);
  delay (5000);
  i=0;
}}
else if(i==1) {
image(garbage2,0,0);
if(input=='b’) {
  image(pass,0,0);
  delay (2000);
  i=i+1;
}
else if(input=='a'||input=='c'||input=='d’) {
  image(box2,0,0);
  delay (5000);
  i=1;
}}
else if(i==2) {
image(garbage3,0,0);
if(input=='c’) {
  image(pass,0,0);
  delay (2000);
  i=i+1;
}
else if(input=='a'||input=='b'||input=='d’) {
  image(box3,0,0);
  delay (5000);
  i=2;
}}
else if(i==3) {
image(garbage4,0,0);
if(input=='d’) {
  image(allpass,0,0);
  delay (5000);
  i=0;
}
else if(input=='a'||input=='b'||input=='c’) {
  image(box4,0,0);
  delay (5000);
  i=3;
}}
}
```

（Processing part）

Load the graphics of the four trash cans and read the signal sent by the Arduino. When i=0, trash 1 appears on the screen. At this time, if you press button 1, the Arduino sends a signal ‘a' to the computer, then the customs are cleared, and i is added. 1. Garbage appears on the screen. 2. If you press other buttons and the signal received by processing is b or c or d, then the selection is wrong. An explanation dialog box appears on the screen, and i is still equal to 0 and needs to be selected again. When i=1,2,3, the situation can be deduced by analogy. When i=3, garbage 4 will appear. If button 4 is pressed, the game will be cleared and the game clearing screen will appear, and the value of i will become 0.

Figure 5. one experience’s operation

4.CONCLUSION

With the advance of people’s ideas and science and technology, the combination of art and technology will become a trend in the future. Artistic expression will also turn a new page, that is, focusing on multidimensional feelings, not limited to a certain sensory system. Therefore, interactive installation art featuring interactivity, immersion, and multiple dimensions have also emerged, and will be connected with people’s life in the future.

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Application of WeChat Official Account in Teaching Chinese as a Foreign Language

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Abstract: Compared with offline classrooms, the WeChat public platform has many advantages. Learners can not only subscribe to the official account for free to obtain Chinese knowledge, but also break the time and space constraints and learn Chinese knowledge at any time and place. However, the use of WeChat official accounts for teaching Chinese as a foreign language has shortcomings, so there is still a lot of room for improvement in research and improvement in this area.

Keywords: WeChat public account; Teaching Chinese as a Foreign Language

INTRODUCTION

WeChat can be used in more than 200 countries and users can choose their own country or region and use their mobile phone number to register, which is convenient and quickly[1]. In addition, most international students are affected by the new crown pneumonia epidemic and cannot participate in offline courses. Therefore, online platforms have become the primary choice for teaching Chinese as a foreign language. It can be seen that the WeChat platform can not only make up for the shortcomings of online teaching, but also the only way for the digital development of teaching Chinese as a foreign language.

1. FEATURES OF WECHAT PUBLIC PLATFORM

WeChat was launched in 2011 and covered more than 94% of China's smartphones in 2016[2]. With the gradual improvement of the functions of WeChat official accounts, many companies and individuals haveapplied for official accounts, including official accounts for Chinese learning, and the number is still growing. The following features of the WeChat public platform help subscribers to learn Chinese.

Strong mobility: With the development of technology, official account operators can use smart phones to edit and publish official account content. In addition, smart phones are easy to carry so publishers and subscribers can modify, publish and learn under any conditions. The main way for foreign students to learn Chinese is the knowledge input of teachers in the classroom. However, learning any language can't just rely on classroom teaching so learners can arbitrarily subscribe to the official account that meets their needs and use the fragmented time to learn more extracurricular knowledge or to consolidate and review with the help of the official account.

Diversified functions: The functions of the WeChat public platform are increasing and gradually improving, and the content forms are becoming more and more abundant so it is able to transfer text content and share multimedia files[3]. The content of Chinese as a foreign language is complicated. Learners need to learn the knowledge of language elements, push notifications about China's national conditions, news, HSK test notifications, etc. So the official account has functions such as keyword query, menu bar reply, etc.

Low cost of learning: The content of the official account for teaching Chinese as a foreign language is different from the classroom content, there is no unified teaching material, most of the pushed content is not coherent, and the system is relatively fragmented so learners mainly regard the content of the official account as the supplementary content or extracurricular knowledge of classroom teaching. What's more, the contents and teaching methods of each WeChat official account have their own characteristics. Learners can subscribe to a variety of official accounts for free and obtain learning content at zero cost. The most important is that the electronic textbooks on the WeChat public platform are permanent, and can be repeatedly viewed through functions such as pasting, copying, and forwarding[4]. Learners with more learning needs can purchase additional courses.

2.CHARACTERISTICS OF WECHAT OFFICIAL ACCOUNT TEACHING

I searched for the keywords "Chinese" and "Chinese as a foreign language" on the WeChat platform, and selected 20 official accounts. After screening, 4 official accounts that have not been updated for more than three months are eliminated, and the remaining 16 official accounts are divided from the three perspectives of vocabulary, grammar, and culture. The following table organizes the relevant content of each official account.

Chart 1-1：Sorting out the language teaching content of the WeChat official account

Name	Vocabulary	Grammar	Culture
AllSetLearning foreign Chinese teaching	√	√	
Learning Chinese	√	√	√
Hong N Chinese Institute	√		√
Han Ren Chinese			√
Chinese micro school	√	√	√
Mandarin Inn	√	√	√
Solid Chinese			
Shi Mao Chinese	√		
Chinese Learning		√	
Chloe Chinese Class	√		
HSK Chinese game			
Learn Chinese	√	√	
Love Chinese	√		√
Tianjin International Chinese College	√		
Kungfu Chinese Culture	√		
Zhong Zhi Chinese	√	√	√

A.Public account vocabulary teaching

Teaching Chinese as a foreign language vocabulary requires learners to master the form, sound, meaning and basic usage of Chinese vocabulary[5]. In addition, they also need to master the syntactic function and collocation relationship. So vocabulary teaching not only includes explanations of vocabulary meaning, but also provides specific scenarios through examples to help learners master the usage of vocabulary, express accurately and understand correctly.

I combed through 16 official accounts on teaching Chinese as a foreign language, and found that 12 of them have the following characteristics in terms of vocabulary teaching:

The teaching format is roughly the same: The vocabulary teaching format is basically “Chinese characters + pinyin + English + pictures (explanation) + example sentences”. The format show the concept of words that express specific meaning with pictures by the direct method. For vocabulary that cannot be directly displayed with pictures, most official accounts adopt the method of explaining and enumerating example sentences, and understand the meaning of words in a certain context. For example, the public account “Learn Chinese ” explained the meaning of the idiom and the meaning of each word in English when explaining the idiom “not to be made a precedent (下不为例)” . In addition, it even listed two example sentences and explained the new words in it. This method not only allows learners to understand the meaning of words deeply, but also allows them to understand and master the usage of new words.

The amount of content is unscientific：The amount of content set by some official accounts is unscientific such as the “Tianjin International Chinese College”. Only one new vocabulary is explained in each push. Although the explanation is very clear, the number is too small to allow the learner to enter the learning state. However, there are almost 30 new words explained in each push in “Learning Chinese”, which is too much to accept one time for learners. Moreover, the explanation of the vocabulary is too simple to allow learners to master its usage, and the communicative function of the language is not considered, which is also inappropriate. In conclusion, too little vocabulary will slow the learner’s progress, and too much vocabulary will increase the learner’s burden and trigger resistance. So the official account does not need to explain as many vocabulary as classroom teaching, only 10 vocabulary is suitable.

Unbalanced content difficulty：The difficulty of the new words posted in the same article is inconsistent. For learners with higher levels, simple vocabulary is not challenging, while learners with lower levels cannot understand more difficult vocabulary. For example, one push in “Learning Chinese” involves “hurricane”, “sun” and “hot” at the same time. “Sun” is an HSK three-level vocabulary, while “hot” is an HSK first-level vocabulary. This will cause confusion for learners. Subscribers have different Chinese proficiency, so when designing teaching content, the vocabulary difficulty should be unified, and the difficulty level should be marked to let learners choose independently.

Rich source of vocabulary: In “Learning Chinese”, each new word pushed around a topic, such as about the weather. Learners can better remember through this kind of joint thoughts. The new words are selected from the lines of the movie clips in “Mandarin Inn”. Learners can improve learning efficiency by learning vocabulary in situations.

B.Official account grammar teaching

Grammar is the structural law of meaningful language units such as words, phrases, and sentences[6] and the degree of mastery of grammar affects the communicative ability of learners so the focus of classroom teaching and public account teaching are both grammar teaching. Seven of the official accounts collected by me have posted grammatical content and have the following characteristics:

Rich source: In addition to direct grammar teaching, the 7 official accounts also include grammatical points derived from error analysis, dialogue materials, test questions and movie clips. These sources have their own advantages. Error analysis is the method adopted by the public account “AllSetLearning foreign Chinese teaching”. These errors have occurred in real time and are more representative. The mode of teaching using dialogue materials is similar to that of offline teaching, in which pronunciation, new words, and grammar points are collected in the same material for teaching. I don’t agree with the use of test questions to elicit grammatical points. When faced with test questions that are more difficult than their own Chinese level, learners may feel a sense of fear. A better way is to arrange the test questions in the last part as a test and consolidation of knowledge. Movie clips are more appealing, and grammatical points drawn from them can arouse learners' interest, and strengthen understanding and memory at the same time.

Incomplete teaching process: The grammar teaching steps of the official account are not completely consistent with the offline teaching steps. The official account cannot interact with learners, so the teaching content is mainly explained . The teaching steps of the above 7 official accounts are ‘explanation + example sentences’. But learners can’t master the grammar points without practice. It can be seen that these official accounts lack the practice part.

Low update frequency: The official account “Chinese Learning ” is updated frequently, but the same content will be posted repeatedly, while the rest of the official accounts have stopped updating the grammar content for more than two months, so the total number of pushes of these official accounts is far less than the vocabulary teaching, which cannot meet the needs of learners.

