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CONTENTS

Research on The Method of Physical Training for College Students

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Abstract: Nowadays, college students generally lack exercise, the decline of physical quality, this problem has greatly affected the development of their physical and mental health. Therefore, this paper attempts to analyze the specific reasons for the decline of physical fitness. Physical fitness is a considerably basic athletic ability of the body, and different sports have different requirements for individual physical fitness. On the one hand, physical quality can reflect the state of physical health, on the other hand, it can also reflect the function of organs.

Keywords: College students; Physical training; Methods; Physical quality

1. INTRODUCTION

In recent years, the phenomenon of obesity and myopia among college students in our country is becoming more and more common. Many college students fail in the physical health test. Based on these factors, several scientific and effective training methods are proposed to effectively promote the improvement of college students' physical quality. Good physical quality is not only the basis of improving the learning efficiency of college students, but also an important standard for contemporary college students to successfully complete their studies. Therefore, it is necessary for colleges and universities to pay more attention to the physical quality of contemporary college students and take effective measures actively to improve their physical quality [1-5].

2. FACTORS INFLUENCING PHYSICAL QUALITY

2.1 Influence of school factors

Due to the gradually increasing enrollment scale in colleges of our country, so the number of college students is becoming more and more colleges and universities sports venues and equipment number can only meet the needs of college students' physical education curriculum, it is hard to meet the demand of the college students' spare time to take part in physical exercise, which can lead to students lack enough opportunities to participate in sports, it's caused limit the development of the college students' physical quality.

2.2 Influence of self-factors

Few college students lack a correct understanding of sports. There are a lot of people only in the classroom according to the arrangement of physical education teachers passively participate in physical exercise, lack of enthusiasm and initiative, and even some students have the phenomenon of skipping class.

2.3 Problems in physical training in college physical education teaching

At present, the physical training carried out by most colleges and universities either requires students to run laps on the playground, or hurriedly arrange some traditional physical exercises such as leaping for 10 minutes before class is over, but such compulsory physical training cannot achieve the effect of physical training. The lack of clear goal of physical training arranged in the physical education teaching in colleges and universities leads to the great randomness of physical training in the physical education teaching, and the training effect and quality are greatly reduced. As a dynamic and continuous process, the evaluation of college students' physical fitness is influenced by many factors such as physical quality and psychological development. Therefore, the evaluation of college students' physical fitness should also be a dynamic evaluation process. There is a large space for the development of college students' physical quality. Therefore, the individual differences of their physiological function, physical quality and psychological quality should be considered in the evaluation of college students' physical quality, and the methods of phased evaluation and tracking evaluation should be adopted comprehensively. As a static evaluation, the phased evaluation is a factual judgment of the physical fitness level of college students, so the evaluation has certain limitations. As a dynamic evaluation, tracking evaluation can better reflect the physical condition of college students. Only through the integration of various evaluation methods can a comprehensive and objective evaluation be carried out on the physical condition of college students [6-12].

On the one hand, the sports administrative departments of colleges and universities need to make efficient use of the existing sports venues and facilities, so as to provide sports venues for college students as much as possible and make full use of the rich and diverse sports facilities. On the other hand, it is necessary to actively change the concept, increase the investment of special funds and make reasonable planning. It is necessary to meet the actual needs of college students as far as possible, carry out sports events with low requirements on the activity venues and facilities, based on highlighting the key points, enrich the activity content as far as possible, and pay attention to the development of physical quality of college students. College students' active thinking, before you step into society, to has a strong sense of participation in meaningful activities, and campus club as a campus sports organization, universities can try to set up all kinds of sports clubs of the project, sports business involved in guide, organized by college students themselves, to stimulate students' interest in sports and cultivating sports consciousness.

3. TRAINING METHODS FOR COLLEGE STUDENTS' PHYSICAL QUALITY

3. 1 Combination of competition and entertainment

Nowadays, there are more and more forms of physical training in colleges and universities in our country. It is difficult to continuously attract the attention of college students and stimulate their interest in taking part in physical exercise by simply using competitions or entertainment. Based on this, physical training departments of colleges and universities can increase the publicity of this form of training and encourage every college student to enter the playground and gymnasium and take the initiative to participate in physical exercise. Colleges and universities can regularly carry out competition activities that can promote students' physical quality, such as men's triathlon, iron man triathlon, women's triathlon and so on. Students with outstanding performance in competition activities can be given certain rewards. Therefore, should have a comprehensive understanding of the physical quality of college students' status and hobbies, such as the actual situation, and then plan for targeted activities, through a combination of competition and entertainment to promote all-round development of college students' physical quality, but also physical quality good students should be encouraged to help the weak physical quality of students, in collaboration with each other in the physical stamina training, unity and mutual assistance.

Reasonably control the intensity of sports competition, especially for the students with poor physical quality or who do not take part in physical exercise for a long time, appropriately reduce the intensity of competition, help them build up their confidence to participate in sports competition, mobilize their enthusiasm to participate in the competition, and try to avoid the occurrence of sports injury. Sports competition should pay attention to reflect the entertainment, can be properly organized to carry out a variety of small games with less difficulty but strong entertainment activities, on the one hand, can attract more students to participate in sports games, on the other hand, can make students actively participate in a happy mood, and then realize the important value of physical training. We can appropriately change the traditional rules and forms of the game, prolong the participation time of students in the game activities, so that students can fully feel the fun and charm of sports in the sports competition. It can not only attract more students to participate actively, but also achieve the purpose of effectively training students' physical quality. For example, we can cancel the elimination competition system, so that all students can participate in the last, or we can adopt the way of wheel competition, so as to cultivate the spirit of teamwork of students. Students who perform well in the competition can be given certain rewards, which can be spiritual rewards or material rewards. Material rewards can be canteen card, books, etc. At the same time, an ultimate prize should be set up to stimulate the enthusiasm of students to participate in the competition activities.

3.2 Combination of training and assessment

College students will receive a physical fitness test every year, mainly including high jump, long jump, vision, height, weight, grip strength, lung capacity, long-distance running and other test items, each physical fitness test results will have a direct impact on their sports performance. Therefore, college students usually pay more attention to their physical test scores, and some students will even carry out targeted training before the physical test. At this time is an important opportunity to strengthen their physical quality training, therefore, college physical education teachers should fully grasp the students' psychology, according to the actual situation of different students, formulate targeted physical training plans, ensure the effective development of physical education teaching activities, promote the formation of good physical awareness and habits of college students. The physical training courses should be set with a certain seriousness, and students should pay more attention to these courses. Specialized persons in charge should be organized to evaluate the phenomenon of lateness, early leave, and absence from work. Students with excellent performance can be encouraged by public praise or increasing credits. Every year after the end of the physical training course, the final physical examination results can be published, and students with high enthusiasm for participation can be commended to encourage them to continue to work hard.

3.3 Combination of training and bodybuilding

In physical training, the important thing is the consciousness of students to participate in physical training independently, so that students are willing to participate in physical training from the bottom of their hearts and are willing to take the initiative to help the classmates around them to train. College students are mostly wanting to be able to after graduation to find your ideal job, therefore, under the influence of healthy aesthetic concept today, some employers in the recruitment process, pay attention to the staff's physical quality and physical appearance, which will stimulate students to participate in physical training consciously, to maintain a good body shape. Through this way to strengthen students' physical training, so that college students fully realize that the real beauty is the beauty of health, so that they are willing to be strict with themselves in daily study and life, consciously participate in physical training, enhance the flexibility of the body and rapid response ability. This will not only help them to create a good external image, but also help them to increase their confidence in daily life. For example, quick reaction ability can help them deal with all kinds of emergencies more efficiently in the future work, and good endurance quality can help them do everything well for a long time. Because the physical and mental development of college students is still not very perfect, therefore, teachers and parents should pay attention to give them appropriate help and guidance. If you want to achieve the goal of fitness and bodybuilding, you can only carry out physical training and body shaping exercise, but for students with thin body shape, the main purpose of bodybuilding training is to enhance their physical quality. For those students who have a perfect figure, the main purpose of bodybuilding

training is to make them continue to maintain a perfect figure, so that they fully realize the importance of participating in exercise and long-term persistence.

4. THE SIGNIFICANCE OF PHYSICAL TRAINING FOR COLLEGE STUDENTS

The physical quality of college students in China has been declining year by year. As the material living conditions continue to improve, most college students spend their spare time surfing the Internet, playing video games, partying and other activities, but few of them set foot in the stadium in their spare time. Specifically speaking, its significance embodies the following points. (1) Physical training can enhance college students' physique. A healthy body is the basic guarantee for college students' future work and life. (2) Through physical training, it can promote college students to form good exercise habits and improve the status quo of physical sub-health of college students caused by lack of exercise. (3) Through physical training, it can shape the firm will quality and unique personality charm of college students. (4) Through physical training, students in the new era can be trained with excellent physical and mental quality and professional skills.

4.1 Factors affecting physical training of college students

As the basis of constitution formation, heredity provides the possibility for its further development. At the same time, heredity is constrained by internal and external environment (natural and social), which means that the formation and development of constitution are related to the acquired environment to a large extent. Now, unit of choose and employ persons also begin to pay close attention to talented person's physical quality, but on the whole, most of the unit of choose and employ persons when choosing talent, or give priority to the professional knowledge, skills, excellent graduates, therefore, college students will be more focused on the cultural knowledge, professional teaching, without pay attention to students' physical training. At present, after 90, 00 college students, the family conditions are generally good, these students before entering the university, most of the family spoil, rarely participate in the corresponding sports training. And parents also generally think that physical exercise is not important, do not have a deep understanding of the significance of physical exercise. Growing up in such a family atmosphere, college students lack the spirit of hard work and can not deal with some problems in study and life well. Influenced by China's education system, college students enter colleges and universities through the college entrance examination, which is just like a bird letting out a bird cage. Colleges and universities do not have the high pressure of middle school, and the academic burden is relatively light. Moreover, without parents' supervision day and night, many college students will spend most of their spare time on the Internet, watching TV dramas, playing games and so on. Relative to the physical training, the network world is rich and colorful, and more able to attract the interest of college students, the good news is that, under the efforts of all parties concerned, most college students have also been realized through physical training can enhance physical fitness,

promote health, improve their quality of life, but as a result of the development of the physical training course in college and universities is too boring, hit the enthusiasm of the students, therefore, should through the innovation of physical training course in colleges, enriching the content of physical training class to enhance students' enthusiasm in physical training.

4.2 Strategies for improving college students' physical quality

Strengthen the publicity of the importance of physical training for college students. College stage is an important stage for learning knowledge and improving physical quality. Strengthen the study of theoretical knowledge of college students' physical training. When teachers carry out physical training for college students, they should not only pay attention to the practice of physical training for college students, but also pay attention to the important role of theoretical knowledge of physical training in the process of improving college students' physical quality, guide practice with theory, and improve college students' physical quality scientifically. Good sports teacher team is the important premise of effectively improve college students' physical quality, therefore, the school should be studied on a regular basis to carry out the sports teaching, organize teachers physical fitness training and learning professional knowledge and skills, promote sports teachers' teaching ability from several aspects, meet the physical needs of college students' physical education learning, thus cultivating high-quality talents to adapt to the new era of development.

5. CONCLUSION

To physical training of university students, improve the physical quality of college students, both to improve college students' physical fitness, improve college students due to unhealthy lifestyle habits and health, and can help college students to shape good physique, improve the temperament of the college students, enhance the self-esteem of college students, therefore, colleges and universities should actively take measures to improve college students' physical quality. At present, there is still a long way to go to improve the physical quality of contemporary college students, which requires colleges and universities to strengthen the publicity of the importance of physical training for college students, strengthen the study of theoretical knowledge of physical training for college students, set up more specialized special courses of physical training, and strengthen the construction of physical education teachers. The physical condition of college students is causally related to the national prosperity, so it is especially important for college students to have good physical quality. Sports college students less time, cause the student physical generally to decline, poor physical quality has become the norm at present, therefore, targeted to strengthen college students' physical training is necessary, as the university sports education workers must first raise the importance of the college students' physical training, at the same time to have a full understanding of on physical training.

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Study on Technical Characteristics and Value of Indoor Futsal Football

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Abstract: Using literature, this paper summarizes the characteristics of indoor futsal football techniques and tactics, and the complementary effect on the development of 11-a-side football techniques and tactics. In view of the current problems of futsal development, this paper puts forward some suggestions on how to better promote the development of futsal football. This paper aims to explain the influence of futsal indoor football on the development of football in China and emphasizes that futsal football is more beneficial to the cultivation of football consciousness and skills of young players in the early stage of training.
Key words: Indoor football; Futsal football; Technical and tactical characteristics

1. INTRODUCTION

Indoor football (Futsal) is a branch of the development of football. The name is derived from the Spanish Futebol de Salao and the Portuguese Football, which means room football. The development of indoor football can be traced back to the Uruguayan capital Montevideo in 1930, the same year that the first World Cup was held there. Others say that Futsal originated in Sao Paulo, Brazil, and quickly spread throughout South America. Indoor football was born in 11-a-man football, as a training means of 11-a-man football evolved. Since its inception, indoor football has enjoyed widespread popularity throughout South America, especially in Brazil. In the following decades, Brazilians promoted futsal from their home country to the world. FIFA officially introduced futsal as a regulated game in 1989. It has become one of the most popular sports in the world. It is now played by more than 30 million people in more than 100 countries worldwide. Futsal was born and grew because it was the perfect educational platform for improving football skills, agility and speed. It requires quick reflexes, quick thinking and precise passing, making it an excellent training ground for players who want to switch to 11-a-side football in the future. By combing the origin and development of modern indoor football, we realize that indoor football is inseparable from South American football. It can be said that indoor football establishes the technical school of South American football, and South American football style contributes to the development and growth of indoor football. Famous players such as Pele, Zico, Socrates, Bebeto, Ronaldo and others emerged from the five-a-side competition in the early stages.

2. THE TECHNICAL AND TACTICAL CHARACTERISTICS OF INDOOR FUTSAL FOOTBALL

First, the changing characteristics of the formation in the process of the game, these are the unique objective conditions of the futsal football match, the special requirements for the coordination of offensive and defensive tactics. [4] Indoor football does not strictly distinguish the positions of the players on the field, so it can achieve the true sense of total attack and total defense (all the players on the field have no fixed positions, and all the players participate in the attack in an orderly manner, and all the players retreat in an orderly manner when defending). In contrast to 11-a-side football, indoor football has no clear distinctions between strikers, midfielders and defenders. Each player constantly changes roles during the game, sometimes as a striker, sometimes as a midfielder, sometimes as a defender, or even as a goalkeeper. In the typical 5-0 attack tactic system (superman tactic), every player on the field should change his position along with the overall attack system. The position of the five offensive players may be in constant rotation, which puts forward high requirements for the running position, left and right foot ability and overall view of the five players.

Second, put forward the high request to the player's comprehensiveness. A qualified futsal football player must have the ability to solve the battle in front of the goal, also must have the ability of midfield connection, running, passing organization, and must have a good sense of intercepting and tackling and active back-defense. Especially on the foot technology and the ability to control the ball has higher requirements. At the same time, because the player to constantly around the position, so also requires the player's left and right foot foundation to be very balanced.

Third, the emphasis on the ground short pass cooperation. From the origin of futsal, we know that the original indoor football match was just a practice method designed by the teams participating in 11-a-side football match in their usual training for the purpose of practicing the ability of controlling the ball in a small range and getting out of trouble. Therefore, indoor football must emphasize ground coordination and ball control ability.

Fourth, the rhythm of the transition of offense and defense is fast. Indoor futsal competition field is small, the pace of attack and defense conversion is very fast, attack and defense conversion is usually completed in a few seconds, the players on the field is not full attack, is active defense, players can not have any relaxation in attention, all the time is devoted. The players on the field must always focus on the instantaneous changes on the field of play in the game of nearly one and a half hours. They must always be ready for attack and defense. The players on the field are always running without a moment's rest and highly concentrated in spirit.

Fifth, high accuracy of passing and catching, strong

concealment. If the ball is not passed accurately and properly, it is possible to be tackled by the other team. As a result, the opponent will play a quick counterattack. Because of the small pitch, this kind of counterattack is fatal for futsal football. The tacit understanding and accuracy of passing and catching are the basic skills of futsal football. The concealment of passing mainly depends on the intensity of defense. For small-field football, in the environment of dense defense and narrow space, it is necessary to strengthen the suddenness of passing and the concealment of passing action to pass the ball well.

Sixth, full court press, pressure defense. Because the field is small, the game time is short, the player can be changed at any time, and the attack success rate is high after the successful steal, so the full court close, pressure defense is not a simple and effective way in the five-a-side football match. FIFA has seen an important development over the last few years, which is that teams are changing from passive to active defence. In the past, the defense just passive defense, waiting for the opponent to make a mistake. Now, more than ever, they want the ball back, putting more and more pressure on attackers by expanding their defensive range and pressing close, forcing turnovers and attacking from anywhere on the pitch to score quick goals. [1]

Seventh, because of the dense and strong defensive system, the two sides have to use more positions to attack in the futsal match. The position is in the middle, the attacking players need to keep moving, passing, receiving, holding the ball and getting rid of the ball, which puts forward higher requirements on the basic skills of passing and catching, individual ball protection and exceptional ability compared with the 11-man football system.

Eighth, fast break goal rate is highest. According to the statistics of goals scored in the final of China's futsal football league between 2015 and 2016, 84 of the 191 goals came from quick counterattacks. [2] This shows that the formation of the five-a-side game is more of the external form, and the fast attack after the tackle and the fast attack from the goalkeeper's hands throw the ball is the key to win. Several key abilities in fast break need to be summarized and improved. First, tackling ability; Second, rapid personal breakthrough ability; Third, two or three people with the transmission; Fourth, the goalkeeper's awareness of launching a fast break and the accuracy of throwing the ball.

3. INDOOR FUTSAL FOOTBALL HELPS PLAYERS IMPROVE THEIR ABILITY

Indoor football can effectively improve the ability of soccer players to adapt to total defense. It is generally believed that a team that can implement total football represents outstanding strength. For example, at the national team level, there are Brazil, Spain, France, Germany and Holland, which have almost all won the World Cup for 30 years. The club level has Barcelona, Bayern, Real Madrid, Manchester City and so on, basically is also the hegemon of the league. Facts have proved that total football represents the direction of technical and tactical development. Efficiently improve footwork skills and short pass coordination level of football players. Compared with the big field of the 11-a-side system, the field of the five-a-side system is much smaller, which determines that the matches of the five-a-side system are more focused on the coordination of passing the ball under the feet with a short distance, and the control of the ball and getting rid of the ball in a small range. It is self-evident that the improvement of players' ability to get out of the difficulty in a small range and the improvement of individual football skills is self-evident. Cristiano Ronaldo amazed the world with his "hat-trick" in a Group B match at the World Cup on June 16, 2018. "When I was a kid in Portugal, we only played five-a-side football, " Ronaldo told reporters. The small field has helped me to improve my footwork and every time I play futsal I feel free. I wouldn't be where I am today if it wasn't for futsal. "In fact, since its birth, futsal football has not only existed independently as a game, but also trained many youth football talents as an important youth football training method, which has greatly promoted the overall level of football in many countries. Effectively improve players' personal penetration and cross currying in small areas and fast counterattacks. In modern football, the confrontation is becoming more and more intense. Defending players can provide support by running actively, quickly and in a wide range, and compress the space for passing, catching and running, so as to achieve the purpose of encircling a small area and launching counterattacks simply and quickly, which will be the development trend of football in the future.

4. THE SIGNIFICANCE OF THE DEVELOPMENT OF FUTSAL INDOOR FOOTBALL FOR THE DEVELOPMENT OF FOOTBALL IN CHINA

First, indoor futsal football is easy to promote campus football. As is known to all, the fertile ground for the development of football is mainly in cities. However, with the continuous advancement of urbanization, the urban population has doubled, while the per capita activity area has been continuously compressed. According to statistics, less than 10 percent of primary and secondary schools have 11-a-side football fields. As a result, it is difficult to popularize the 11-a-side competition in primary and secondary schools in the future. [3] Five-a-side football has low requirements on the field and physical conditions of teenagers, and it can improve the footwork skills and football awareness very well. Japan attaches great importance to the development of futsal football among teenagers. The Japanese football guidelines require the introduction of futsal from an early age to help improve the skills. The primary school leagues are all futsal matches. Children under the age of 12 learn about football 100% through futsal, and children under the age of 15 play it 80%. Futsal can be seen everywhere in Japan, along the river, on the street, or even in the middle of two communities, surrounded by a fence. In a word, by learning from Brazil and relying on futsal, Japan laid the technical foundation of the 11-a-side system, which effectively promoted the development of the national football game.

Second, the best way to develop young people's foot skills.

However, China's indoor futsal football started late, almost all professional athletes first contact 11-side football, and then switched to futsal players, the lack of young athletes, football developed countries and the practice of the horse upside down. [5-7]

Third, strengthen the emotional foundation of the masses to football, cultivate our football culture, and provide a fertile soil for the cultivation of football talents. The strength and prosperity of a country's football cannot be separated from its football culture and mass foundation. The reason why China's table tennis is so powerful is because of the table tennis diplomacy opened in the last century, the attention of national leaders, and of course, the table tennis table that can be seen everywhere, and the people involved in the game. Entered the new era, Chinese people's passion and pursuit of sports can meet a small table tennis, football in the world the first movement is already deeply rooted in the many Chinese heart, and small ground ball due to the field requirement is not high, good organization and was deeply loved by the amateur football lovers, has become the hottest nowadays various medium city national fitness campaign, as well as for football in China begins to take root and development played a huge role.

5. SUGGESTIONS ON THE DEVELOPMENT OF FUTSAL FOOTBALL IN CHINA

Highlight the play of individual skills and tactics, enhance the appreciation. Compared with the system of eleven football, five-a-side football is a magic weapon to the survival of ornamental, audience can be close to the intense physical confrontation, wonderful people, with the tacit understanding and stimulating shot, many of the world football star by five-a-side football practice by a superior skills, such as cristiano ronaldo, ronaldinho, Lionel messi, omar, zinedine zidane playing style can be seen in the indoors five-a-side football technology.

Professional clubs should introduce and use foreign aid appropriately and should not rely too much on it. It is certain that the introduction of high-level foreign aid is beneficial to Chinese football, but we should pay attention to whether the playing style of foreign aid can adapt to the traditional culture of our country. Players who are too prominent in their individual ability are of little significance to the progress of Chinese football. The key is to vigorously develop reserve talents suitable for China's competitive football style, football reserve talents are the cornerstone of the construction of China's football style.

Set up the development view of the unification of futsal football and 11-a-side football. Looking at the world football powers, there are not many countries that have a steady stream of football talents. Brazil and Spain should be among them. Brazil has almost won all the futsal world championships from 1965 to 2000. Since 2000, Spain has won almost all of the futsal world titles, replacing Brazil. Japan is a major power in Asian football as well as Futsal and is considered to be one of the best teams in Asia, having finished 12th in the Futsal World Cup in 2008 and won the Asian Football League Futsal Championship in 2006 and 2012. It can be concluded that countries with good futsal football development also have strong strength of 11-a-side football, which fully shows that futsal football and 11-a-side football have unity in shaping football style, cultivating reserve talents, cultivating football culture, and supporting skills and tactics.

Fourth, get through the transfer channel of players from the Five First League and the Chinese Super League to form resource sharing and complementary advantages. At present, most of the players in China's Fifth Class A are the players who have been eliminated by the 11-man youth training system. Market orientation is one thing, and social understanding and recognition is another. Therefore, parents of young players should do a good job to make them understand that futsal matches and 11-a-side matches do not conflict. Even in the early stage, futsal football is more conducive to the cultivation of young players' football awareness and skills.

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Practice Research of Basketball Teaching Competition Statistical Analysis of The Technique and Tactics

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Abstract: In this paper, literature, interviews and questionnaires were used to make statistical analysis of the technique and tactics teaching competition practice research to certain basketball major group in physical Education of Gannan Normal University. Conclusion: Take various statistical analysis of technical and tactical trainings to students time by time, one by one, layer by layer leads to formation and promotion of students' basketball techniques, skills, intelligence ultimately.

Key words: Basketball; Teaching Competition; Technique And Tactics

1.RESEARCH OBJECT

As an interdisciplinary subject, sports statistics is one of its important items. It can conduct comprehensive and in-depth data sorting, analysis and research for its research, so achieve its goals directly and scientifically. In p physical education university, "Sports Statistics" is a compulsory course in all kinds of physical education major. The purpose is to cultivate students' ability to observe, analyze, and solve problems through the study and mastery of sports statistics theory and methods, and to promote scientific teaching training and research. At present, physical education universities attach great importance to theoretical and technical teaching, but there are also situations in which some courses are taught separately and decoupled from each other. For example, how to combine technical teaching practice with the highly operable theoretical course of "Sports Statistics" can be one aspect of consideration. In order to promote the formation and development of students' technology, skills and sports intelligence, I have performed statistical analysis of technical and tactics in teaching competitions and achieved certain results after the teaching and thinking of basketball specialization. The research summary is based on the method for reference .

There are 18 people in the 1802 basketball specializing group of Physical Education, 19 people in the basketball specializing group of Sports 1901 and 03.

2.RESEARCH METHOD

2.1 Documents and materials method

Look up relevant documents and teaching materials to understand the teaching
status of each physical education university.

2.2 Interview method

Communicate with professional teachers of physical education universities to
understand relevant information and conditions.

2.3 Questionnaire survey method

37 questionnaires were issued successively, 37 were returned, 35 were effective,
and the effective rate was 94.6%.

3   CONCLUSION AND ANALYSIS

3.1 Operation method

The teaching process is the unity of the two processes of teaching and learning. Only when teachers combine puzzle-solving and inquiry, teaching and challenge, can they guide students to their goals in a fully targeted manner. The first thing to solve for the statistics of skills and tactics in basketball teaching games is whether you want or not and whether you could or not. Therefore, it is necessary to explain the important meaning, specific methods, special regulations and requirements of competition technique and tactics statistics in the teaching of theory courses, and then implement them into the practice of teaching competitions in technical courses. The teaching competition is divided into 2-3 groups. Referees, operators, and investigators will be arranged in turn before the competition, and the arrangements will be re-arranged after one competition stage finish.