Moderate amount of content: These 7 official accounts can control the number of grammatical points within an appropriate range. The grammar points of the official account “Chinese micro school ” are less difficult, the number is about 5 but the explanation content is relatively simple, while the grammar points of the other official accounts are more difficult with 1-2 grammer points and the explanation content is more detailed.

C.Public account culture teaching

Seven of the official accounts I collected have published cultural knowledge, and their content mainly includes Chinese traditional festivals, Chinese food and Chinese classics. They are aimed at learners who are at the intermediate stage of Chinese, and the difficulty is relatively low. The teaching methods include a combination of Chinese and English introduction and picture display, as well as video explanation.

The cultural teaching of the official account has the following characteristics：

1.Single content: The cultural content of these 7 official accounts are all Chinese national conditions and cultural knowledge, lacking language and cultural factors and specialized cultural knowledge. The official account can supplement the content of offline teaching and provide extracurricular cultural knowledge that learners are interested in, but it must follow the principle of representative and developmental viewpoints.

2. Single teaching method: Liu Xun proposed three methods for teaching Chinese as a foreign language, which are related to annotations, texts, and practice. Above 7 official accounts all use the method of expounding cultural knowledge through annotations, and learners can fully understand. However, learners cannot truly understand all cultural knowledge through annotations. Only by combining oral conversation materials to learn can they have a deeper understanding and accurate use of these pragmatic rules and cultural regulations.

3. INSUFFICIENT TEACHING OF CHINESE AS A FOREIGN LANGUAGE IN EXISTING WECHAT OFFICIAL ACCOUNTS

Simple teaching content: The vocabulary teaching content of some official accounts is idioms and colloquialisms, which are more difficult, but most official accounts adopt simple teaching methods and do not adjust to the characteristics of the teaching points so low-level learners cannot really grasp the specific meaning and usage of vocabulary. For example, the public account “Learn Chinese ” additionally uses the morpheme meaning method in the teaching of the idiom “Seeing is believing (百闻不如一见)”. It explained the meanings of the three morphemes of “listening (闻)”, “less than (不如)” and “seeing (见)” respectively and it is helpful for learners to understand the meaning of idioms deeply. However, some official accounts are explained only through explanations and example sentences with a single method and simple content. Take the official account “Kungfu Chinese Culture” as an example. When the official account explains the idiom “being independent at 30 (三十而立)”, only English explanations and example sentences are used for explanation. The content is simple and it is not conducive to the in-depth understanding and accurate memory of learners. So difficult knowledge points should be explained in detail.

Single teaching method: Among the official accounts I have collected, only “Chinese micro school” has adopted a comprehensive teaching method, which means one push include teaching content such as vocabulary, grammar, and culture at the same time. While the rest of the official accounts use targeted teaching with only one language element is involved in one push.

4. SUMMARY

The use of WeChat official account for teaching Chinese as a foreign language is a combination of modern technology and traditional teaching. Although the functions and content of the existing WeChat official account can help learners learn Chinese effectively, the deficiencies in the teaching content still need to be improved, and use the function of the WeChat official account to give full play to the advantages of science and technology to help Chinese learners learn more effectively.

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A Review of Talent Evaluation Index and Cultivation of Intelligent Manufacturing

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Abstract：With the rapid development of China’s smart manufacturing, “smart manufacturing talents” are defined in multiple ways.High-skilled, applicable, professional, versatile, complex, innovative, digital, networked, and automated keywords are all the characteristics and evaluation elements required by such talents.How to correctly identify intelligent manufacturing talents and draw up their evaluation indicators can point out a clear direction for talent training and development.Therefore, by combing and reviewing scholars' literature, this paper comprehensively states the current qualitative, indicators and training opinions of intelligent manufacturing talents, and discusses and proposes the problems such as complex and heavy talent positioning, refined, optimized and quantified talent indicators, and in-depth improvement of talent training, so as to provide further demonstration and research in the future.
Keywords: intelligent manufacturing talents, talent evaluation indicators, talent training

1.INTRODUCTION

Six years have passed since the implementation of the State Council’s “Made in China 2025” plan in 2015, and China has entered a critical period of fully realizing intelligence.The demand for talents in the intelligent development process is becoming stronger and the evaluation criteria for multiple types of talents are gradually taking shape. The continuous training of talents for intelligent manufacturing still needs to make great strides to realize the historical leap of the manufacturing industry from large to strong.

In recent years, under the background of the country's vigorous support and promotion of an intelligent power, enterprises have also continued to break through development bottlenecks and strengthen investment in capital, technology and talents.However, many entrepreneurs (such as Fan Cunyan, CEO of Xinsong Education Technology Group) or scholars (such as Xue Dong) believe that the shortage of professional talents is still the core issue affecting corporate investment and development.Therefore, many scholars (such as Mu Ye, Han Lidong, Liu Qianqian) have offered suggestions on how to cultivate high-end skilled talents, composite comprehensive talents, management innovation talents and digital application talents in China's intelligent manufacturing industry, so as to accelerate the remedy and deal with the problem of talent shortage.Among them, scholars have made demand analysis of intelligent manufacturing talents from different perspectives such as different professions, different levels, and different job needs. In essence, they all involve the issue of how to evaluate or characterize "intelligent manufacturing talents".In-depth analysis is the need to get rid of the fuzzy evaluation of intelligent manufacturing talents, it needs to make more specific and accurate, guiding strong reference indicators, better for enterprises, governments, educational units, individuals to make targeted talent training and talent development decisions.However, the research on talent evaluation standards for intelligent manufacturing is in the embryonic stage of development.In 2017, Zhang Meiyan proposed the analysis of the professional skills of intelligent manufacturing talents. Based on the actual situation in my country, the technical indicators required by talents were analyzed from the perspective of professional skills.In 2021, Xue Dong and others newly introduced the American intelligent manufacturing digital talent standard research, which gave a good inspiration to the design of the talent standard framework in this field in China.How to combine the actual needs at home and abroad, further deepen and integrate the wisdom of academic circles,Firstly, it is necessary to make a comprehensive evaluation and analysis of scholars' research, and make a better thinking and comment on the basis of predecessors, so as to explore and think about how to optimize the talent evaluation index and talent training path of intelligent manufacturing in China.

2.LITERATURE REVIEW

2.1.On the characterization of intelligent manufacturing talents

How can manufacturing talents be named "intelligent" two words, many scholars frequently appear in the ears of the key words.First, information talents; second, automation talents; third, application-oriented talents; fourth, technical talents; fifth, compound talents; sixth, digital talents; seventh, craftsman-oriented talents; eighth, management talents, ninth, innovative talents,The above keywords can show the high expectations placed on intelligent manufacturing talents at the current stage of economic and social development.In short, intelligent manufacturing talents are from the traditional single talents with technical application ability,due to the development of informatization, automation, and digitalization, it has become a compound innovative talent who needs to have the corresponding high-end cross-knowledge skills, excellent leadership management ability and craftsmanship.

2.2.Talent evaluation indicators for intelligent manufacturing

The talent classification of " management talents, professional technical talents and high-skilled talents" in the "Manufacturing Talent Development Planning Guide" is still the main basis for scholars to carry out research on the construction of China's manufacturing talent team. The classification and standard research needs to be further in-depth.Scholar Xue Dong and others proposed to establish the classification logic of "technical field-talent classification-skill standard-education realization",It shows that only intelligent manufacturing technology talents can be taught in accordance with their aptitude according to fields, skills, and indicators, so as to achieve the goal of talent training and development.[1] " The Digital Manufacturing and Design Innovation Institute (DMDII) has created job titles and descriptions for 165 manufacturing jobs in the future.A three-tier talent classification system has been formed: pioneer role layer, key role layer, and production role layer.Clarified the specific content of work role identification, key responsibilities, role positioning, professional ability, work experience and education, and future development six first-level indicators and subdivision indicators.It provides reference value for the classification and evaluation index construction of China's intelligent manufacturing talents.[2]

In general, intelligent manufacturing talents need to have the following three elements: First, they should have more professional advanced operation ability, and be able to use, adjust and even design the difficult and complex modern information manufacturing operating system[3]，at the same time, they must have personality characteristics such as initiative, flexibility, and collaboration.Second, possess broad comprehensive talents. For example, the production role layer not only refers to technical talents, but also a type of talent including scientists, engineers, analysts, trainers, technicians and other roles, possessing lean, informatization, and automation skills.Third, it is necessary to have rigorous analysis, international perspective, management and leadership quality capabilities, and the ability to project planning, resource integration, and structured and systematic innovative thinking. [4]

2.3.Talent training for intelligent manufacturing

On the path of intelligent manufacturing talent training this year, different scholars have put forward beneficial countermeasures from the national level, the enterprise level, the school level, and the individual level. The specific system is summarized as follows: 1.National level

First, accelerate the comprehensive classification of emerging roles and skills in intelligent manufacturing, improve the intelligent manufacturing talent classification system, and promote the overall professional layout of digital manufacturing.Second, always integrate the manufacturing talent development strategy into the economic development strategy, understand the barriers to manufacturing transformation and help them eliminate them, and make talent investment a priority.Third, continuously refine and expand the talent classification system from different latitudes such as the national strategic layout, industrial structure, intelligent manufacturing technology maturity, the stage of enterprise digital transformation, and digital technology.Fourth, mobilize industry associations, organizations, enterprises, and industrial technology alliances to jointly participate in the formulation of intelligent manufacturing products and production standards, as well as talent evaluation standards, and promote the introduction, training and development of intelligent manufacturing talents.Fifth, innovate government funding methods, strengthen talent development and collaboration with refined management, create a talent exchange and cooperation platform, gather outstanding talents at home and abroad, and stimulate the value of intelligent manufacturing talents.[5]Sixth, focusing on the shortage of professional and technical personnel and high-level innovative personnel, we will organize and implement the talent knowledge renewal project and the training plan for outstanding engineers, promote the construction of the vocational education system, and build a high ground for cultivating intelligent manufacturing personnel.