3.1.1 Internship first and then formally take turns

As a skill, it can be required to be mastered by major students. Therefore, people must try it, and execute it in turn according to the prior list. As a skill, it can be required to be mastered by major students. Therefore, people must try it, and execute it in turn according to the prior list. Practice makes perfect. Only through personal experience can we continuously correct mistakes and on the basis of manual operation, we can achieve the comprehension of basketball techniques and tactics. Normally, in the teaching competition, except team members, substitutes, and referees on both sides, the remaining statistics students are divided into two groups. One operator and one investigator in each group, and the two sides are recorded and counted separately. Only after such experience, it was officially transferred to the teaching competition record analysis finally.

3.1.2 Statistics from the whole team first, then individual to the whole team

The statistical objects of basketball competition techniques and tactics can be recorded and counted from aspect to point, from point to aspect, and can also be refined into players. Considering that the training of operational skills should be from easy to difficult, the team's technical and tactical statistics can be carried out first. For example, the number of shots made by team A with 2 points and 3 points, the number of shots, the hit rate, the number of fouls, etc. Also same for Team B record data.

From the individual to the whole team, team A and team B will be recorded as the players respectively, and then the team data will be aggregated after the game. Obviously, the operation is more detailed, the data is clearer, and the ability is significantly improved.

3.1.3 Individual items first, then all items

To collect data, we must first clarify the questions to be answered in statistical research and collect data in a targeted manner. Basketball is the sports event with the most abundant skills and tactics. The analysis of the competition should be planned with more consideration, highlighting the key points, in order to grasp the overall situation. However, the practice of technical and tactical statistics in teaching should be practiced item by item, from partial to whole. This is not only in line with the law of learning, but also conducive to teaching at different stages. If the main teaching content of a certain stage is fast break, the key statistical items in statistics should be rebound (defense), steals, total number of fast breaks and successes, assists, etc., and several items can also be added. In short, through similar repeated exercises, after the operation is proficient, finally all students can operate in a comprehensive manner.

3.2 Analysis after competition

Data is the basis of analysis, and analysis is the purpose of statistics; basketball skills and tactics statistics are skills training, and post-match analysis is ability training. Due to the emotional excitement of the students during and after the competition, and the time is limited, it is only suitable for preliminary understanding and response to the game. Therefore, statisticians are required to take photos of statistical tables with mobile phones after the competition and then enter them into the WeChat group or QQ group of the special training group. Students will recall and analyze after the day off, and then look at statistical table analysis and homework to develop their ability to judge and analyze actual combat.

3.2.1 Team analysis after competition

Corresponding to the team statistics of basketball skills and tactics, this is a comprehensive but relatively general analysis of skills and tactics, suitable for initial training. It enables students to further understand the importance and interrelationship of each technique and tactics by observing the team's overall technical and tactical data, and analyze the winning and losing factors from the relative superficial phenomenon and generalizing attribution. Lead the team's technical advantages and deficiencies, the habitual use and lack of technology, the overall or biased offense and defense, etc., to strengthen the learning motivation to continue to deepen and make up for improvement.

3.2.2 Individual and team analysis after competition

Compared with the initial training, this stage requires analysis from the outside to the inside, from the aspect to the point, to find the cause of the phenomenon, and to point out the key to the problem. Cultivate students' ability to discover problems, analyze problems and solve problems, establish correct concepts that consider individuals and collaboration, and form a style of competition that learns from each other's strengths and complements each other. Clarify the direction and content for further study, improvement, and improvement in the future.

3.2.3 Comparative analysis of the team and the opponent

This is the most comprehensive, systematic, in-depth and meticulous analysis. It is the highest and final stage of students' technical and tactical statistics and analysis practice training. In the same field, the team must not only know oneself, but also the enemy; it is both a spear and a shield. Therefore, it is essential to master each other's data. But these are not enough. We must further compare and analyze the strengths and weaknesses of the two sides, the overall differences and personal characteristics, learn from each other's strengths and avoid the weakness, so as to take advantage of the situation, adapt to the situation, and control the dominant position of the competition. Through the gradual operation of these stages, students can not only improve their skills, but also improve their sports intelligence, so that the training task of improving overall athletic ability can be better completed, and the process of learning and mastering sports skills can be significantly shortened.

3.3 Regular analysis of the team's personal statistics curve

From the individual to the whole team, individual projects to all project statistics; It is a gradual process to analyze skills and tactics between the team and both sides from the individual to the whole team. Teachers and students should grasp the situation of each teaching stage and make corresponding adjustments. So that to complete teaching tasks and achieve goals. It is a good way to make and analyze statistical graph. According to the different teaching content and tasks, make individual or whole team statistical coordinate curves of different stages of technical and tactical statistical items, and punctuate each index according to the sequence number of the competition field to form a curve. Specify a longer period of time, observe and analyze the various indicators at this stage, perceive the advantages and disadvantages of different technical and tactical levels, progress or fall behind, and propose countermeasures to promote or correct. Seek truth from facts, have clear goals, and eventually make progress to complete the teaching task. In addition, regular summary analysis is also an important way to cultivate and improve the ability of teachers and students to work. It is a systematic summary and combing of the previous accumulated knowledge. It is a process of thinking exercise and self-improvement, and it is a process of moving from practice to practice. A qualitative leap in theoretical improvement.

4 CONCLUSION AND SUGGESTION

Basketball specialization combined with technical and tactical statistical analysis is feasible, easy and worthy of implementation. The practice must be based on the teaching progress, teaching content and tasks, from simple to complex, from easy to difficult, and comprehensively arranged; through practice, it can stimulate students' enthusiasm for learning, expand their way of thinking, and improve coping ability; It enable teachers to correct

deviation base on reality. Finally achieve complement and improvement together between teachers and students.

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A Music Oriented Network Model Based on Multi-objective Dynamic Cluster Analysis

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Abstract: Music contains a wealth of information and has become an important part of cultural heritage. How to examine the evolution and revolutionary trends of music artists and genres has become a current problem. First, based on part of the data in the influence_data data set, the influencers and followers of 5854 artists in the past 90 years were analyzed, and a new plan review method-PERT/CPM was used to establish a sub-network relationship model of targeted influencer network relationships Secondly, establish a music similarity measurement model based on the multi-objective fuzzy comprehensive evaluation decision method, and apply weights through gray correlation analysis to obtain the final weight as the form danceability energy valence tempo loudness mode key acousticness instrumentalness liveness speechiness Explicit duration_ms popularity is 0.071538, 0.071462 0.071487 0.071378 0.070846 0.071092 0.0708 0.071134 0.071552 0.071966 0.071801 0.071254 through similarity analysis to prove that artists of different genres are more similar.

Keywords: Multi-Objective Fuzzy Comprehensive Evaluation Decision; Dynamic Cluster Analysis; Mahalanobis Distance

1.INTRODUCTION

Music has been a part of human society and an important part of cultural heritage since ancient times. In order to understand the role of music in human collective, we need to develop a method to quantify the development of music. When creating new music, there are many factors that will affect artists, including their natural creativity, current social or political events, musical instruments used or other personal experiences, etc. Our ultimate goal is to understand and measure the influence of previously produced music on new music and music artists.

2.MODEL ESTABLISHMENT AND SOLUTION

2.1 Model establishment and solution of Question 1

2.1.1 Data processing

Firstly, we use Python and Excel software to filter and sort the influence_data. CSV file, and find that there are 11 lines of data in it that are not accurate, and follower_main_genre is expressed as Unknown.The poorly descriptive data may cause large errors to the final network structure, so our team eliminated them and presented the cleaned data on the grid relationship in the form of directed graph.

2.1.2 Model establishment

The act of defining a musical artist's learning from another musical artist is called homework. Each musical artist, as a single node, forms a scatter plot arranged in time. A route from one music artist to another because of homework is called an assignment line. It is not difficult to find that the operating line has direction and not closed. The schematic diagram is shown in the figure below:
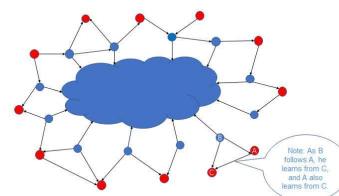
Figure 1: Graph and network relationship model
Definition: While B follows A, B also learns from C, and A is also influenced by C and learns from C.
According to the directional network relationship, the bar chart is used to show the change of the number of each follower and learner, as shown in Figure 2:
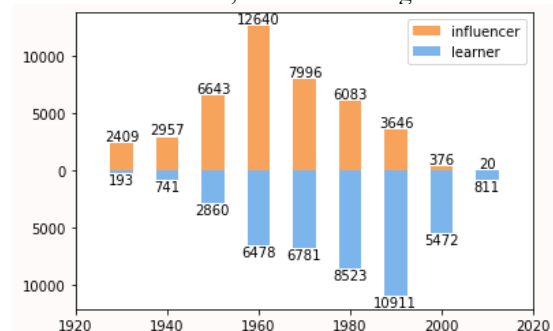
Figure 2: Quantitative change chart of the relationship between influencers and learners over time
Using the data set of influence_data, the thermodynamic diagram represents the learning heat of different artists in different ages as influencers or followers, as shown in Figure 3:
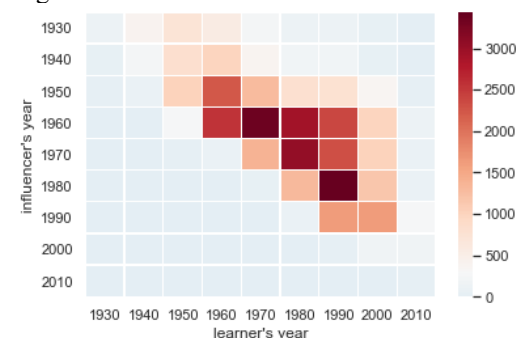
Figure 3: Artists' learning and influence of heat in different ages (the darker the color, the higher the heat)

2.1.3 Conclusion

According to Figure 2 and Figure 3, it is not difficult to find that in the 1960s and 1970s, the grid corresponding to the vertical coordinate of Figure 3 is the darkest, and the number of influencers in the United States is the largest, while in the 1920s and 1930s and the early 21st century, the number of influencers in the United States is small. As can be seen from Figure 3, the number of learners in the United States was the largest in the 1990s, that is, the square corresponding to the horizontal axis of Figure 3 was the darkest in the 1990s. According to related survey data sixties and seventies of the 20th century is the era of social contradictions is the most outstanding, but also let the United States full access to the era of "modern times", than in previous decades, no world war cry move of this age, but the American society has experienced a huge turmoil era, the American black culture has become an important part of American national culture, the achievement has attracted worldwide attention.

2.2 Model establishment and solution of problem two

2.2.1 Construction of weights

In the multi-factor comprehensive evaluation, the comprehensive evaluation value is assumed as the linear combination of each attribute when evaluating an object according to multiple attributes. Therefore, the reasonable determination of linear combination coefficient, namely the weight of each attribute, is the premise of multi-factor comprehensive evaluation. The determination of the weight of each attribute needs to use the information of the data column itself and the relationship between the data columns. The more information the data column itself contains, the greater the weight of the attribute. The higher the correlation between an attribute and other attributes, that is, the higher its redundancy, indicating that the attribute is easier to be replaced by other attributes and its weight is smaller. Therefore, this paper adopts grey relational analysis method to give subjective weighted values for 14 factors.

The basic principle of this method is based on the hierarchical structure of the comprehensive evaluation system given in Question 1. According to the indicators in each criterion, experts' knowledge, wisdom, information and values are used to compare and contrast the indicators in the same level or the same domain in pairs, and the judgment matrix is constructed according to the 1-9 judgment scale and its meaning:

$$D = (d_{ij})_n$$

Then, the organizer calculates the maximum eigenroot of the comparative judgment matrix, and solves the eigenequation:

$$Dx = \lambda_{max}$$

The corresponding eigenvector is obtained, and the final weight vector of the evaluation index is obtained after normalization processing:

$$A = (\frac{x_1}{\sum_{i=1}^n x_i}, \frac{x_2}{\sum_{i=1}^n x_i}, \cdots, \frac{x_n}{\sum_{i=1}^n x_i})$$

Before determining the final weight vector, consistency test is needed for the judgment matrix. Let the weight vector determined by any of the above methods be:

$$A_1 = (a_{11}, a_{12}, a_{13}) \quad A_2 = (a_{21}, a_{22}, a_{23}, a_{24}) \quad A_3 = (a_{31}, a_{32})$$

Grey relational degree analysis aims to seek the mutual numerical relationship among subsystems, and the final relationship is presented by the heat chart in the form of adjacency matrix, as shown in Figure 4.
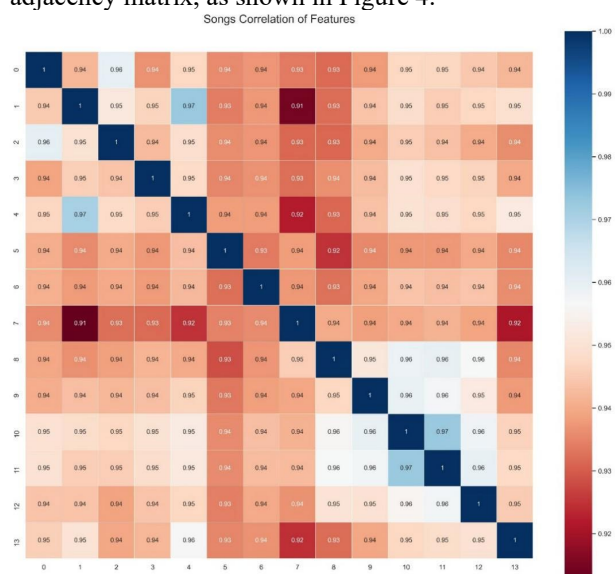
Figure 4: Grey correlation analysis heat map

In order to carry out the weighted processing of data, the dimensionality reduction and normalization of the adjacency matrix are processed as follows:

$$W = \frac{(\sum_{k=0}^{13} A_{1,k}, \sum_{k=0}^{13} A_{2,k}, \ldots, \sum_{k=0}^{13} A_{13,k})}{\sum_{i=0}^{13} \sum_{j=0}^{13} A_{i,j}}$$

After the normalization of the data, the final weight obtained through the grey relational analysis is shown in Table 1:

Table 1 Result of feature weight

Characteristics of the	danceability	energy	valence	tempo	loudness	mode	key
The weight	0.071538	0.071462	0.071487	0.071378	0.071785	0.070846	0.071092
Characteristics of the	acousticness	instrumentalness	liveness	speechiness	explicit	duration_ms	popularity
The weight	0.0708	0.071134	0.071552	0.071966	0.07193	0.071801	0.071254

2.2.2 Establish a measurement model of music similarity

The significance of establishing the measurement model

of music similarity lies in making all parameters of songs in the same orthogonal basis before comparison, which transcend historical factors and human factors. With

reference to the FULL_MUSIC_DATA data set given in the title and other relevant abstract data sets, the numerical relationship of the data set is hypothesized to map to the following geometric relationship, as shown in Fig. 5.
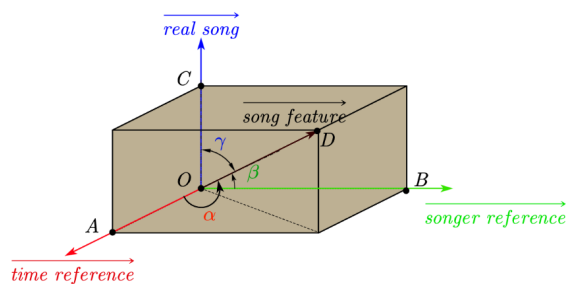
Figure 5: Hypothesis mapping of geometric relationships

Google news in the automatic classification of the way with the TF - IDF method at first, this method will appear the word word frequency feature of news, and the characteristics of the news is a set of characteristic vector, from algebra knowledge available, vector for high-dimensional space directed line segment, if the two vectors in the same direction, then the vector Angle is zero, so the introduction of the neighboring vector similarity calculation method, cosine theorem:

$$cos\,\theta = \frac{x_1 y_1 + x_2 y_2 + \ldots + x_n y_n}{\sqrt{x_1{}^2 + x_2{}^2 + \ldots + x_n{}^2} \cdot \sqrt{y_1{}^2 + y_2{}^2 + \ldots + y_n{}^2}}$$

In the same way, it can be proved by vector method that the Angle relation between vector and coordinate axis in three-dimensional space is:

$$cos^2\,\alpha + cos^2\,\beta + cos^2\,\gamma = 1$$

According to the above formula, the solution formula is derived as follows:

$$\overrightarrow{OC}$$
$$= \overrightarrow{OD} \cdot (\pm\sqrt{1 - cos^2 <\overrightarrow{OA}, \overrightarrow{OD}> - cos^2 <\overrightarrow{OB}, \overrightarrow{OD}>})$$

The symbol in the formula depends on the later verification result:

$$cos\,\gamma = \begin{cases} +\,cos\,\gamma & \overrightarrow{OC} \cdot \overrightarrow{OD} \geq 0 \\ -\,cos\,\gamma & \overrightarrow{OC} \cdot \overrightarrow{OD} < 0 \end{cases}$$

The weight matrix and the processed data were obtained, and the final weight matrix of the song was obtained after weighted calculation.

Calculate and measure musical similarity between genres to generate images, as shown in figure 6.
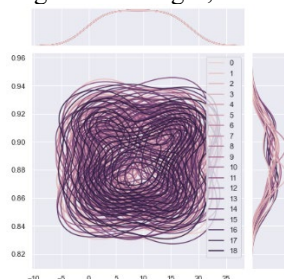
Figure 6: Music similarity graph

2.3 Model establishment and solution of Question 3

Here's the whole idea behind question three.
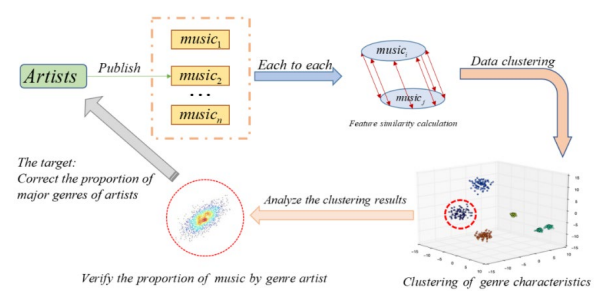
Figure 7: Overall thinking diagram

Firstly, Python software is used to clean FULL_MUSIC_DAT and remove abnormal data. By using Q-type cluster analysis, the characteristic index of music genre can be extracted from music feature and music type object. Then according to the degree of closeness classification, the samples with common characteristics are gathered together to establish nineteen different categories of category samples.

A data matrix is composed of P - element observation data of the sample. As follows:

$$x'_{ij} = \frac{x_{ij} - \overline{x_j}}{S_j}$$

Each row represents a sample, and each column represents an index, representing the observed value of the ith sample on the jth index. The basic idea of cluster analysis is to define the distance between samples, define the similarity coefficient between indicators, and the similarity coefficient between samples describes the similarity between indicators.

2.3.1 Distance calculation:

This group initially adopted Minkowski distance method. Minkowski distance is a very common method to measure the distance between numerical points. Assume that the coordinates of numerical points P and Q are as follows:
$P = (x_1, x_2, \ldots, x_n)$ and $Q = (y_1, y_2, \ldots, y_n)$

Then, Minkowski distance is defined as: $\left(\sum_{i=1}^{n}|x_i - y_i|^p\right)^{\frac{1}{p}}$

The most commonly used distances are 2 and 1, the former being the Euclidean distance and the latter the Manhattan distance. If you take a taxi from point to point in Manhattan, white represents tall buildings and gray represents streets, as shown in Figure 8.
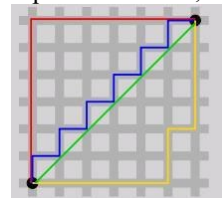
Figure 8: Distance model

As it approaches infinity, the Minkowski distance is transformed into Chebyshev distance:

$$\lim_{p \to \infty} \left(\sum_{i=1}^{n}|x_i - y_i|^p\right)^{\frac{1}{p}} = \max_{i=1}^{n}|x_i - y_i|$$

Minkowski distance is relatively intuitive, but it has nothing to do with the distribution of data and has certain limitations. If the amplitude of the X direction is much greater than the value of the Y direction, this distance

formula will over-amplify the effect of the X dimension.Therefore, before calculating the distance, we may also need to Z-transform the data by subtracting the mean and dividing by the standard deviation:

$$(x_1, y_1) \mapsto (\frac{x_1 - \mu_x}{\sigma_x}, \frac{y_1 - \mu_y}{\sigma_y})$$

μ: The mean value of this dimension

σ: Standard deviation on this dimension

However, in the process of calculation, we can see that the above processing is beginning to show the statistical characteristics of the data. This method uses the characteristics of data distribution to calculate different distances on the assumption that the dimensions of the data are not correlated. If the dimensions are statistically related to each other (e.g., information about height is likely to lead to information about weight because the two are related), then Mahalanobis distance is used.

It is not affected by dimension and the Mahalanobis distance between two points is independent of the unit of measurement of the original data. (It takes into account the association between various characteristics (e.g., a piece of information about height leads to a piece of information about weight, because the two are related) and is scale-independent, that is, independent of the scale of measurement); The Markov distance between two points is the same as calculated from standardized and centralized data (that is, the difference between the original data and the mean). Mahalanobis distance can also eliminate the interference of correlations between variables.

Markov distance$d_{(x_i, x_j)} = \sqrt{(x_i - x_j)^T \sum -1 (x_i - x_j)}$

Use the class-average distance for the intergroup average connection, as shown in Figure 9.
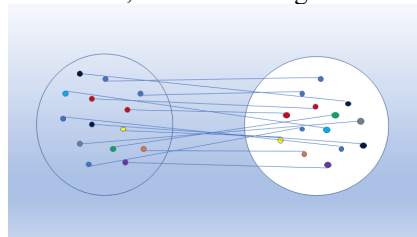
Figure 9: Class average distance connection graph

There are 28 circles in the figure, two circles of each color representing the interconnection of the same influence factor. Each color represents a different influence.

Through distance calculation and classification, it can be concluded that the proportion of mainstream music schools published by artists in the reference system of their mainstream learning schools is 0.45926.

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Application of Drone Fleets Rescue in Fighting Wildfire

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Abstract: The 2019-2020 summer wildfires have brought immeasurable harm to Australia, especially in the southeastern states of New South Wales and Victoria. In order to fight wildfires, we dispatched the best drone fleet to the fire scene for reconnaissance and communications. Firstly, we established a nonlinear planning model to determine the number and combination of SSA drones and repeater drones. Secondly, we use the gray prediction model to predict Australia's climate in the next ten years, and use the zeroinflation Poisson model to predict the possibility of extreme fire events in the next ten years, thus re-planning the number and combination of the two drones.
Keywords: Non-linear programming model, Geometric method, Zero expansion Poisson model, Inscribed polygon

1. INTRODUCTION

1.1 PROBLEM BACKGROUND

The 2019-2020 fire season has been deadly and devastating for Australia. Hot weather, heat waves, fires and soot, especially in the south-east of Australia, are turning from green to yellow to red on the map. The aggression of the fire has caused immeasurable damage to Australia, one scene after another is shocking. Large areas of forests have been burned and many buildings and houses have collapsed. As a result, many people have lost their homes. In order to prevent the risk of forest fires from rising, the Emergency Operations Centre (EOC) quickly carried out rescue operations. Firefighters use drones for reconnaissance, situational awareness and communications. A combination of drones, including the SSA UAV and the Radio Repeater UAV, monitor and report data through their own sensors with different functions. To maximize the functions of high-resolution thermal imaging, telemetry and expanding radio range, ensure the safety of the site, and meet the economic benefits of rescue activities.

2. ASSUMPTIONS AND JUSTIFICATIONS

2.1 ASSUMPTION1

We assume that the impact of UAV take-off (landing) process is very subtle.
As shown in Figure(1) . With a maximum of 1,986 m and a minimum of 0 m, the elevation ranges from sea level on the coast to 1,986 m at Mount Bogong in Victoria. For practical purposes, we assume that the Emergency Operations Centre (EOC) is located at an altitude of 350 meters, which is the average altitude in Australia. Take A as the starting point, from A to C is

the whole take-off process of the UAV, AC is the actual take-off path, and DC is the take-off path ignoring the climbing Angle.
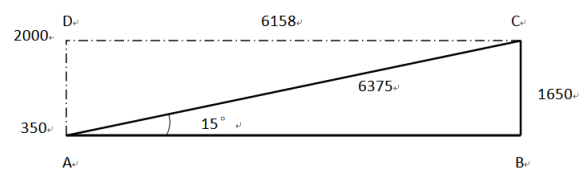
Figure 1 Triangle Relation

$$AC = \frac{BC}{\tan 15°} \quad (1)$$

$$DC = \frac{BC}{\sin 15°} \quad (2)$$

The results are as follows:
$AC = 6375\ m, DC = 6158\ m$. $\angle CAB = 15°$ The actual distance traveled is $\Delta S = AC - DC = 217m$. The actual extra time consumed is $\Delta t = \frac{\Delta s}{v} = 0.018h$, and it accounts for 0.724% of the total cruise time, indicating that the takeoff and landing of UAV has very little influence on the overall cruise.