Enterprise level

First, establish a series of organized and planned training mechanisms through internal transfer, internal training, and internal and external "joint training" methods to improve the basic skills and quality of existing employees.Second, establish an intelligent and digital talent evaluation model to activate new kinetic energy in human resource management.Third, it is necessary not only to pay attention to technical and business capabilities, but also to focus on future talent leadership, structure, diversity, employee development path, and adjust and upgrade the talent structure. Fourth, focus on the parallel development of technological innovation and digital talents.Fifth, according to the growth stage of the company, adjust the functional positioning of each technical field, the role of the job function and the matching effect between each other.Sixth, invest sufficient funds and energy in the talent development plan, establish a talent echelon, take precautions, and make a sufficient talent reserve. [6]

School level

First, adapt to the new form of the industry and create professional characteristics.Second, keep up with the new technology of the industry, upgrade and develop courses.Third, enhance the new international vision and build a team of teachers.Fourth, learn from international standards and continuously improve quality. [7]Fifth, reform the talent training mode, optimize the school-enterprise joint training mode, improve the teaching method and teaching content, and strengthen the mixed and practical teaching.[8]Sixth, analyze the important competence standards required for the success of intelligent manufacturing talents, refine the levels of skills and qualities, compare the required education methods, types, experience and training paths, and develop applicable curriculum structure systems, curriculum standards and guidance materials. Realize the effective dissemination of professional construction theory and skills.Seventh, deepen the implementation of the talent training model that combines "professional ability" and "universal ability" between disciplines and course teaching, and promote students' divergent thinking, critical thinking and innovative thinking.

Personal level

First, pay attention to new career directions and opportunities in intelligent manufacturing, and take the initiative to understand future jobs.Second, choose a suitable training model based on learning interests, actively learn to improve the knowledge, skills and methods required for intelligent manufacturing, and quickly improve personal competence.Third, long-term planning and development of personal careers, integration into the intelligent manufacturing ecosystem, and continuous growth of lifelong learning.

3.QUESTION DISCUSSION

3.1.Discuss the positioning of intelligent manufacturing talents

Is the "title" given to intelligent manufacturing talents by the times too complicated and heavy?With limited human energy and time, intelligent manufacturing talents cannot be exquisite and comprehensive.Secondly, because of the long training cycle of high-end intelligent manufacturing talents, how many comprehensive talents can actually meet the expected requirements?Therefore, this paper considers whether it is more necessary to use the conjunction of "or" rather than "and" to qualitatively define intelligent manufacturing talents.

Can we select key words to locate intelligent manufacturing talents according to different manufacturing industries, different positions or work roles?Should the classification of intelligent manufacturing talents abandon the mode of simple mechanical classification based on the differences in the nature of the work?As organizations become flatter, talents increasingly need general skills,intelligent manufacturing talents are more likely to overlap and have preferences in terms of skill application ability, information digital processing ability, and system architecture management ability.Therefore, whether the structure of the classification system of talents should also reflect the characteristics of "preference", rather than an "independent" hierarchical structure.

3.2.The index level of intelligent manufacturing talent evaluation is discussed

Should the classification and evaluation indicators of China's intelligent manufacturing talents directly quote foreign research talent classification systems?This article believes that this is a questionable issue.On the one hand, China's intelligent manufacturing talent classification and evaluation system should actively promote enterprises to organize associations to participate in the discussion and research, and develop a talent evaluation system with reference and practical value that is suitable for China's national conditions, market and human relations after time deliberation and verification.On the other hand, China needs to connect with the international advanced process, product technology and service standards and new management methods, so the talent evaluation index also needs to dialogue with the international recognition, it can not be isolated from the world development.

Whether the index framework system for evaluating intelligent manufacturing talents should consider assigning quantitative weight measurement ? The current literature on the evaluation of intelligent manufacturing talents basically still stays in the research on the qualitative issues of talent classification and standard formulation. If the levels and weights are set based on the drafted talent evaluation indicators, the setting of talent evaluation standards will not only have speculative guiding significance, but also it has more measurable and operable implementation significance.In other words, the talent index setting can use the corresponding software such as analytic hierarchy process (AHP) and YAAHP to carry out model design and fitting, and calculate the percentage of each level index, which is conducive to making in-depth, direct and digital judgment on the weight of intelligent manufacturing talents' positions and responsibilities.However, with the changes in different positions, different companies, different regions and even different stages, the evaluation standards of intelligent manufacturing talents will also change with each passing day.Qualitative and quantitative research and design should also consider the long period of application, which should not be rigid and solidify the content and measurement of indicators.

3.3.Discuss the problem of talent training in intelligent manufacturing

Should the Ministry of Education of the People's Republic of China vigorously promote the dual education model of data management and skill application courses? ? Due to the need for the development of high-end intelligent manufacturing talents, in addition to cultivating talents with high professional skills in the professional education stage of colleges and universities, it is also necessary to cultivate them to have general skills and integrated skills.Therefore, the new era entrusts universities with a new historical mission, and it is necessary to increase the crossover, integration, matching and mutual support among the professional courses.We will expand elective, double or even multiple courses for students to choose independently, actively create conditions for students to participate in online learning and practical learning in summer and winter vacations, and encourage students to use ivory tower time for efficient growth and diversified development.

Whether enterprises need to provide talent training programs and corresponding courses before considering participating in school-enterprise cooperation？ The National Development and Reform Commission, the Ministry of Education and other six departments issued in 2019 the "National Production and Education Integration Pilot Implementation Plan" pointed out that deepening the integration of industry and education, and promoting the strategic measures of the education chain, the talent chain, the industrial chain, and the innovation chain.Therefore, it is an important channel to deepen the role of enterprises in talent education and training to stimulate intelligent manufacturing enterprises to highly participate in talent training, invigorate the integration of enterprise resources, and integrate enterprises to build talent training programs and corresponding courses suitable for the future development of intelligent manufacturing.Apprenticeship programs that Chinese companies can develop should also be included in the school-enterprise cooperation talent training program.

While advocating different modes of school-enterprise cooperation, should educational institutions better develop school-enterprise courses at different levels based on the needs of students?At present, the process of implementing and practicing school-enterprise cooperation projects in various colleges and universities has become increasingly effective.Not only provide high-quality cooperative practice enterprises, but also take into account student credits and course management.Education reforms continue to be implemented. However, the school-enterprise cooperation model of some colleges and universities still fails to show diversified and refined management. For example, some schools only implement the 3+1 model, allowing students to study theory for three years and practice in school-enterprise cooperation units for one year.However, the separation and synchronization of students' practical content and theoretical knowledge makes it difficult to form a profound mutually beneficial effect between theory and practice.Therefore, schools and companies need to explore more in-depth cooperation and jointly build talent training programs.Schools should try to promote the complementary learning mode of online courses and practical practice, and implement 1+3, 2+2, summer vacation in enterprise and semester in school and other modes according to the differences of majors.Strengthen the continuous interspersion between theoretical knowledge teaching and enterprise practice, implement quarterly, monthly, even weekly and daily blended learning, and improve students' progressive knowledge application.

4.CONCLUSION

Further qualifies intelligent manufacturing talents, deepens and optimizes the evaluation index of intelligent talents,it is helpful to help identify the position of talents in the overall intelligent manufacturing layout, determine the exchanges and cooperation between different talent roles, list the talents' professional positions and their key responsibilities, and understand the relationship between talents and the value chain involved in the company, team, and products ,It is conducive to the implementation of task decisions, it is conducive to the formulation of talent training programs, and the improvement of the efficiency and quality of training and education.Therefore, the follow-up should combine empirical cases and data, with corresponding intelligent manufacturing enterprises, educational institutions jointly cultivated by schools and enterprises, and intelligent manufacturing talents of different levels and types as research objects.Carry out in-depth investigations, research and analysis,put forward effective countermeasures ， it has continuously promoted the "priority development of education, development led by talents, industrial innovation and high-quality economic development, which are interconnected, coordinated and mutually promoted".

ACKNOWLEDGEMENT

This paper is supported by the Humanities and Social Sciences General Project of Guangdong University of Science and Technology in 2019: Research on the Development Bottlenecks and Countermeasures of Dongguan Intelligent Manufacturing Industry under the Background of the Construction of Guangdong-Hong Kong-Macao Greater Bay Area (No. GKY-2019KYYB-61); General Humanities and Social Sciences Project in 2020: Building in Dongguan Research on the Problems and Countermeasures of Training High-skilled Talents from the Perspective of the Advanced Manufacturing Center in the Guangdong-Hong Kong-Macao Greater Bay Area (Code: GKY-2020KYYBW-85)

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Study on the Influences of the Party Member Teachers in Colleges on Curriculum Ideology and Politics

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Abstract: With the concept of "Internet + education" being put forward, curriculum ideology and politics brings new challenges to the management mode, teaching mode, and the growth of young teachers in higher education. Such as, professional curriculum knowledge teaching and comprehensive quality values education need to resonate in the same frequency, and jointly highlight the education orientation. Based on the perspective of curriculum ideology and politics, this paper analyzes the current situation and existing problems of the party member teachers in university, discusses and summarizes its impact mechanism, so as to provide certain theoretical and practical guidelines for the construction of the party branch and promote the steady development of ideological and political education in the new era.

Keywords: curriculum ideology and politics; higher education; impact mechanism

INTRODUCTION

As the basic unit of higher education, the party branch construction become more and more important. The party branch of teachers is not only the link between the party and the majority of senior intellectuals, but also the work foundation and important reserve force of the Party organization construction in colleges and universities. In order to fully and faithfully implement the important speech spirit of the National Ideological and Political Work Conference in Universities, promote the coexistence of professional courses and ideological and political courses, and realize the evolution and innovation from ideological and political course to curriculum ideology and politics, the party member teachers are crucial, and must give play to the political leading function of grass-roots Party organizations. In this regard, under the background of the educational revolution in the information era, it is of great theoretical and practical significance to explore the mechanism of the party member teachers in curriculum ideology and politics.

1.ANALYSIS ON THE IMPORTANCE OF PARTY MEMBER TEACHERS IN CURRICULUM IDEOLOGY AND POLITICS

The Implementation Outline of the Quality Improvement Project of Ideological and Political Work in Colleges and Universities briefly points out that "vigorously promote the classroom teaching reform with 'curriculum ideology and politics' as the goal, and promote the quality improvement system of curriculum education as a whole". "Curriculum ideology and politics" aims to take new ideological and political education as the work concept, with the process of full integration of education teaching and ideological and political education, with ideological and political elements as the key, and with the guidance of training qualified builders and successors of the cause of socialism with Chinese characteristics, effectively inspires students to learn professional course teaching knowledge, and at the same time, sets up the correct ideology, and then achieve the best effect of fostering virtue through education [1].

The "curriculum ideology and politics" mode requires teachers have excellent ideological quality, in line with mainstream values, can set an example and deliver positive energy [2]. At present, many young teachers graduated from famous universities with master's degree, even doctor's degree. But there are still some knowledgeable teachers whose ethics are not qualified. In this regard, under the mode of curriculum ideology and politics, teachers should not only broaden knowledge horizon, but also improve their ideological and political accomplishment, so as to effectively extend the knowledge system of different disciplines and ideological and political education. As the mainstay of the reform and development, the party member teachers should take the important responsibility, further play the exemplary role, guide more teachers to realize the reform of curriculum education and teaching, and maximize the collaborative education effect of curriculum ideology and politics.

2.THE CURRENT SITUATION ANALYSIS OF THE PARTY MEMBER TEACHERS

2.1 A high degree education

Taking the construction of the party branch of Guangdong University of Science and Technology as an example. According to relevant research and analysis, the overall teachers have a high degree of education, and generally have a master's degree or above. They are active, easy to learn and accept new things, and can give full play to the exemplary role of Party members.

2.2 A great responsibility

The establishment of the party member teachers is dominated by secondary colleges and directly affiliated units. They need to play a certain exemplary role in teaching, scientific research management service work, and an important role to guide students' growth as well. Therefore, their self-quality and political accomplishment are closely related to the talent training, teaching and research, cultural inheritance, and service innovation in universities.

2.3 More learning and training activities

The political activities of all grassroots party organizations have been clearly stipulated, and the corresponding theme activities should be completed on schedule in months or years. However, due to the heavy teaching work, there are still some organizations of university teachers focusing more on form rather than connotation. Some of the theme activities are only limited to completing the tasks assigned by the superior Party organization, and are not associated with teachers' thoughts, daily teaching, scientific research and other activities. They mainly focus on regular theoretical study or centralized meetings, reducing the enthusiasm of some teachers to participate in activities. Which results in the vitality and attraction of the organization need to be further improved.

3.THE STRATEGY FOR THE PARTY MEMBER TEACHERS PROMOTING THE CURRICULUM IDEOLOGY AND POLITICS

For the party member teachers, it is necessary to maximize the organizational power of the party branch to enhance its ideological and political role in classroom. That is, to achieve the maximum force in teaching and education by leading and guiding other teachers. Specifically, it can be strengthened from the following aspects:

3.1 Innovating the management form of grass-roots party organization for teachers

The party branch construction and management of university teachers should be based on the new tasks and new situation, combined with information technology and Internet tools to innovate the activity carriers. For example, due to the tedious teaching and scientific research tasks, some activities such as "three sessions and one lesson", "party building studies" and "bright identity", there will occasionally be conflicts with the daily teaching and research activities. In this regard, on the one hand, we can use WeChat, QQ and other platforms to strengthen online and offline communication. On the other hand, with the help of micro class and cloud class classroom, we can realize the online education of relevant theories, and give teachers more freedom to study. In addition, special scientific research projects and funding funds can also be set up to promote the theoretical summary and work innovation of Party building, give full play to the advantages of theoretical resources in universities, and also enhance the enthusiasm of the party teachers [3].

3.2 Paying great importance to basic-bastion function of the party member teachers

The party member teachers are the cornerstone of grass-roots party organization. Under the guidance of curriculum ideology and politics, we must fulfill the main responsibility of comprehensively governing the Party with strict discipline to ensure the purity and advanced nature of the Party organization of teachers. In this regard, it should pay attention to the selection and assessment of the members of grass-roots party organizations. Such as, attaching great importance to the "lead dog" role of the secretary, and recruiting the party member who has the high political quality and strong professional ability with self-recommendation, recommendation, election and other ways.

3.3 Strengthening the role of the party member teachers in the curriculum ideology and politics teaching and scientific research

At present, curriculum ideology and politics is still in the exploration period of construction, and there is a long way to go. The important responsibilities of teachers cover teaching, scientific research and talent cultivation. While the party member teachers have natural advantages in talent gathering and knowledge intensive. In this regard, it is helpful to play a constructive role in discipline construction and talent cultivation. At the same time, they should take the lead in growing into the backbone in the scientific research and teaching positions, actively explore the teaching and scientific research practice of curriculum ideology and politics, guide and lead other teacher groups, enhance the vitality of the party member teachers.

3.4.Establishing a good interactive and communication mechanism

Curriculum ideology and politics needs to realize the effective combination of ideological and political education and professional knowledge. Literature has shown that when professional course education integrated with ideological and political education, the effective interaction of the classroom will be significantly increased as well. The relationship between teachers and students is closer, the more willingness students follow the guidance of teachers [4]. This is very beneficial to the improvement of classroom teaching quality. However, teachers need a certain distance to maintain their authoritative image during the teaching process. In this regard, the party member teachers should strengthen the communication with the party member students. Such as, cooperating to carry out the cultural education of respecting teachers, and promote the harmonious and healthy development of the teacher-student relationship.

4.CONCLUSION

Curriculum ideology and politics education is not only the education and teaching work, but also an important part of educating. In this regard, teachers should carry out curriculum reform around the “learning-centered”. However, different majors are different in students’ training objectives and talent standards. Thus, how to combine generalized and abstract curriculum ideology and politics with concrete majors, deeply into daily classroom teaching really challenges the higher teaching in the new era. As an important part of the party building work of university, it is necessary for the party member teachers to closely combine with the higher education under the new situation, realize the high degree of harmony between curriculum ideology and politics and Party branch construction, give full play to the vanguard and exemplary effect of the party member teachers, and promote the high-quality development of the party member students and teachers.

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How to Use FPA Character Color to Improve Negotiation Skills?

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Abstract: everyone's character is different, and the expression that can be received is obviously different. In the negotiation, we face different negotiators, if we adopt the same dialogue mode, it is obviously not possible.Therefore, the research and study of the character of the negotiator is of great significance to improve our negotiation skills and efficiency.This paper will study and discuss the subject of negotiation ," man ", and summarize how to use character color to improve negotiation skills.

Keywords: character; negotiator; character color; negotiation skill

1.INTRODUCTION

Academic theoretical support and source of character color science is Thomas kilman scale. Thomas and Kellman are two American scholars and well-known experts in negotiating conflict resolution. They classify people's personality and negotiation communication style according to two dimensions.The vertical axis represents self-interest, and the horizontal axis represents the relationship with others.In the study of character color, the author uses four different colors, red, blue, yellow and green, to represent the negotiators of four different personalities.

2.RELATIONSHIP BETWEEN CHARACTER COLOR STUDY AND NEGOTIATION SKILLS

Why use red, blue, yellow and green to describe negotiators of different personality types? The world we see is made up of different colors, just like the people we meet, their personalities vary. But whatever changes, we can always catch the "primary color" behind them ". In physics, there are three primary colors of optics, they are: red, green, blue; and in color, there are three primary colors of color, namely: red, yellow and blue. Combining the two, we will see four basic tones of red, blue, yellow and green. We use these four primary colors to correspond to the negotiators of four different communication styles in the Thomas kilman scale. In the specific negotiation communication scene, we use the relevant negotiation knowledge theory as the palette to reconcile. Learn to communicate with negotiators of different personalities in different ways.

3.FOUR DIFFERENT PERSONALITIES OF NEGOTIATORS

We know the negotiator's four different colors of character, so if each character is described in one word: the red character can be described by cheerful, optimistic, positive, enthusiastic, careless, lack of planning, not enough concentration... And so on words to describe it; and for the blue character, we can use such words, such as caution, the pursuit of perfection, careful, steady, principled, and even with serious, cold, harsh and other words...... What words will you use for yellow character? Well, yes, we can use: strong sense of purpose, perseverance, dare to challenge, strong aura, strong control... And so on some similar words. Finally, what about green?We can use: good old people, easy to get along with, and even use the popular word "Buddha ", because green people are easy to contentment.

In addition to the above characteristics, the four personality tones also have their own preferences in the mode of thinking. For example, the red character is more inclined to liberal arts thinking, the blue character to science thinking, and the yellow character to engineering thinking. Green character does not like thinking and making decisions.Specifically, the personality characteristics of negotiators of different personalities are as follows:

3.1 Red Character Negotiators

Red negotiator-free happy, happy driver: the greatest advantage is: mellow (can be described as: hedonism): its motivation to do things is largely for happiness, Happiness is their greatest driving force. They are positive, optimistic, talented and charismatic, casual and sociable. (an outgoing promoter).

Red character negotiator's greatest shortcomings: two-mindedness; basic motivation: happiness, praise, popularity; needs for the outside world: prestige, friendly relationships, influence opportunities to inspire others.

Red character negotiators: like to express themselves, pursue happiness, like innovation, eager to become the focus of the crowd, enjoy being concerned, praised and wearing a "halo" feeling. When consuming, the product is "experience" oriented. The pleasure of the consumption process is important, once he / she becomes your loyal customer, bring strong advertising and word of mouth effect.

3.2 Blue Character Negotiators

Blue negotiator-perfectly rigorous, best executor:

The greatest advantage of blue character negotiators: the pursuit of perfection (can be described as perfectionism): not to do the best but to do better, to pursue perfection as possible. In interpersonal relationships, lasting and deep relationships are established and maintained by their intention. They have valuable qualities, loyalty and sincerity to friends, and deep ideological concern and communication. (introverted thinker).