2.2 ASSUMPTION2

We assume that the effect of the UAV's turning Angle is negligible during flight.
During flight, we can think of the drone as a particle. According to the three provided parameters of the prototype WILEE-15.2X hybrid UAV--flight distance, maximum speed and maximum flight time. Therefore, we can judge that it is a miniature UAV. The weight of the empty machine is less than 0.25kg, and the maximum load is not more than 4kg. If the weight of the repeater is considered, the impact of load speed on UAV flight is small and can be ignored.
Take a UAV turning clockwise as an example.

$$\tan \alpha = \frac{F}{mg} \quad (3)$$

$$F = m\frac{v_0^2}{r} \quad (4)$$

According to the formula (1) and (2), the turning radius of UAV is obtained

$$r = \frac{v_0^2}{g \tan \alpha} \quad (5)$$

The average speed of UAV can be obtained by dividing flight distance by flight time, which is about 3.333m/s. Here, we assume that the average velocity is the real airspeed v_0. Because when the aircraft turns, the faster the lateral speed is, the greater the lift is, and the wing will lift more. As shown in Figure(2), "high outside and low inside".
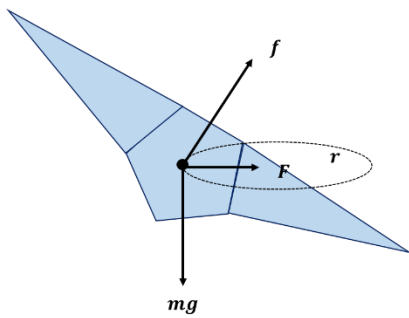
Figure 2 Force Diagram of UAV

However, since v_0 is small, we can ignore the lift height of the wing. That is to say, the turning slope α is very small and approaches zero. The turning radius of the UAV is calculated to be about 1.134m. The distance of turning is $s_1 = \pi r = 3.561\ m$, and the non-turning distance is $s_2 = 2r = 2.268\ m$.

Relative Error= $\frac{s_1 - s_2}{s} = 0.00431\%$ (6)

To sum up, the turning angle of UAV has little influence on the whole flight process. That means we can ignore its influence.

3.BEULIDING A FLEET OF DRONES

We know that the forest has a strong absorption of radio waves[1], so there is greater interference with the radio signal propagation in the rescue activities. We counted and compared the number of fires in New South Wales and Southeast Victoria in Australia in October, November and December 2019,as shown in figure (4) and table(1). And then divide this part into three parts according to the frequency of fire, as shown in figure (3). These three areas are mountainous, and the forest coverage is large, the zoning is reasonable.

Figure 3 Three Areas
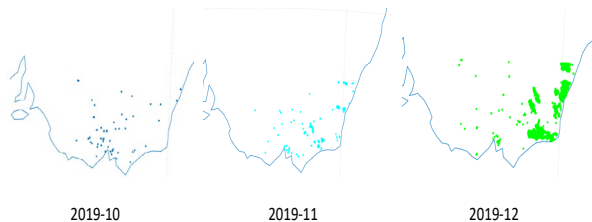
Figure 4 Fire Points for 2019.10\11\12
Table 1 Fire Points for 2019.10\11\12
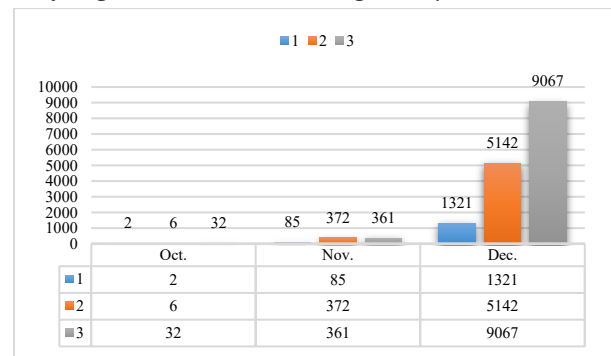
Set the handheld radio range by 40%, that is, the maximum coverage radius can reach 3 km, as shown in figure (5). The main function of repeater is to resend or forward the data signal to expand the range of radio and expand the distance of network transmission. UAVs carrying repeaters hover at high altitude, so the interference of terrain to signals can be ignored, and the radius of propagation is approximately 20 km. We build the following mathematical models:
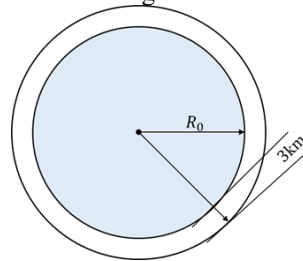
Figure 5 Areas of Activity for Front-line Personnel

With the mobile emergency center (EOC) as the center and the propagation radius R_0 of the radio signal, the range activities of front-line personnel S obtained.

$S = \pi(R_0 + 3) = 1661\ km^2$ (7)

There is no fixed standard for the range of the elevation Angle φ shot by the high-resolution thermal imaging camera, which conforms to the shooting Angle of the UAV in reality. According to figure(6), the reconnaissance radius of an SSA UAV is $\frac{H}{\tan\varphi}$. Suppose the mountain height, namely, the altitude H=2 km. And the elevation Angle φ = 45°, namely, 2km.
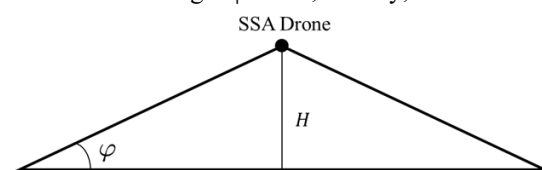
Figure 6 Single Drone Reconnaissance Range

Through the previous hypothesis, we ignore the influence of UAV take-off, landing and turning in the process of solving, and assume that the influence of fire spreading speed and wind direction on the fire field spreading model is very slight. Then the scope of the fire can be basically regarded as circular[3]. As shown in figure (7), the small circle represents the reconnaissance range of a single SSA drone. The average flying speed of the UAV is about 12 km/h, and the flight time t, is the distance through which the UAV flies. As a result, the range detected by SSA UAV's HD thermal imaging camera can be regarded as a rectangle.
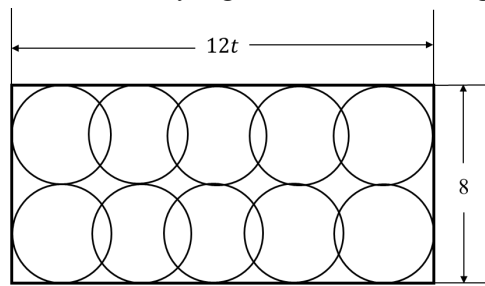
Figure 7 Reconnaissance Area

Therefore, the coverage C of SSA UAV reconnaissance can be expressed by the above parameters:

$$C = \frac{12t*8*n_1}{S} \times 100\% = \frac{96t*n_1}{S} \times 100\% \quad (8)$$

In the classification of fire grade, the affected forest area in major forest fires is less than 1000 hectares above 100 hectares. According to investigation, major forest fires account for 1.2% of forest fires[1]. Therefore, we can speculate that the area to be detected is actually 20% of the range of activities of front-line personnel. At the same time, SSA UAV should expand the coverage of actual reconnaissance as far as possible. Set the flight time to 1 hour.

$$C = \frac{96t*n_1}{S} = 20\% \quad (9)$$

$$n_1 = 1,2,3 \cdots\cdots$$

Solution: $n_1 = 3$.

Assuming that it takes two hours for a rescue team to save a fire point and the average number of rescue points in each area is e_i(i=1,2,3…), the required rescue time can be calculated. The number of forest fire sites, EOC, rescue sites are shown in Table (2).

Table 2 Three Areas of Forest Fire, EOC, Rescue site

	Forest Fire Sites	EOC	Rescue Sites
1	70	9	8
2	276	8	34
3	473	8	61

$$Min\ T = \frac{2e}{n_2} \quad (10)$$

$$e, n_2 \in Z^+$$

The results show that the number of repeater UAVs in area one is four, area two is five, and area three is nine. To sum up, the number and combination of the two types of UAVs to be purchased in each region are as follows:

- Region I:27 SSA drones; 36 UAS with repeaters.
- Region II: 24 SSA drones; 40 UAS with repeaters.
- Region III: 24 SSA drones; 72 UAS with repeaters.

From this, the average number of UAVs needed in the three regions can be taken to determine the scheme of "fast jungle fire response" purchased by the new department -- 25 SSA UAVs and 49 repeater UAVs.

4.CHANGES IN UAV SYSTEMS

Extreme fire events are more likely to occur, which means that the scale of the fire becomes larger and the frequency increases. implying that corresponding to the linear programming model in question 1, the fire points within the scope of EOC rescue are increased. Because the first

model adopts the method of covering the fire area SSA the reconnaissance range of UAV, the UAV can detect the fire in any area.

The proportion of extreme forest fires to the total number of forest fires is very small, only 1.2%. According to the relevant data, the probability of forest fire meets the zero expansion Poisson model[6]. The formula is as follows:

$$P(Y = y) = \begin{cases} P, & y = 0 \\ \frac{(1-p)\exp(-\lambda)\lambda^y}{(1-\exp(-\lambda))y!}, & y > 0 \end{cases} \quad (11)$$

They in the formula is discrete random variable, that is, the number of fire occurrence, p the probability of zero part of the structure. At y>0, the probability function is decreasing. y the larger the value, the smaller the probability. Therefore, the probability of scale fire event is very low, and the probability of extreme fire event is lower. Even if the number of forest fires increases due to climate reasons, the area of fire spread is still within the scope of EOC rescue. It is reasonable to assume that the detection area is 30% of the range of activities of front-line personnel.

$$C = \frac{96t*n_1}{S} = 0.3 \quad (12)$$

The solution is $n_1 = 5$. In other words, each EOC needs 5 SSA UAVs within its activity range. The repeater drones can be determined by the number of zones three in problem one. Region 3:e_3=61. The result is close to the requirement after the increase of fire. The number of repeater drones was determined to be 9.

After further division, it can be determined that each region can provide up to 5 EOC regions at the same time, which greatly meets the needs. Therefore, in addition to the number of UAVs, the remaining budget can be added to UAV batteries and cameras to make it complete the work with the highest efficiency.

5.OPTIMIZING UAV LOCATION

Based on the summer fire pattern in Australia from 2019 to 2020, we found that fires in the southeast of New South Wales and Victoria were more severe, and the terrain was mainly mountainous. Find the hover height of repeater UAV by building geometric model,as shown in figure (8). As follows:
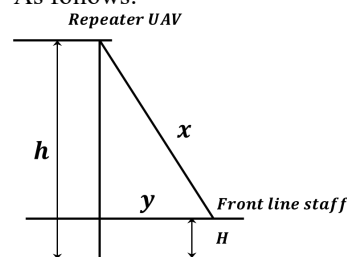
Figure 8 Hovering Height of UAV

The range of the hand-held radio is x, half of the maximum fire detection distance of the frontline personnel is y, the repeater UAV is flying at an altitude of h, and the altitude corresponding to the different terrain is h. Using the property of triangle, we can get:

$$h = H + \sqrt{x^2 - y^2} \quad (13)$$

Because different terrain has different effects on radio signals, we consider fire areas as urban areas and mountain areas respectively.

1) Wildfires that occur within city limits do not spread

very far, less than 10 square kilometers.

$$\pi y^2 = 1 \quad (14)$$

The solution is y is about 1.5km and x is about 2km. By observing the map, it is found that cities are mostly concentrated on the gentle seaside, so H is approximately zero. Substituting the data into formula (12), H =1.3km can be obtained.

2) In the mountainous area, the forest coverage rate is large, so it will absorb the radio waves[1], which will interfere with the work of the repeater UAV. Giving its radio signals a range of just 3km. The known elevations range from sea level on the coast to 1,986 meters at Mount Bogong in Victoria. We take Australia's average altitude of 0.33km. In order to ensure the safety of all personnel, that is, the SSA UAV reconnaissance range can cover all personnel. So the frontline staff can probe the radius of the SSA drone's working coverage, which is 2km. Therefore, h = 2.53 km.

After determining the altitude of the UAV according to the terrain, the impact of the fire on the UAV should also be considered. Quantify the fire in terms of the number of fire points. The bigger the fire, the more points. Therefore, the fire situation can be set in direct proportion to the number of fire points E. According to the classification of forest fires, an E point can be set to represent the affected area of a major fire, i.e., 10 square kilometers. So the proportional relationship is $S_0 = 10e$. According to the formula in problem 1: $T = \frac{2e}{n_2}$, determine the number of repeater drones required for different fire situations. Let S_0 is the fire area. The range of signals transmitted by the repeater drone can also be obtained from $S_1 = \pi y^2$. Therefore, we can calculate the coverage rate under different fire conditions:

$$C = \frac{n_2 S_1}{S_0} = \frac{n_2 * \pi y^2}{S_0} \quad (15)$$

In order to maximize C, we build the following geometric model, as shown in figure (9). The fire center is taken as the center of the circle, the radius of the circle is y, and the inner edge of the circle is n_2. Find the distribution position of UAV on the extension line connected with n_2 edge diameter. The drone can also change position according to the movement of front-line personnel to maintain maximum coverage at all times.
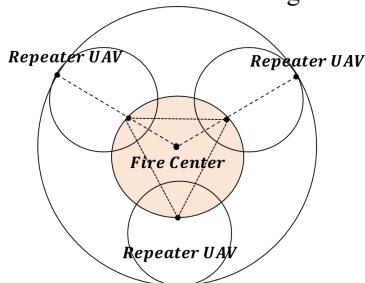
Figure 1 Location of Repeater UAV

To sum up, we can determine the height of the UAV and the location of the UAV on the vertex extension line of the inner polygon.

6.MODEL EVALUATION
6.1STRENGTHS
1.Based on the real data, our model simplifies the model and solves it through reasonable analysis. Then we build

a disaster response system for similar natural disasters.
2.The data collected are extensive, involving fire area, temperature, rainfall, wind speed, drought degree and other aspects, which enhance the credibility of the results.
3.When solving problem 1, we simplified the complex actual situation into geometric model for calculation and solution for many times.