Blue character negotiator's biggest shortcoming: too harsh; basic motivation: excellence, value, high quality;

blue character negotiators' needs for the outside world: clear explanations, limited risks, tasks that require planning and precision.Personality characteristics: careful personality, pay attention to rational analysis; pay attention to the accuracy of data, facts and data acquisition; pay attention to the practicability of products.

3.3 Yellow character negotiators

Yellow negotiator-decisive, strong conductor:

The greatest strength: let anyone carry out their intentions (can be described as success): this kind of people's deep driving force comes from the realization and completion of the goal. They are generally forward-looking and leadership, usually with a strong sense of responsibility, decision-making and self-confidence. (outgoing leader). The biggest weakness: ignoring the process and the feelings of others. Basic motivation: challenge, choice, control; demand for the outside world: authority, arduous task, enterprising opportunity.

3.4 Green character negotiators

Green negotiators - facilitators of harmony, tolerance and peace:

The greatest strength: easy to get along with (can be described as pacifism): their core essence is the pursuit of harmony and stability, lack of edge and corner. They are tolerant and transparent, usually very friendly, adaptable and good listeners. (an introverted listener).

The biggest weakness: cowardice, content with the status quo;

Basic motivation: security, no change, security;

Demand for the outside world: group identity, established work model, stable situation;

Personality: good for everyone, very polite, do not want to conflict with people, do not like change.

4.HOW DO DEAL WITH NEGOTIATORS OF DIFFERENT PERSONALITIES?

4.1.1 coping skills for red character negotiators

For red negotiators (" self-feeling good customers "), pay attention to the use of negotiation skills: do not directly cut into the topic, praise him / her first, talk about some of the topics he / she is interested in; try to give him / her the opportunity to show himself / her best, agree first; do not go too deep into the subject of professional details; praise more good; let him / her feel and try products, touch, taste, smell, etc.; give him / her more gifts and "privileges ";

Remember: if you are a good listener and peacemaker in front of a red customer, don't talk to him or her, do n' t be antagonistic, and give him more skillful praise.

4.1.2Application of Scene for Business Negotiation of Red Character Negotiator

Next, let's look at the next business negotiation scenario application: in the workplace, in the face of the red main color personality of the interviewer, how to deal with? What problems should be paid special attention to? First of all, the interviewer with red character, because his nature is warm, so we should also share the same frequency in the interview, express the desire to work in this company, Sincere and enthusiastic attitude can get red interviewer's bonus. A good attitude means good communication in the future and helps the employee grow and improve, which can satisfy the red character interviewer's inner desire to help others get recognition.

Secondly, when we talk about our past achievements and abilities, we should not abstract narration, but describe or tell concrete examples like storytelling. Let the red interviewer can understand the ability, responsibility and work attitude of the interviewer.

Finally, learn to recognize the company culture, talk about your love for the company and the industry. If you have the opportunity, you can also write an email after the interview to add to some of the situation you have no time to explain during the interview, along with the interviewer in the interview professional and affinity to express recognition and praise.

4.2.1 coping skills for blue character negotiators

Blue negotiator (expert analytical customer), pay attention to the use of negotiation skills: give him / her enough time and space not to disturb him / her, do not speculate on his / her privacy; when he / she asks or shows a need to communicate, introduce him / her products in logical and organized language; prepare complete product data in advance, communicate and explain realistically from a professional point of view, and analyze his / her requirements; do not describe the product in exaggerated language; do not perfunctory, do not use uncertain words, avoid words such as "should "," may "," comparison" and so on; Dispel his / her concerns about the product, focusing on the application and safety of the product; do not touch on its obvious defects or shortcomings; do not be careless and pretend to understand; understand the mood and inner thoughts of the blue customer. Make him / her feel that you understand him / her and understand him / her.

4.2.2

What negotiation principles and techniques should be paid attention to in the interview negotiation scene, in the face of the blue master tone character interviewer? Blue interviewer's several important coping strategies: clear logic and rigorous use of words when expressing language; try to lead the subject of the conversation to a familiar field; prepare a complete resume and related text materials; Try to show your steady side, avoid language expression too ostentatious.

4.3.1 coping skills for yellow character negotiators

Yellow negotiator (" dominant customer "), pay attention to the use of negotiation skills: do not oppose each other, make him / her feel the same as him / her; give him / her the most critical pros and cons analysis. The advantages far outweigh the disadvantages, the chances of a deal are high; don't grab words, listen, answer freely; talk to and describe the product in the most concise language, and express the key points; do n' t create opposition and muddy water with it.

Application of 4.3.2 Scene of Business Negotiation for Blue Character Negotiators

In the workplace interview negotiation, in the face of yellow main color personality interviewer, how should you deal with? What problems should be paid special attention to?

Three important strategies for dealing with yellow interviewers:

The language expression is concise and concise, the emphasis is prominent. Yellow character interviewers, because they focus on efficiency, so we should pay attention to the answer to the yellow interviewer's questions, concise language, focus, attitude confidence and not conceited;

Listen carefully and control your emotions. Yellow interviewers have a strong sense of dialogue control, when talking to them, do not interrupt each other at will, and yellow personality interviewers are more powerful, may also be more powerful, We should prepare for stress interviews and learn to control our emotions in the face of pressure. Yellow personality interviewers pay attention to efficiency, so when introducing themselves, emphasize what value they can create for the company in the future and what contribution they can make to the company.

5.CONCLUSION

By interpreting the meaning and practical value of FPA character colorology, and based on the advantages and limitations of negotiators with different personality colors, this paper analyzes and expounds the character characteristics, emotional characteristics and learning style characteristics of negotiators, and analyzes the enlightenment of character color to optimize negotiation countermeasures. Applying FPA character color to business negotiation is more visual and operable, which is of great significance for negotiators to improve their business negotiation skills.

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Research on Profit Model of Agricultural Products Supply Chain Driven by Big Data

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Abstract: This article combines the background of big data to study the secondary agricultural product supply chain composed of a single agricultural product supplier and a single agricultural product retailer. Construct a profit model of agricultural product supply chain under centralized decision-making, decentralized decision-making without big data cost allocation and decentralized decision-making under big data cost allocation. Calculate the profit expectations and big data technical service levels of agricultural product supply chain enterprises under the three decisions.

Keywords: Big data; cost sharing; agricultural product supply chain;

1. PREFACE

The emergence and application of big data has become a powerful means for the supply chain to reduce costs and improve performance, and it also has a greater impact on the operation of the agricultural product supply chain. Based on the background of big data, this article considers how to better put big data information into the management and coordination of the agricultural product supply chain. Construct a profit model of agricultural product supply chain considering the cost of big data. And respectively calculate and compare and analyze the profit expectation value and the optimal big data technology service level of the agricultural product supply chain under three different decisions. It aims to help enhance the value perception of big data by node companies in the agricultural product supply chain and provide a certain basis for decision-making when investing in big data.

2. PROBLEM DESCRIPTION AND MODEL ASSUMPTIONS

There is a secondary agricultural product supply chain composed of an agricultural product supply chain and agricultural product retailers. It is assumed that this supply chain introduces a big data service provider that provides big data technology, and will incur corresponding big data technology service costs. Agricultural product suppliers and agricultural product retailers predict product demand based on big data analysis. Big data forecasting and analysis will have a certain impact on the cooperation methods, prices and transaction modes of the entire agricultural product supply chain. This paper establishes a model to study the problem of big data cost allocation in agricultural product supply chain under different decision-making, and analyzes and compares related parameters.

The symbol description of the model in this paper is: m is the supplier of agricultural products; n is the retailer of agricultural products; r is the overall agricultural product supply chain; π_m is the profit function of agricultural product suppliers; π_n is the profit function of the agricultural product retailer; π_r is the overall profit function of the agricultural product supply chain; k is the technical level of the big data supply chain; p is the retail price of agricultural product retailers; b is the wholesale price of agricultural products; c is the production cost of agricultural products; D is the market demand for standardized agricultural products; a is the market of standardized agricultural products total capacity; C(k) is the cost of big data for the agricultural product supply chain; z is big data cost coefficient for agricultural product supply chain, z>0; δ is the market capacity coefficient of the big data technology level of the agricultural product supply chain, which is used to measure the degree to which market demand is affected by the big data technology level; β is proportion of sharing the cost of big data in the supply chain for agricultural retailers, $0<\beta<1$; ξ is the market demand error, assuming that it obeys a normal distribution, that is $\xi \quad N(0,\sigma^2)$. When the agricultural product retailer's pricing decision is negative, the product will not be sold in the market. Therefore, the value of ξ must be such that the market demand for agricultural products is non-negative.