6.2WEAKNESSES
1. Terrain is a factor that cannot be ignored in the whole modeling and solution process. In solving the third problem, we simplified the interference of complex terrain to radio signals and ignored the existence of signal obscuring Angle.
2. Some models are too simplified, which may differ greatly from the real complexity, and the efficiency may not be ideal.

7.MODEL REFINEMENT
7.1
It can be seen from the above that the reconnaissance radius of the UAV is 2km, and the reconnaissance distance of the UAV is $S_c = 2R + l$,It is known from the meaning of the title that Sc ≤ 30km, as shown in figure (10).
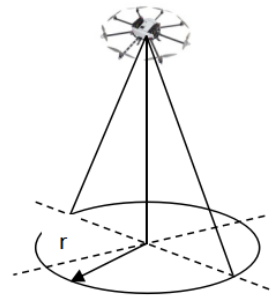
Figure 10 UAV Reconnaissance Range

Taking into account the back and forth problem of the UAV, the survey path of the UAV can be simplified as the radius R is a sector, l is the arc length corresponding to the sector, and Φ and θ are the corresponding angles.

From the simple geometric relationship, when Φ=2θ, the area of the inscribed rectangle of the sector S_{ssa} reaches the maximum, and the maximum value is $\frac{1}{2}R^2\tan\theta$. Sssa is the actual fire area surveyed by the SSA UAV. As shown in figure (11)
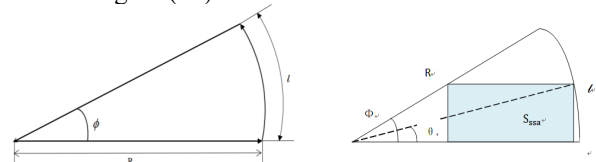
Figure 11 Geometric Figure 1

As shown in figure (12), We simplify the forest fire disaster area to a rectangle with an area of S_{all}. The length of the rectangle S_{ssa} is y, its width is x, and the distance between two EOCs is d_{EOC}. From the geometric relationship:

d_{EOC}=x,

$$x = \frac{2R\sin\phi}{1+\cos\phi},$$

$$y = R + r$$

(16)
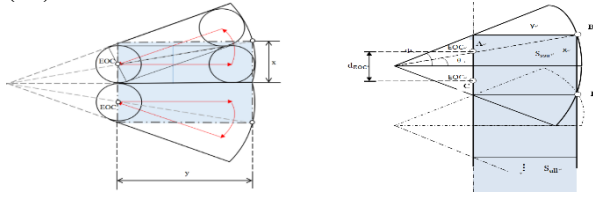
Figure 12 Geometric Figure 2

As shown in figure (13), If the vertices of the isosceles trapezoidal ABCD are A, B, C and D, the safety is considered, and the frontline personnel should be active within the radio range of the repeater, then the position of the repeater can be located at the center O of the outer circle of the isosceles trapezoid ABCD.
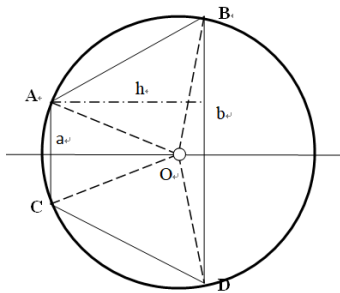
Figure 13 Geometric Figure 3

As shown in the figure, the isosceles trapezoid ABCD has an upper bottom AC=a, a lower bottom BD=b, and a height h. It can be deduced from a simple geometric relationship:

$$a = d_{EOC} = 2x, b = \frac{S_{all}}{y}, h = \frac{x}{\tan\Phi} + y \ (17)$$

Let n_{ssa} is the number of UAVs SSA, n_r is the number of repeaters, Sr is the radio range of repeaters, and Sout is the circumscribed circle area. According to the data, forest fires can be divided into three grades: $S_1 = 0.1 km^2, S_2 = 1 km^2, S_3 = 10 km^2$. Considering the geometric relationship between economy and above, the following linear programming model can be established:

$$Min \ Z = 10000 n_{ssa} + 10000 n_r$$

$$s.t. \begin{cases} 2R + 1 \le 30 \\ S_{ssa} * n_{ssa} \ge e * S_i \ (18) \\ n_r * S_r \ge S_{all} \end{cases}$$

$$i = 1,2,3$$

7.2

Considering the influence of terrain on the location determination of the repeater UAV, we improved the model. β_i is the Angle of signal intercept. As shown in figure (14), β_0 is a critical Angle, called the Reference Angle. When β_i is less than or equal to this reference Angle, the radio signal is disturbed and the repeater UAV cannot relay the signal to the receiving site. When β_i is greater than or equal to this reference Angle, the signal can be transmitted smoothly.
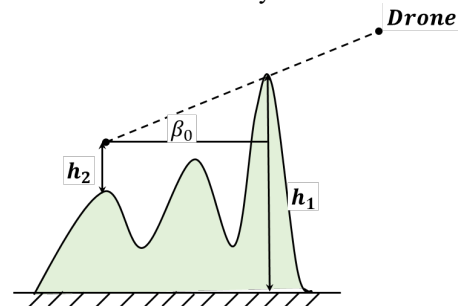
Figure 14 Radio Signal Interception

And where the jamming is stronger, the repeater drones are denser. The constraint condition of optimal location is that the reconnaissance range of SSA UAV should cover all locations of personnel activities to ensure the safety of personnel. Therefore, the influence of signal intercept Angle cannot be ignored. Let's say the height of a signal receiving station is h_1, and the distance between the signal receiving station and a certain place. The geometric model is constructed as follows:

$$\tan \beta_0 = \frac{d - h_1}{D} \ (19)$$

When the factor of signal intercept Angle is added into the terrain influence, the subsequent optimized repeater UAV position will be more accurate.

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The Reform and Exploration of Multiple Cooperative Cultivation Mode for Music Normal College Students from the Perspective of Teacher Certification

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Abstract: The training objective reflects the role of a strategic position, in line with the comprehensive training of general education. The concept of comprehensive development reflects the moral character. Statue of personality. Strong foundation. Practice again. Education specialty. Cultivation requirements of plastic feelings. It emphasizes not only the synthesis of knowledge structures. A variety of abilities and qualities. In the aspect of knowledge, it is required that the public funded normal university students have a broad knowledge base, including general knowledge. Education knowledge. Subject knowledge. Knowledge of pedagogy. Competence requires comprehensive competence to adapt to changing educational requirements, including the ability to teach across disciplines. Class management ability. Educational research ability. Activity guidance ability, and during the school to develop speech. Sing a song. To write with. Musical Instruments. Sports. 10 basic skills such as dancing; In terms of personal career belief, it is required that every normal university student should love education and teaching career. Only with knowledge, ability and moral character in these aspects can they truly become a student. To retain. An excellent general practitioner who teaches well.
Key words: Teacher Certification; Normal Music Students; Multiple Synergy; Training Mode

1. INTRODUCTION

According to the training concept and training objectives, the training mode of music normal university students in the perspective of teacher certification is determined: comprehensive training, learning expertise, whole-process practice, highlighting application. According to the goal and mode of talent training, the training colleges and universities have constructed one main body and two wings. A trinity of courses. One main and two wings: refers to the teacher education curriculum as the main line, with professional education curriculum. Practical education courses are two wings to expand knowledge and skills, in order to achieve a solid professional foundation, strong vocational ability training objectives. Trinity: refers to professional theory courses. Skill training courses. Featured activity courses are equally important and organically integrated, and the impartation of teachers' professional knowledge should be integrated in educational and teaching activities. The training of teachers' vocational skills. The development of students' personality and specialty is integrated to achieve high comprehensive quality. Cultivation goals with distinct personalities. Directional public - funded normal university students study courses in the form of compulsory. There are three types of courses: elective and optional. Teacher education courses are compulsory and elective, covering language. Mathematics. Science. Moral character and society. Science and other subjects, and dance. Music. Art and other art knowledge.

2. PRACTICAL TEACHING SYSTEM OF MULTIPLE COOPERATIVE TRAINING MODE FOR MUSIC NORMAL UNIVERSITY STUDENTS FROM THE PERSPECTIVE OF TEACHER CERTIFICATION

Take ability cultivation as the main line. Layer. Multi-stage T - shaped practical teaching system. A horizontal represents breadth, requiring students to master the necessary educational and teaching skills as a qualified music teacher; One vertical represents the depth. Students can choose a certain skill according to their own interests and hobbies and foundation. They can practice it intensively to form special strengths and show their personality. The whole practical teaching system includes five basic skills. Eight specialties. Four levels of training. The five skills include: Mandarin. Writing. The fine arts. Music. Dance; The eight specialties include: stage language and art. Calligraphy. Traditional Chinese painting. The keyboard. Folk music performance. Dance. Embroidery. Clay sculpture. Four levels of training, namely skill-based training, strive to have a solid foundation; Skills intensive training, and strive to practice can make perfect; Compulsory courses of skills, strive to learn to use; Specialty training certification, and strive to show the specialty.

2. 1 Student Guidance

In the spirit of caring for students. Serve students. To develop students' ideas, reflect the individualized teaching and individualized training, and promote students' knowledge. Ability. With the coordinated development of quality, the college will carry out the dual tutorial system for undergraduates.

First year, sophomore year with class tutor, by the head teacher, the focus of work is to guide the heart. Responsibilities: To guide freshmen to adapt to the university environment as soon as possible, to understand

the professional development prospects, and to guide students to get along well with classmates. How to live and study healthily and happily, how to enhance the interest of professional study and so on. Junior year. In the senior year, we will be equipped with professional tutors, who are full-time teachers of the college, and the focus of work is to guide learning. Responsibilities: Guiding students to study deeply. Study the knowledge and skills of a certain field, complete the graduation thesis (design), and strive to publish the paper or participate in all levels of various competitions and win awards. In the junior year, professional tutors are provided to guide students to carry out classroom teaching and class management, so as to exercise students' educational and teaching ability and achieve the training goal of fast job adaptation.

2. 2 Normal music students accredited by teachers lack intrinsic learning motivation

In the interview with the music public tuition students, some students do not have to consider the family economic capacity because of the cost during the study. After graduation, they can get the job of public teachers without going through fierce employment competition, which results in their lack of endogenous motivation and interest in learning. In addition, the government-funded normal university students, who have just moved from high school to university, have not gone through social experience and lack self-cognition ability. They mainly analyze problems according to the opinions of parents and teachers, and lack the ability to think independently about future career planning. After entering the university, many students expressed that they could not adapt to the life and study in the university. Their learning goals were not clear, they did not know how to allocate the free time reasonably when the increase was increased, they lacked necessary supervision and urging in their study, and sometimes they could not cope with complex situations and gradually lost their motivation in their study.

3. THE SOLIDIFICATION OF MULTIPLE COOPERATIVE CULTIVATION MODE FOR MUSIC NORMAL UNIVERSITY STUDENTS FROM THE PERSPECTIVE OF TEACHER CERTIFICATION

In some training colleges in the United States, courses are offered in the form of participatory observation and student-student seminars, which basically run throughout each semester. The training colleges pay great attention to the importance of study and exchange of experience. In our country, the cultivation of college still adopts the traditional way of talent training, music students to study in local schools to visit and listen to some public class demonstration class, to go back to school in the form of seminars for the communication between teachers and students, but this study less, time is short and scattered, and concentrated mainly in the last two semester internship phase, this theory courses are over. Such open mode is compared with the traditional normal education has changed, but no substantive change, is the problems exposed by the students in the learning theory knowledge with some practice, but the music teachers and practice is just perceptual knowledge, theory of knowledge learning

has not completely into practice, combining theory and practice is not close, if the student in the teaching practice, teaching methods and skills problems through classroom learning and the teachers and students seminar compensate, teaching skills of ascension will be discounted.

3. 1 Reform of the overall level of teaching staff

If the overall level of teachers and the level of cooperation is not high, this advantage is difficult to play, and it is difficult to support the training of excellent teachers. Influenced by the rhythm and habitual thinking of traditional education based on different subjects, the knowledge they impart to students is still fragmented. Scattered. In addition, teachers still mainly adopt imparting method when teaching theoretical knowledge such as public courses and professional required courses. Traditional teaching methods such as discussion method are used to transfer knowledge to students. General subject education requires normal university students to have the ability to integrate the knowledge of various subjects, and to integrate the knowledge of other subjects when learning one subject, so as to have an overall understanding of all kinds of knowledge. Comprehension. Existing full-time teachers trained by different disciplines focus on the teaching of one course for a long time and have a single knowledge structure, so it is difficult to connect relevant subject contents through the internal logic between disciplines and to integrate multidisciplinary knowledge, which is conducive to improving the interdisciplinary teaching ability of targeted government-funded normal university students. There are some difficulties in the ability of multidisciplinary integration, and there are also some challenges in the improvement of the cultivation quality of public music normal university students.

In addition, it is difficult to change the situation of the lack of double-qualified teachers in the short term. Teachers' educational ideas need to be further liberated, teachers' practical teaching ability and education research awareness and ability need to be improved, and students' practical teaching, especially the cultivation of practical ability, is difficult to be truly and effectively implemented.

3. 2 The general subject literacy of public music normal university students needs to be improved

In view of the lack of school teachers. Due to the shortage of full-time teachers such as music, body and beauty, a more comprehensive music system has been set up. Dance. In the first six semesters, a variety of skills training courses were offered for art and other educational skills. However, before that, the students in the normal university with public funds for music had not received specialized and systematic learning and training for the highly professional art courses, and their own music. Dance. Lack of art knowledge and ability. In the first and second years, they will not only learn public courses and professional required courses, but also be exposed to a variety of Musical Instruments. Dance. However, the training courses of each skill are independent with little correlation. Normal university students learn one skill in one semester, and then transfer to another one in the next

semester, which indicates the correlation degree of learning. Bridging. The coherence is not high, so that students are unable to learn, their artistic quality is still to be strengthened.

4. THE REFORM OF MULTIPLE COOPERATIVE TRAINING MODE FOR MUSIC NORMAL UNIVERSITY STUDENTS FROM THE PERSPECTIVE OF TEACHER CERTIFICATION

In the process of training the normal university students with public funds for music, colleges and universities must, based on the educational needs and realistic demands, strive to improve the quality and level of training the normal university students of all subjects, pay close attention to the status quo of basic education and training objectives. Course setup. Cultivation model. The educational needs of educational mechanism and other links are closely combined and effectively connected. At present, general subject education is an innovative and active exploration of the traditional sub-subject education, and it should strive to meet the changing environment of basic education development with the appropriateness and precision of teacher education.

4. 1 Comprehensive knowledge system

Comprehensive multidisciplinary knowledge structure is an important foundation to become a music teacher. Music free medical students should also be clear and reasonable training target need to rely on scientific and perfect curriculum system to achieve, in accordance with the comprehensive music teachers training, mastering many skills while specializing in training goal, the curriculum system should be significant differences with traditional departmental course content, it is not only a simple superposition of the education system, curriculum system need more integration with refactoring, reasonable optimization of curriculum system is an important part of building training system.

4. 2 Diversified curriculum to develop students' strengths and personalities

At present, the concept of talent training in colleges and universities in China is changing from knowledge-based to ability-based. According to the requirements of the theory of multiple intelligence, talent training pays more attention to the cultivation of students' comprehensive ability. The development of specialty and the publicity of personality, so the curriculum should emphasize more diversity and diversification. Normal music students mainly study public courses. With the study of professional courses and the training of teachers' basic skills, colleges and universities can provide a wealth of subject courses. Professional education curriculum resources for students to choose and take learning, junior school year, music students on the basis of teachers' basic skills can be according to their own interests and hobbies, choose one or more emphatically to strengthen teachers' professional skills training, highlight its own special features and hobbies, to raise their professional quality and comprehensive quality.

5. EXPLORATION OF MULTIPLE COOPERATIVE TRAINING MODE FOR MUSIC NORMAL UNIVERSITY STUDENTS FROM THE PERSPECTIVE OF TEACHER CERTIFICATION

British and American universities attach great importance to the importance of study. In the study of each course, teachers combine teacher-student discussion with knowledge impartation, and hold teacher-student seminars after the course learning to exchange experience and communicate with each other on certain problems or doubts in class learning. After exchanging ideas, reflect on the learning. Method deficiencies, access to knowledge. Emotions. The sublimation of thinking. Practical courses also pay attention to study and reflection. Practical courses are set at different stages of learning, and educational apprenticeship and internship run through the whole process of pre-service training. Teaching practice alone will not improve the learning effect. Teachers and students exchange experience and analyze the deficiencies in teaching skills in the form of question-and-answer. Normal university students reflect on their own teaching level and develop new teaching experience with the deepening of theoretical learning and continuous practical experience, so as to realize the synchronous development of theoretical learning and teaching practice and improve their comprehensive quality.

At present, training colleges and universities still mainly take full irrigation. The cramming method of course teaching is easy to lead to the weak subject status of students and poor learning effect. With the promotion of new curriculum reform and quality-oriented education, it is necessary to change the traditional single teaching method and reform the implementation mode of classroom teaching. First of all, teachers in colleges and universities should change their teaching objectives and ideas, focus on education instead of teaching, pay more attention to the comprehensive development of students and the development needs of different students, so as to explore students' various potentials and promote students' full and free development. Secondly, teachers should create a kind of reality for normal university students. In question. Active inquiry of the learning atmosphere through the setting of thematic units. Project design and other teaching links, actively advocate independence. Cooperation. The teaching method based on inquiry guides the music normal university students to pass the preview before class. Class discussion. The form of after-class reflection, construction of active inquiry. Learning by yourself. Group discussion. Cooperative learning and other learning methods can fully mobilize the enthusiasm and motivation of music normal university students in learning, ensure the situational and authenticity of teacher-student interaction, promote the closeness and effectiveness of teacher-student interaction, and train them to find problems. The ability to analyze and solve problems, so that students can feel active exploration. Peer cooperation. The fun of learning to answer questions between teachers and students. In this process, teachers should also pay attention to and value their knowledge. Ability. Emotions. Personality. Moral and other aspects of the overall development, so as to promote the overall development of students.

5. 1 Defining the responsibilities of the three parties and

giving play to the government-led mechanism

In order to improve the learning quality and training level of music normal university students, it is necessary to construct the district and county governments. The cooperative training mechanism composed of colleges and universities should play the role and responsibility of each training subject. The cooperative training mechanism of educational resources is an interactive mechanism, which aims at the development of teacher education and develops symbiosis among various training subjects. Collaborative training, jointly build a teacher education development community, to achieve multi-dimensional training subjects. In order to make the collaborative training mechanism play an effective role, the leading mechanism of district and county governments should be established first, and the communication and interaction between colleges and universities and district and county should be well connected.

5. 2 Collaborative teaching and double tutorial system

In order to train general subjects teachers who are suitable for their development needs, music normal university students need to improve the role identity of teachers, develop the educational feelings and professional emotions that teachers should have, and improve the adaptability and effectiveness of future teaching. Through many practical experiences, music normal university students continue to enhance their comprehensive quality and teaching practice ability.

6. CONCLUSION

In order to ensure the smooth realization of the training objectives of normal music students and the effective improvement of the training quality, it is necessary to establish and perfect the evaluation mechanism of talent training quality, evaluate and monitor all aspects of the training, find out the deficiencies and make timely correction and improvement, so as to continuously improve the quality and level of music teacher training.

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Test The Pulse and Temperature of Higher Education

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Abstract: With the advent of the information age, countries are paying more and more attention to higher education. There is an urgent need for a fast and effective model to evaluate the health of a country's education system. Based on this, this article analyzes the Sustainability of Education Development, the Physical and Mental Health of Students, and the Level of National Economic Development, a set of educational health evaluation models have been determined, in order to reasonably and accurately evaluate the educational health of any country. Educational health evaluation model: Taking into account the different levels of development in various countries, there will be different conversion standards for the evaluation of the education and health level of each country, In order to accurately assess the educational health of any country, this article divides countries into four categories according to the type of country. Researched a set of evaluation models that can evaluate the health of any country's physical education. First, a total of 13 representative education indicators from two categories are selected, and after data preprocessing, a factor analysis model is established to extract three comprehensive indicators: Government Support, Pressure from College Students, National Attention, substitute the comprehensive index into the TOPSIS model to calculate the score, Use Topsis score as the dependent variable and comprehensive index as the independent variable for regression fitting. Finally, establish the education and health evaluation equations in different countries. Combined with the evaluation criteria, this article can evaluate the health of the education system of any country. This article uses the education index to verify the fit of the evaluation model, and obtains the conclusion that the model is highly accurate.
Key words: Education Health Level; Factor Analysis; TOPSIS Pros and Cons; Multiple Linear Regression; ARIMA

1. INTRODUCTION

Higher education has cultivated talents from all walks of life for the development of the country. Countries are paying more and more attention to higher education and the cultivation of high-tech talents. An advanced education system is a prerequisite for the development of higher education. In the era of globalization, information exchange between countries is essential. Vertical comparison of the education systems of different countries in various categories of countries [1] to assess the health of the national education system The degree is conducive to the country's formulation of corresponding policies against abuses and the improvement of the education system [2].

2. INDEX SELECTION AND DATA PREPROCESSING

Higher education is an important factor that affects the all-round development of a country. Therefore, it is of great strategic significance to evaluate the health of the higher education system in various countries. This article mainly selects 13 representative impact indicators to evaluate educational health from the perspective of the sustainability of education development and the physical and mental health of students [3]. In addition, other factors are affected by the economic level of the local country. It has different effects on the country's education sustainability and students' physical and mental health [4]. Therefore, this article divides the world's countries into four levels based on their economic development levels (using GPD as an economic evaluation indicator): developed Countries, high-income developing countries, middle-income developing countries, and low-income developing countries have developed a set of quantitative standards for indicators at different levels.

2.1 Quantitative standards

Considering the characteristics of various indicators, formulate the following quantification standards for average values. Take the average value of each country's index as the quantification standard. If it is 1.1 times higher than the average value, it is considered to be excellent, and within 90% confidence interval of the average value as good. , If it is lower than 0.9 times of the average value, it is considered bad, and the quantified excellent, good, and bad are 3, 2, and 1.

$$Q_1 = \begin{cases} 3, x_{l,i} > 1.1\overline{x_{l,i}} \\ 2, 0.9\overline{x_{l,i}} < x_{l,i} < 1.1\overline{x_{l,i}} \\ 1, x_{l,i} < 0.9\overline{x_{l,i}} \end{cases}$$

Since there are only two choices for students' recognition of the education system, this article sets a 0-1 quantitative standard, that is, within a 90% confidence interval of the average value, it is recognized, otherwise it is not recognized. At the same time, the quantitative recognition is 1 and the non-recognition is 0.

$$Q_2 = \begin{cases} 1, 0.9\overline{x_{l,i}} < x_{l,i} < 1.1\overline{x_{l,i}} \\ 0, x_{l,i} < 0.9\overline{x_{l,i}} \ or \ x_{l,i} > 1.1\overline{x_{l,i}} \end{cases}$$

Since outdoor exercise time is an intermediate index, this article formulates the following quantitative standards. Outdoor exercise time is within the 90% confidence

interval of the average value as excellent, otherwise it is poor. Similarly, the quantitative excellent is 3 and the difference is 1.

$$Q_3 = \begin{cases} 3, 0.9\overline{x_{l,i}} < x_{l,i} < 1.1\overline{x_{l,i}} \\ 1, x_{l,i} < 0.9\overline{x_{l,i}} \ or \ x_{l,i} > 1.1\overline{x_{l,i}} \end{cases}$$

Among the above three sets of quantitative standards, Q_1, Q_2, Q_3 represents different quantitative standards for different indicators, $x_{l,i}$ represents indicator values corresponding to different types of countries, and $l \in [1,2,3,4]$ represents developed countries, high-income developing countries, middle-income developing countries, and low-income developing countries, respectively. Countries, $i \in [1, \ldots, 13]$, represents 13 different indicators; $\overline{x_{l,i}}$ represents the average values of various indicators corresponding to different types of countries. The following table summarizes the 13 indicators selected in this article.

Table 1 Influencing indicators of educational health

Goal	standard	ingredient
Educational health	**Sustainable development of education**	College enrollment ratex_1
		The ratio of education investment to total national economic valuex_2
		Proportion of population aged 25-64 who completed higher educationx_3
		Number of world famous schoolsx_4
		Number of international studentsx_5
		Number of higher education institutionsx_6
	Physical and mental health of students	College graduation ratex_7
		Psychological pressurex_8
		Parents' attentionx_9
		Student recognition of the education systemx_{10}
		Outdoor sports timex_{11}
		Students pay feesx_{12}
		Compulsory education yearsx_{13}

2.2 Education sustainability indicators

- College enrollment rate: The college enrollment rate directly reflects the difficulty of receiving a high degree of education in a country, and this indicator is positively correlated with the degree of education sustainability [5].
- The proportion of people aged 25-64 who have completed higher education: This indicator directly reflects the proportion of the country's high-level education, and is positively related to the degree of educational sustainability [6].
- The ratio of education investment to the country's total economic value: This indicator directly reflects the country's investment in education, and is positively correlated with the degree of education sustainability [7].
- Number of world-renowned schools: This indicator

reflects the education level of a country and is positively correlated with the degree of education sustainability[8]. This article selects the world's top 200 universities and counts the average number of world famous universities owned by the four levels.

- The ratio of the number of foreign students to domestic students: This indicator reflects the influence of a country's education and the degree of education sustainability.
- Number of higher education institutions: This indicator reflects the capacity of a country's complete public education system, and is positively related to the degree of educational sustainability.