In order to make the model conform to the actual situation, we make the following assumptions:

(1) The market demand D of agricultural products is a linear function of the price p and the technical level k of the big data supply chain, namely:

$$D = a - p + \delta k + \xi$$

(2) The big data cost of the agricultural product supply chain and the big data technology level show the following quadratic function relationship, namely:

$$C(k) = \frac{1}{2} z k^2$$

(3) In order to ensure that all profit objective functions discussed in this article are concave functions of decision variables, suppose：

$2z-\delta^2>0, a-c>0$

The profit function of agricultural product suppliers, agricultural product retailers and the entire agricultural product supply chain can be obtained as:

$$\begin{cases} \pi_m=(b-c)(a-p+\delta k+\xi)-\dfrac{1}{2}zk^2 \\ \pi_n=(p-b)(a-p++\delta k+\xi) \\ \pi_r=(p-c)(a-p+\delta k+\xi)-\dfrac{1}{2}zk^2 \end{cases}$$

3.CONSTRUCTION OF PROFIT MODEL OF AGRICULTURAL PRODUCT SUPPLY CHAIN UNDER DIFFERENT DECISIONS

Under the centralized decision-making model, agricultural product suppliers and retailers fully cooperate and make joint decisions. Taking the maximum profit expectation of the agricultural product supply chain system as the final goal of decision-making, the objective function of the decision-making system is:

$$\pi_r=(p-c)(a-p+\delta k+\xi)-\frac{1}{2}zk^2$$

The Hessian matrix is:

$$H=\begin{pmatrix} \dfrac{\partial^2\pi_r}{\partial p^2} & \dfrac{\partial^2\pi_r}{\partial p\partial k} \\ \dfrac{\partial^2\pi_r}{\partial k\partial p} & \dfrac{\partial^2\pi_r}{\partial k^2} \end{pmatrix}=\begin{pmatrix} -2 & \delta \\ \delta & -z \end{pmatrix}$$

Therefore, when the variables δ and z satisfy $2z-\delta^2>0$, The Hessian matrix can be a negative definite matrix, and the profit function has a maximum value. We assume:

$2z-\delta^2>0, a-c>0$

The expected profit of the agricultural product supply chain is:

$$E(\pi_r)=\frac{(a+\delta k-c)^2}{4}+\frac{\sigma^2}{4}-\frac{1}{2}zk^2$$

Under the decentralized decision-making without cost sharing, the agricultural product supply chain and retailers only consider their own interests. Decisions are made with their respective expected values of the maximum profit function as the ultimate goal. The profit functions of agricultural product suppliers and retailers are given as:

$$\pi_m=(b-c)(a-p+\delta k+\xi)-\frac{1}{2}zk^2$$

$$\pi_n=(p-b)(a-p++\delta k+\xi)$$

The Hessian matrix is:

$$H=\begin{pmatrix} \dfrac{\partial^2\pi_m}{\partial b^2} & \dfrac{\partial\pi_m}{\partial b\partial k} \\ \dfrac{\partial^2\pi_m}{\partial k\partial b} & \dfrac{\partial^2\pi_m}{\partial k^2} \end{pmatrix}=\begin{pmatrix} -1 & \dfrac{\delta}{2} \\ \dfrac{\delta}{2} & -z \end{pmatrix}$$

When the variables δ and z satisfy $4z-\delta^2>0$, the Hessian matrix at this time may be a negative definite matrix, and the profit function has a maximum value. In order to make the discussion meaningful, suppose:

$4z-\delta^2>0, a-c>0$

The supplier's profit expectation is calculated as:

$$E(\pi_m)=\frac{(a+\delta k-c)^2}{8}+\frac{\sigma^2}{8}-\frac{1}{2}zk^2$$

Under the decision of retailers in the agricultural product supply chain to participate in big data cost allocation, the retailers and suppliers cooperate and choose to share a certain percentage of the big data cost of the agricultural product suppliers. Suppose this allocation ratio is β .In this way, suppliers are encouraged to invest in big data technology, which is conducive to increasing sales in the supply chain. At this time, retailers and suppliers in the agricultural product supply chain still make pricing decisions with the ultimate goal of maximizing their respective profit function expectations. The objective function of the decision model is:

$$\pi_m=(b-c)(a-p+\delta k+\xi)-\frac{1}{2}(1-\beta)zk^2$$

$$\pi_n=(p-b)(a-p++\delta k+\xi)-\frac{1}{2}\beta zk^2$$

The Hessian matrix is:

$$H=\begin{pmatrix} \dfrac{\partial^2\pi_m}{\partial b^2} & \dfrac{\partial\pi_m}{\partial b\partial k} \\ \dfrac{\partial^2\pi_m}{\partial k\partial b} & \dfrac{\partial^2\pi_m}{\partial k^2} \end{pmatrix}=\begin{pmatrix} -1 & \dfrac{\delta}{2} \\ \dfrac{\delta}{2} & -(1-\beta)z \end{pmatrix}$$

When the variables δ and z satisfy $4z(1-\beta)-\delta^2>0$, the Hessian matrix at this time may be a negative definite matrix, and the profit function has a maximum value. In order to make the discussion meaningful, suppose:

$4z(1-\beta)-\delta^2>0, a-c>0$

In the same way, the supplier's profit expectation is calculated as:

$$E(\pi_m)=\frac{(a+\delta k-c)}{8}+\frac{\sigma^2}{8}-\frac{1}{2}(1-\beta)zk^2$$

4. MODEL ANALYSIS AND SUMMARY

In summary, through calculation, under three decisions, the optimal technology level of the big data supply chain, the optimal retail price, the optimal wholesale price, and the optimal profit expectation of the agricultural product supply chain can be obtained.

(1) Centralized decision

$$k^*=\frac{(a-c)\delta}{2z-\delta^2}$$

$$p^*=\frac{z(a+c)-c\delta^2}{2z-\delta^2}+\frac{\xi}{2}$$

$$E_\pi^*=\frac{z(a-c)^2}{2(2z-\delta^2)}+\frac{\sigma^2}{4}$$

(2) Decentralized decision-making without cost sharing

$$k^* = \frac{(a-c)\delta}{(4z-\delta^2)}$$

$$p^* = \frac{z(3a+c)-c\delta^2}{4z-\delta^2} + \frac{3\xi}{4}$$

$$b^* = \frac{2z(a+c)-c\delta^2}{4z-\delta^2} + \frac{\xi}{2}$$

$$E_{\pi_m}^{2*} = \frac{z(a-c)^2}{2(4z-\delta^2)} + \frac{\sigma^2}{8}$$

$$E_{\pi_n}^{2*} = \frac{z^2(a-c)^2}{(4z-\delta^2)^2} + \frac{\sigma^2}{16}$$

(3) Decentralized decision-making under cost sharing

$$k^* = \frac{(a-c)\delta}{4z(1-\beta)-\delta^2}$$

$$p^* = \frac{z(3a+c)(1-\beta)-c\delta^2}{4z(1-\beta)-\delta^2} + \frac{3\xi}{4}$$

$$b^* = \frac{2z(a+c)(1-\beta)-c\delta^2}{4z(1-\beta)-\delta^2} + \frac{\xi}{2}$$

$$E_{\pi_m}^{2*} = \frac{z(a-c)^2(1-\beta)}{2\left[4z(1-\beta)-\delta^2\right]} + \frac{\sigma^2}{8}$$

$$E_{\pi_n}^{2*} = \frac{z^2(a-c)^2\left[2z(1-\beta)^2-\beta\delta^2\right]}{2\left[4z(1-\beta)-\delta^2\right]^2} + \frac{\sigma^2}{16}$$

As can be seen from the above table, the technical level of big data services is related to the big data cost sharing ratio. When the big data cost apportionment ratio is $\beta \in (0,1/2)$, the centralized decision-making big data service technology level is the highest; When the big data cost apportionment ratio is $\beta = 1/2$, the level of big data service technology for centralized decision-making and decentralized decision-making under cost apportionment is the same, and higher than that of decentralized decision-making under no cost apportionment; When the big data cost sharing ratio is $\beta \in (1/2,1)$, the technical level of big data services for decentralized decision-making under cost sharing is the highest. Through comparison, it can be found that the level of big data service technology for decentralized decision-making under big data cost allocation is always higher than that under decentralized decision-making without cost allocation.

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Research on the Path of Innovative Creative Design Thinking Based on Ready-to-wear

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Abstract： The innovative and creative design of ready-to-wear garments can satisfy consumers' desire for innovation, difference and change.This article elaborates on the four aspects of innovative creative thinking for ready-to-wear garments: material creative design, styling creative design, color creative design, and pattern creative design. Each aspect gives a path to innovative creative thinking.When creating works, garment designers can consider and draw lessons from the four aspects of different dimensions of innovative and creative design, all of which can achieve the innovative and creative design effect of garments.
Keywords: ready-to-wear, innovation and creativity, design, thinking

INTRODUCTION

With the rapid development of modern fashion, seeking newness, seeking difference, and seeking change has become the norm.In this normal state, the innovative and creative design of ready-to-wear garments has become the object of consumers' pursuit.Innovative creativity has become the soul of ready-to-wear design, and innovative and creative clothing based on ready-made garments has also become the driving force for the sustainable development of commercial value.

Innovative and creative clothing design based on ready-to-wear is distinguished from artistic innovation and creative clothing. Artistic innovation and creative clothing are only the medium of the artist’s thoughts, and creators usually do not consider usability and its functions.[1]It is only the expression of the creator's emotion and consciousness.The innovative and creative clothing based on ready-to-wear not only has the function of wearing, but also it has the marketability and socialization. The innovative and creative design based on ready-to-wear is designed to meet the function, marketability and socialization of wearing.

Since the innovative and creative design of ready-made garments is very important, designers can carry out innovative and creative thinking from the following four aspects when designing ready-made garments.

1.INNOVATIVE AND CREATIVE DESIGN FROM TAKING MATERIALS

Clothing materials include fabrics and accessories. Fabrics are the most important material materials that make up clothing, and generally refer to the theme characteristics of clothing.Clothing accessories refers to the general term of all other materials in clothing except for fabrics, which play an auxiliary and set off role for clothing[2].Using materials for innovative and creative design can be innovative and creative thinking from two aspects: fabric and accessories.

1.1Innovative and creative design from fabrics

Innovative and creative design from fabrics has always been a customary way for fashion designers.Whether it is the innovation of fabrics caused by changes in science and technology, or the innovative and creative design based on existing fabrics, many designers have proven to be effective ways of thinking.

The innovation of fabrics due to the development of science and technology can be caused by the development of fiber technology or the scientific development of related fields.Fiber technology such as nano, radiation-proof, waterproof and other materials will lead to the emergence of new functional fabrics.Innovative and creative design of clothing styles triggered by functional innovations, such as the emergence of spandex fibers, allows clothing designers to design skinny clothing without hindering human movement.For example, body-fitting pants can be made of spandex blended fabric. The good elasticity of spandex can stretch and contract with human movement.In other related areas such as computerized embroidery machines, digital printing, and folding machines, technological developments can also lead to innovations in fabric use, which in turn can lead to changes in new styles with new fabrics.

Innovative creative design on existing fabrics is also called the secondary transformation design of fabrics. The secondary transformation of fabrics itself is one of the innovative and creative design methods.If the development of science and technology has caused the innovation of clothing fabrics to be limited by time and technology, while the secondary transformation design of fabrics is much more free, random and convenient. Designers can create according to their own ideas anytime and anywhere, such as the grinding of denim fabrics. The worn-out design and the tie-dye and batik design of the fabric all give people a different visual effect.

1.2Innovative and creative design from accessories

Innovative creative design from accessories is mainly reflected in the innovation of lace, lace, ribbon, sequins, sequins and other materials.The innovation of these materials can be combined with the secondary transformation process of the fabric to carry out innovative and creative design, and it can also directly assist the style to carry out innovative and creative design.For example, the ribbon design of clothing style, as shown in Figure 1, the ribbon is directly combined with the style for innovative and creative design. The position, shape and length of the ribbon are the highlights of this style.

Figure 1-1 Innovative design of clothing accessories

Figure 1-2 Irregular profile design

Clothing materials are one of the three major elements of clothing design. The technological innovation of materials will cause major changes in creative and creative design of clothing. At the same time, the secondary transformation and design of materials will also bring a variety of innovative and creative visual effects.

2.INNOVATIVE AND CREATIVE DESIGN FROM CLOTHING STYLING

Clothing modeling includes external profile design and internal component design.The external profile can be roughly divided into three types: letter shape, geometric shape and object shape[3].Letter shapes are classified by similar letters according to the outline silhouettes of clothing. Commonly used letter shapes are X-shaped, Y-shaped, A-shaped, 0-shaped, H-shaped and V-shaped.Geometry, as the name implies, uses geometric shapes to represent the outline of clothing, such as circles, trapezoids, squares, and triangles.Object pictograms are classified by outer contours and similar objects, and are commonly trumpet-shaped, bubble-shaped, tulip-shaped, and so on. The internal components are designed with internal line design, collar, shoulder, waist and other partial designs.

Innovative and creative designs are carried out on clothing styling, which can break through conventional restrictions in external styling, and unconventional silhouette designs can be carried out on the basis of the daily wear and washability of ready-made garments on the external contours.Innovative and creative design of internal components can also be carried out on the conventional profile.Innovation on the creative design of apparel sculpt, because of the functional sex of the garment, lead to external profile design limited, however the internal components of the innovation of creative design has a huge space, for different parts of dot, line, face change, types, adornment gimmick and different forms can be innovating creative design creative point.

2.1Innovative and creative design of clothing outline

The outer profile design of clothing is the shape design of clothing, so its innovation and creativity can be created from two aspects. On the one hand, it breaks through the conventional profile and makes irregular profile design, as shown in Figure 2-1.The second is to strengthen or weaken the conventional profile. Strengthening is exaggerating. For example, x-shape design, waist constricting, exaggerating the space design of hem and upper part, and increasing the visual effect of X-shape. Weakening profile is the opposite of strengthening. When designing, the profile design is not emphasized.

2.2Innovative and creative design of internal parts of clothing

The inner parts of the garment include collar, shoulder, sleeve, skirt, waist, hem, pocket and the design of structural line, dividing line, dart and pleat. The design methods include deconstruction and reconstruction method, decoration method, deformation method and reference method.The deconstruction and reconstruction method is a common design technique in the design. The common component shapes are first decomposed and then disrupted, and then reconstructed according to the design needs.Decoration method is through embroidery, printing, tie-dye, spray painting, hollowing and other technical techniques to decorate the parts design.The deformation method is to deform the design of the part, for example, according to the market demand, deform the design of the common collar type.The scope of reference method is not limited by time and space. Styles, colors and patterns of ancient and modern China and foreign countries can be used for reference, and works of other designers can also be used for re-creation. However, the reference method is not just a simple copy, but a reference for re-creation, such as the reference of collar for modern clothing design.Whether it is the innovative design of outer contour modeling or the innovative design of internal components, it is the creative point of creative thinking of clothing. Under the same clothing materials, the innovative design of the shape also makes people refreshing.

3.INNOVATIVE AND CREATIVE DESIGN FROM CLOTHING COLOR

"Look at the color from far and see the flower close up". As the first perceptual element of visual effect, clothing color will bring people different visual experience and emotional transmission modes. For example, red represents passion, white represents purity, and orange represents warmth.Therefore, the choice and collocation of colors are very important in clothing design and have become one of the important elements of fashion, so they are also popular, time-sensitive and variability. Innovative creativity of colors has also become an important constituent element of ready-to-wear design.The creative thinking of color can be divided into two aspects: color matching design and color extraction.

3.1Innovative and creative design of color matching

Color matching design also refers to color matching design.Color matching can be divided into eight color matching methods: hue color matching, hue color matching, similar color matching, contrast color matching, interval color matching, similar color matching, clear color matching, and turbid color matching.[4]Each color matching method can bring different visual effects and color emotional experience.However, the innovative and creative design of color matching in clothing is not only reflected in the visual effect of color matching, but also in the different visual emotional experience brought by the size, location, proportion and area of the color matching.For example, the same color scheme, according to the ratio of one-to-one and one-to-five, or the ratio of the golden ratio, gives people a different vision.

3.2Innovative and creative design of color extraction

Color extraction is a way that designers do not satisfy the existing existing colors when they are creating. It needs to get color inspiration from other places, extract colors, and design and match them.

The source of color extraction is first of all nature. Various objective things and scenery in nature have natural beauty, color beauty, and form beauty, which are the most intuitive and vivid inspirations we feel.[5]The natural world has been a constant source of inspiration for countless artists because of its natural color and beautiful composition.Secondly, you can also extract colors from other art works for creative and creative design of clothing colors. For example, the Mondrian dress designed by the famous French fashion designer Eve Saint Laurent basically adopts the red, yellow and blue composition of the famous painter Mondrian. But it did make the Mondrian skirt a landmark design in the history of clothing.

Color is the first element of fashion design, and the leading visual effect determines the importance of innovative color design. The innovation and creativity of color lies in color matching, so the ultimate goal of extracting color from nature and other arts is to carry out color matching design.

4.INNOVATIVE CREATIVE DESIGN FROM PATTERNS

In addition to the three elements of material, shape and color, the innovative and creative thinking of ready-to-wear design should also consider the innovative and creative design of clothing patterns. As an independent design element, pattern design has an obvious effect on ready-to-wear design.The innovative and creative design of patterns can start from the following two aspects.

4.1Innovative creative design of patterns

The innovative and creative design of patterns refers to the creation of new patterns independently.Create on the basis of the original and have a certain visual beauty, which meets people's aesthetic requirements, it is innovative and creative design.Creative design is also inspired by a variety of sources, such as nature, traditional patterns, ethnic minority patterns, patterns of other countries and other objects.This for the designer itself high requirements, they need to have a certain professional knowledge and aesthetic ability.

4.2Innovative and creative application design of patterns

The innovative and creative application design of patterns refers to the use of existing patterns for clothing style design and color design.This is the most common design method in pattern innovation and creative thinking, directly borrowing patterns and integrating them into style design.Designers also draw on a variety of patterns. For example, in recent years, the popular Chinese elements, traditional Chinese dress patterns can no longer meet the design needs, designers use Chinese patterns such as plum, orchid, bamboo and chrysanthemum, and even Chinese brush characters as patterns applied to clothing design.When designers use these patterns for reference, they often do not change the shape of the patterns, but only change the size and location of the patterns so that people can recognize the patterns at a glance.But at the same time, it also gives people a refreshing and innovative visual effect. For example, Chinese dragon-shaped pattern is used by many fashion designers in different fashion styles. The same dragon-shaped pattern has different effects in different fashion designed by different designers, but people can easily recognize it as the dragon-shaped pattern on the traditional Chinese dragon robe.

The innovative and creative thinking of patterns does not exist independently, it is closely connected with the above-mentioned modeling design and color design.Generally speaking, if the style is simple, you need to work harder on the innovative and creative design of patterns, which will also bring innovative and creative design effects.

5.CONCLUSION

The innovative and creative thinking design of ready-made garments can start from the four aspects of material innovation, modeling innovation, color innovation and pattern innovation.The four aspects can be complementary innovation and innovative design, or it can be a single aspect of innovation and creative advantage to win, no matter which aspect of innovation and creative design can bring different clothing and emotional experience to consumers.

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Exploration on Teaching Reform of Statistics Course in Economics Major

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Abstract: Statistics theory has gained more room for development in the era of big data technology and artificial intelligence. How to cultivate the statistical practice ability of college economics majors is worth exploring. Combining with its own teaching practice, the article elaborates on the problems faced by the teaching of statistics courses for economics majors, and proposes teaching reform suggestions such as increasing course practice hours, innovating teaching methods and teaching methods, and adjusting course assessment methods.
Keywords: economy, statistics, teaching reform

INTRODUCTION

Statistics is a basic compulsory course for economics majors in colleges and universities, and it is also an indispensable tool in the process of scientific research. Statistics theory and technology are constantly being applied in the process of big data development. Researching the teaching of statistics courses is of great significance for cultivating applied talents in colleges and universities to solve practical problems.

1. THE PROBLEMS FACED BY STATISTICS COURSE TEACHING

1. 1 Emphasize theory over practice

The goal of the statistics course for economics majors requires students to master the basic content of statistical description and statistical inference, train students to collect, organize, and analyze the application ability of data, and enable students to master the basic operating process of statistical software. In the current course teaching, the class hours in one semester are 48 hours or 32 hours more. Under the condition of limited hours, the courses mostly focus on the explanation of theoretical knowledge, and the experimental class time is short. The content of the courses involving statistical software operation methods is too small, and the students' training on the operation of statistical software is not enough.

1.2 The course is difficult

There are many concepts and formulas in statistics courses, and students need to have a foundation in probability theory and mathematical statistics courses. Some students have a weak mathematical foundation, and it is difficult to learn modules such as inferential statistics in the statistics course, which leads to unsatisfactory overall course learning effects. It will also affect the enthusiasm of learning and the passing rate of the course exam.

1.3 The assessment method of the course is single

The final assessment of statistics courses for economics majors is mostly in the form of cultural course assessment, which is composed of the weighted average of the usual grades and the final grades. Most of the assessments are written exams, and there are relatively few assessment methods that require open and practical skills, such as course reports or social survey reports. The assessment content is mainly for the memory, comprehension and calculation ability of knowledge points, and the assessment of knowledge application and practical operation ability is relatively small.

2. SUGGESTIONS ON TEACHING REFORM OF STATISTICS COURSE

2.1 Increase course practice hours

Statistics is a highly applied course, and data sorting and analysis rely more on software operations. Therefore, in the teaching of statistics courses, practical teaching should be appropriately increased around the goal of improving students' practical application ability. In addition to learning traditional data analysis methods and Excel operations, add statistical software such as Python, SPSS and other operations and training hours. Through software teaching, students can analyze and apply different types of data.

2.2 Innovative teaching methods and teaching methods

The content of statistics courses is more complicated. Part of the content must be explained and filtered by the teacher before the students can digest it. Teaching should be combined with students' majors, innovating teaching methods and teaching methods continuously, and fostering students' interest in learning. On the basis of theoretical teaching, students' knowledge of mathematics and physics is appropriately supplemented, and targeted cases are selected for explanation. We should try our best to use professional-related cases, update teaching models, combine online and offline teaching, and try multiple mixed teaching models to continuously stimulate their interest in learning.

2.3 Adjust the course assessment method

In order to improve students' ability to use statistical methods to solve practical problems, course assessment should be combined with students' practical ability. Combining the actual statistics of the course, adopting a combination of theory and practice assessment methods, increasing the proportion of daily practice links in the final assessment results, and also combining computer-based testing. Establish a teaching database and a training database for economics majors in statistics courses, and encourage students to use actual statistical analysis exercises. It can also adopt the assessment form of project guidance or case analysis, or students can use tools to analyze, organize and visualize data.

3.CONCLUDING REMARKS

Statistics courses mainly cultivate students' statistical thinking and the ability to collect, organize and analyze data. By adding practical activities in the teaching process, innovating teaching methods and teaching methods, and reforming the course assessment methods, it will be beneficial to cultivate the statistical practice ability of college students majoring in economics.

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Research on the Strategy of Improving the Affinity of University Teachers' Teaching

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Abstract: With the increase in the number of college students year by year, the quality of college students' education has also attracted more and more attention. How to improve the effectiveness and enthusiasm of college students' classroom learning has become a major problem that plagues college teachers. In response to this situation, this article believes that improving teachers' Affinity in classroom teaching will improve students' classroom learning effects to a great extent. Therefore, this article analyzes the current status of classroom teaching affinity of college teachers, and discusses the existing problems, and finally proposes solutions to these problems.
Keywords:University teachers, Affinity, Promotion strategy

INTRODUCTION

At present, the country is paying more and more attention to quality education, and more and more colleges and universities are beginning to explore suitable teaching and education models under the premise of responding to national policies. However, according to surveys, classroom teaching in many colleges and universities lacks attractiveness. Students say it is difficult to concentrate in the classroom, and the affinity shown by teachers in classroom teaching largely determines whether students' interest and enthusiasm for learning is high. Therefore, how to improve the affinity of teachers in classroom teaching has become a problem that many colleges and universities are paying attention to.

1.CURRENT TEACHING STATUS OF COLLEGE TEACHERS

1.1 Teacher-led classroom

At present, classrooms in colleges and universities are mainly led and controlled by teachers. Students are in a passive state during the teaching process. Many teachers use traditional teaching methods in the teaching process, transmitting knowledge to students one-way, and seldom talk to students. Through interaction and feedback, students are in a state of passively accepting knowledge in the classroom, which leads many students to feel that the classroom is boring, boring, not motivated, and even depressed. Such a one-way teaching method will make students feel that the teacher is too serious, not kind enough, and has low affinity. Students cannot feel the care and love of the teacher, and they are unwilling to communicate with the teacher, and the distance between the teacher and the teacher. Failure to pull in will greatly reduce students' interest and enthusiasm for learning. If things go on like this, students' motivation for learning will be exhausted, which may lead to unhealthy behaviors and emotions such as absenteeism and study weariness.

1.2 Lack of effective communication between teachers and students

Many teachers regard class as a task and neglect communication with students during the class. Sometimes they just impart theoretical knowledge rigidly and rarely give feedback in class. As a result, the learning effect of students will be greatly reduced. College life is a transitional period for students to enter society. Many students are actually very confused after entering colleges. Many students are away from home for the first time. They are not used to entering an unfamiliar environment, and may even be uncomfortable. There will be psychology such as rejection. At this time, the role of the teacher is particularly important, because in addition to communicating with classmates, the teacher is the most contacted. How to make the students trust the teacher and draw the distance between the student and the teacher is particularly important. In fact, it is very important for students to trust and feel close to teachers through classroom teaching. This is also an important way to establish a harmonious teacher-student relationship. Teachers can win students' favor through the classroom, enhance interaction with students, understand students' inner thoughts in a timely manner, help them solve their learning and life puzzles, instill positive values and ideas in students, and make students brave to express Self, able to integrate into the collective life, optimistic life.

1.3 Outdated teaching methods

Many teachers still use traditional teaching methods to teach because they have not updated their ideas and concepts, and have not updated their own teaching concepts and teaching methods. Now due to the development of Internet technology, many colleges and universities have introduced modern teaching techniques and methods, and began to adopt online teaching tools, such as classroom school, rain classroom, cloud class, etc. These teaching techniques have now been widely promoted by many colleges and universities. Since mobile phones are now widely used, the phenomenon of students using mobile phones in class is endless. In order to better enable students to use mobile phones effectively, teachers can use modern teaching techniques to control the phenomenon of students playing mobile phones, so that students can use them reasonably in class. Cell phone. However, due to various reasons, some teachers are still unwilling to accept and learn these new teaching techniques, which leads to poor classroom effects. Students continue to play games on mobile phones, and classroom learning effects are poor.

2.STRATEGIES FOR IMPROVING THE AFFINITY OF UNIVERSITY TEACHERS' TEACHING

2.1 Teachers should strengthen the study of theoretical knowledge

Many teachers have a poor classroom atmosphere, lifelessness, inactive students, and even absenteeism, late arrival, early leaving, playing with mobile phones, sleeping, etc., in the final analysis, is due to the limited teaching ability of teachers, and the theoretical knowledge in class is too boring to mobilize students. His interest resonated with students. In response to this phenomenon, the first thing that teachers should do is to strengthen their own theoretical knowledge, consolidate their own foundation, and design classrooms based on familiarity with the theoretical knowledge they teach. Only after they have a thorough understanding of the theoretical knowledge taught can they be able to grasp the knowledge with ease. When transmitting to students, pay attention to the methods and methods in the process of transmission. For example, use appropriate cases and videos for teaching. You can also use flipped classrooms to mobilize students' interest in learning and enhance students' learning by letting students lead the classroom and teachers' assistance. The learning effect allows students to fully receive the views and theories that teachers want to express, and learn to be useful. Only on the basis of having a wealth of theoretical knowledge, teachers can fully grasp the classroom and teaching rules, show their own personality charm, use personality charm to attract students' attention in the classroom, fully demonstrate their affinity, and the overall effect of the classroom is not Would be too bad.

2.2 Innovative teaching methods

With the continuous development of Internet technology, new media technology is constantly being used in the classroom. Compared with the traditional blackboard teaching, the current teaching method has undergone rapid changes. Traditional teaching methods are no longer suitable for modern classrooms. Teachers must innovate their own teaching methods and carry out teaching reforms. At present, more and more teachers are beginning to introduce new media technology into their classrooms, and make full use of modern teaching techniques to enrich classroom teaching and diversify teaching methods to attract students' attention in the classroom. To a certain extent, the distance between the student and the teacher can be drawn. For example, teachers can use new media technology to make small videos of related courses in the classroom and put them on their own teaching platform to prepare students for review and review after class. This solves the problem of students' self-study in class. The interactive discussion topics of the course are uploaded to the teaching platform in the form of posts for students to discuss, and even teaching technology can be used to realize real-time location attendance. These methods not only help teachers control the classroom and guide students to use mobile phones rationally, but also increase students' The sense of freshness is conducive to enhancing the emotion between teachers and students, improving the affinity of teachers, and then enhancing students' classroom learning effects.

2.3 Class content is close to real life

The reason why many students are not interested in class and feel that the courses are boring, to a large extent, apart from the monotonous and uninnovative content of the teacher's teaching, a very important reason is that the theoretical knowledge is relatively esoteric and there is no way to apply it to real life. In addition, the teacher's class is too serious, which leads to a more sorting out of emotions between the students and the teacher. At this time, it is particularly important to cultivate the affinity of the teacher. Teachers should work hard to integrate modern social hotspots and current affairs news into the classroom, set up classroom discussion topics for a certain social hotspot, and think and design classroom models from the perspective of students. This is conducive to changing students' stereotypes of teachers and deepening students' perceptions of teachers. The degree of goodwill, thereby reducing the distance between the teacher and the student, enhancing the teacher's affinity, and establishing a good teacher-student relationship.

2.4 Give sincerity and enthusiasm, give students full respect

Teachers should fully respect and value their own work, and give enough enthusiasm in their work. Only when they put in their own efforts can they make students feel their love and sincerity. If the teacher smiles in the classroom and answers questions patiently and carefully for the students, in fact, it has made the students feel the kindness and love, and also encouraged and motivated the students to a certain extent, the enthusiasm and initiative of the students Sex is more easily mobilized. In fact, love exists in education at all times. The focus is on whether teachers are good at showing their care and love for students, whether they can pour their sincerity and true feelings on every student, and at the same time, they must understand students. , Encourage and appreciate students. Give prompt praise and encouragement to students who perform well, encourage students who perform poorly, and identify the problem, actively communicate with students, and help students improve.

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