Among them, the six indicators of college enrollment rate, the proportion of the population who completed higher education between 25 and 64 years old, the number of world-renowned schools, the ratio of the number of international students to the number of students in the country, and the number of higher education institutions all adopt Q_1 evaluation standard

2.3 Student physical and mental health indicators

- Payment of fees: This indicator reflects the funds paid by students for education, which is negatively related to students' physical and mental health.
- Compulsory education years: This indicator reflects the maximum number of years the government provides funding for local education, and it is positively correlated with the physical and mental health of students.
- Parents' attention: This indicator reflects the financial and spiritual support given by parents to students in their studies.
- Psychological pressure: This indicator reflects the pressure caused by various factors in the process of studying, and it is negatively related to the physical and mental health of the students [9].
- Recognition of the education system: This indicator reflects the degree of recognition of the local education system by students[10].
- Outdoor sports time: Different countries require different types of talents due to their different developments. The proportions of quality education and rigid education are completely different, which can be specifically reflected in students' outdoor sports time.
- College graduation rate: the percentage of the number of college students who have completed their academic requirements, which is positively related to the length of students' physical and mental health [11].

Among them, the five indicators of payment, compulsory education years, parents' attention, psychological pressure, and college graduation rate adopt Q_1 quantitative standard, the recognition of the education system adopts the Q_2 quantitative standard, and the outdoor sports time adopts the Q_3 quantitative standard .
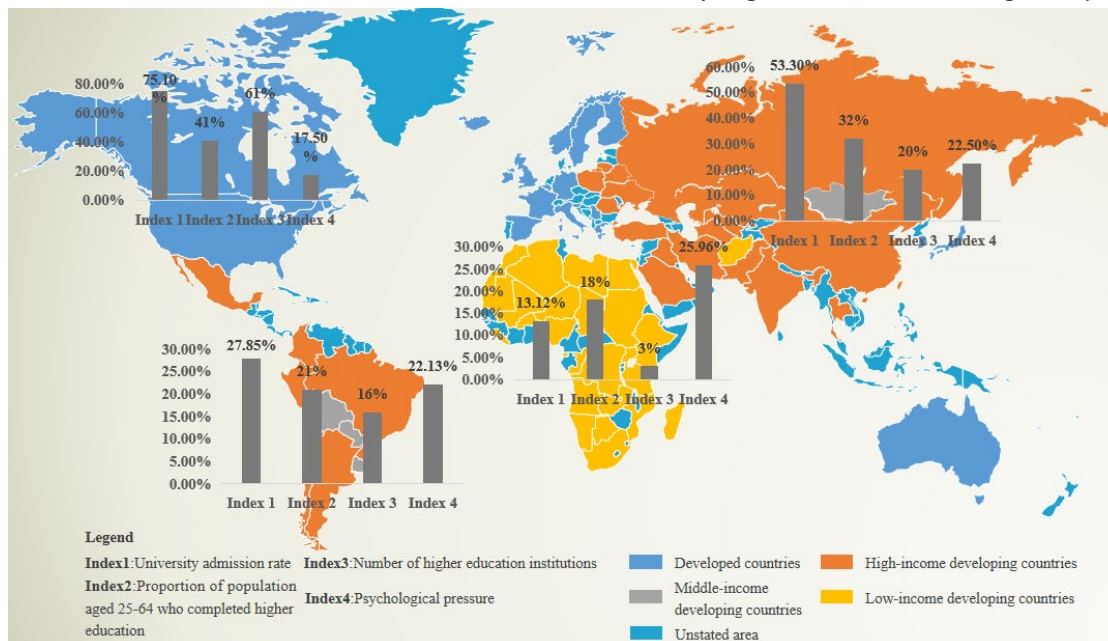
Figure 1 Geographical distribution map of health indicators of various countries

The statistical results of each indicator are shown in Figure 1, which can directly reflect the geographical distribution of countries at various levels. At the same time, this article selects four indicators and plots their average levels on the distribution map, showing the differences between different types of countries Larger.

2.4 Data preprocessing s

In order to avoid the influence of the indicator dimension, combining the four-level indicator set obtained by the quantitative standard, the original data is standardized to the same order of magnitude, and then comprehensive comparative analysis is performed.

$$x_{mn} = \frac{x_{mn} - \overline{x_n}}{\sigma_n}$$

Among them, x_{mn} is the original index data, $\overline{x_n}$ is the average value of the index, and σ_n is the standard deviation of the index.

3.MODEL TO ASSESS THE HEALTH OF THE NATIONAL EDUCAION SYSTEM

In order to establish a model for evaluating the health of any country's education system, each type of country needs to formulate different evaluation criteria. Select 7 representative countries in each type of country and search for 13 indicator data of 28 countries. The specific establishment process of the model is as follows.

3.1 Factor analysis to extract principal component indicators

In order to avoid duplication of information among the 13 indicators, resulting in data redundancy, this paper uses factor analysis to extract comprehensive indicators for later analysis and processing.

Step1. KMO, Bartlett sphere inspection

This paper uses KMO and Bartlett to test the original data to verify whether the original data can use the factor analysis model. The test results show that the original data can be used for factor analysis within the 95% confidence interval.

Step2. Establishment of R-type factor model

Construct the relationship between 13 indicators and common factors, and get the following determinant:

$$\begin{cases} x_1 = u_1 + a_{11}f_1 + a_{12}f_2 + \cdots + a_{1m}f_m + \varepsilon_1 \\ x_2 = u_2 + a_{21}f_1 + a_{22}f_2 + \cdots + a_{2m}f_m + \varepsilon_2 \\ \vdots \\ x_{13} = u_{13} + a_{131}f_1 + a_{132}f_2 + \cdots + a_{13m}f_m + \varepsilon_{13} \end{cases}$$

By calculating the sum of squares of the row elements h_i^2 and the sum of squares g_i^2 of the column elements of the A matrix, the dependence of the original variable x_i on the common factor and the contribution of the common factor f_j to the overall index data x are solved, and then the most important comprehensive factor is selected.

Among them, the sum of squares of row elements and column elements are:

$$h_i^2 = \sum_{j=1}^{m} a_{ij}^2, \quad g_j^2 = \sum_{i=1}^{p} a_{ij}^2$$

Step3. Determine the number of factors

In this paper, three common factors are extracted from the turning point of the gravel graph and the cumulative contribution rate of the variance explanation table. The variance contribution rates of the three common factors extracted are 84.839%, 11.029%, 2.156%, and the first three common factors The cumulative variance contribution rate of the factors has reached 98.024%, that is, the first three public factors can contain 98.024% of the original indicator information, so the first three public factors are selected to reflect the overall indicator data.

Step4. Factor score

Factor analysis is to express variables as a linear combination of common factors and special factors. This article can reversely express common factors as linear combinations of original variables to get factor scores. The generated component score coefficient matrix is shown in the table.

Table 2 Component score coefficient matrix

Influencing factors	ingredient			Influencing factors	ingredient		
	1	2	3		1	2	3
x_1	0.185	-0.142	0.149	x_8	0.266	-0.525	-0.110
x_2	0.108	0.023	-0.125	x_9	-0.089	0.023	0.689
x_3	0.237	-0.215	0.132	x_{10}	-1.07	0.311	0.029
x_4	0.509	-0.554	-0.212	x_{11}	-0.501	0.909	-0.202
x_5	0.558	-0.667	0.034	x_{12}	0.171	-0.075	-0.085
x_6	0.232	-0.161	-0.131	x_{13}	0.068	0.044	0.084
x_7	-0.346	0.620	0.197				

Note: The extraction method is the principal component analysis method, and the rotation method is the Caesar normalized maximum variance method.

From the above table, the expressions of the three principal components:

$$f_1 = 0.185x_1 + 0.108x_2 + 0.237x_3 + \cdots + 0.068x_{13}$$

$$f_2 = -0.142x_1 + 0.023x_2 - 0.215x_3 + \cdots + 0.044x_{13}$$

$$f_3 = 0.149x_1 - 0.125x_2 + 0.132x_3 + \cdots + 0.084x_{13}$$

In the first principal component, the number of world-renowned universities and the number of foreign students has a larger positive load factor, so the first principal component f_1 is called government support; the second principal component f_2 has a larger positive load factor for college students' graduation rate and outdoor sports time Therefore, the second principal component is called the pressure of college students; the third principal component f_3 has a larger positive load coefficient for the importance of parents, so the third principal component is called the national attention. The three principal components more intuitively reflect the local education system from the three perspectives of the government, college students, and citizens. According to the above expression, the data of the three principal components are obtained.

3.2 Calculation of TOPSIS score

After the above analysis, three main component indicators are obtained, among which policy support and the attention of citizens are very large indicators, and the pressure of college students is a very small indicator. The following article establishes a scoring model based on TOPSIS .

Step1. Positive processing

Since the pressure of college students is a very small index, it is firstly processed and transformed into a very large index. The formula for converting a very small index into a very large index is:

$$\tilde{x}_i = \max - x$$

Among them, $\tilde{x}_i$ is the index data after the very small index is normalized, is the original data, and max is the largest value in the same kind of index.

Since the data has been standardized in the above data processing process, the influence of the dimension is eliminated, and there is no need to standardize the normalized matrix again.

Step2. Calculate the score and normalize it

Finally, the score is calculated and normalized, and the maximum value is defined as:

$$Z^+ = (z_1^+, z_2^+, \cdots, z_5^+)$$
$$= (max\{z_{11}, z_{21}, \cdots, z_{n1}\}, \cdots, max\{z_{15}, z_{25}, \cdots, z_{n5}\})$$

Define the minimum value as:

$$Z^- = (z_1^-, z_2^-, \cdots, z_5^-)$$
$$= (min\{z_{11}, z_{21}, \cdots, z_{n1}\}, \cdots, min\{z_{15}, z_{25}, \cdots, z_{n5}\})$$

Define the distance between the i-th (i=1,2,...,n) evaluation object and the maximum value as:

$$D_i^+ = \sqrt{\sum_{j=i}^{5} w_j \left(z_j^+ - z_{ij}\right)^2}$$

Define the distance between the i-th (i=1,2,...,n) evaluation object and the minimum value as:

$$D_i^- = \sqrt{\sum_{j=i}^{5} w_j \left(z_j^- - z_{ij}\right)^2}$$

The TOPSIS score corresponding to the national higher education health status is:

$$S_i = \frac{D^-_i}{D^+_i + D^-_i}$$
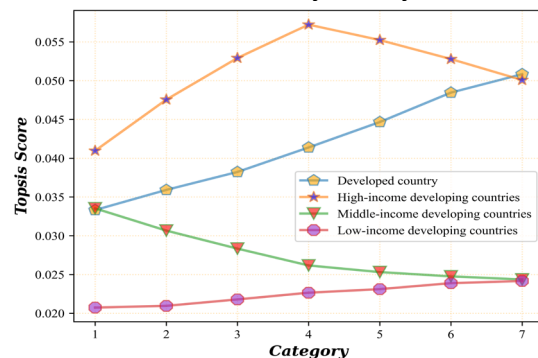
Figure 2 TOPSIS scores of different categories of countries

In order to show the results more clearly, the TOPSIS scores of the education and health status of 28 countries are calculated, and the results are shown in the following figure:

3.3 Evaluation model based on multiple linear regression

The above three principal component indicators are used as independent variables, and the TOPSIS scores of each country's education and health status are used as dependent variables. Through analysis, it can be seen that there is a linear correlation between independent variables and dependent variables. Use the OLS ordinary least

square method [12] to solve the correlation coefficient of each index to obtain a multiple regression equation with three principal component indexes. Take developed countries as an example to establish an evaluation equation.

Step1. Significance test
In order to test whether there is a true linear relationship between the dependent variable and the independent variable, the significance test is first performed. The results are as follows:

Table 3 Joint significant consistency test

Source	SS	dfMS	Number of obs =7
			F(3, 3)=502.21
Model	0.0002532222	3 0.000084407	Prob > F=0.0002
Residual	5.0422e-07	3 1.6807e-07	R-squared=0.9980
			Adj R-squared=0.9960
Total	0.0002537266	6 0.000042288	Root MSE=.00041

Available from the above table, F test corresponding $P = 0.0002 < 0.05$,That is, the regression equation is considered meaningful within the 95% confidence interval. among them, R^2 and $R^2_{adjusted}$ are close to 1,It shows that the regression model has high goodness of fit.

Step2. Use multiple linear regression to find the evaluation equation
The following article uses multiple linear regression to predict each index coefficient. f_1, f_2, f_3 are the independent variable, y is the dependent variable,and satisfy the following linear relationship:

$$y_i = \beta_0 + \sum_j \beta_j f_{ij} + u_i, i = 1,2, \ldots n, j = 1,2, \ldots P$$

Where is the $\beta_0, \beta_1, \ldots \beta_p$ regression coefficient, is a disturbance term that cannot be observed and meets certain conditions.

Let the predicted value

$$\hat{y}_i = \hat{\beta}_0 + \sum_j \hat{\beta}_j f_{ij}$$

In the above formula

$$\hat{\beta}_0, \hat{\beta}_1, \ldots, \hat{\beta}_P = \underset{\beta_0, \beta_1, \ldots \beta_P}{argmin} \left(\sum_{i=1}^n (y_i - \hat{y}_i)^2 \right)$$

$$= \underset{\beta_0, \beta_1, \ldots \beta_P}{argmin} \left(\sum_{i=1}^n \left(y_i - \hat{\beta}_0 - \sum_j \hat{\beta}_j f_{ij} \right)^2 \right)$$

$$\hat{\beta}_0, \hat{\beta}_1, \ldots, \hat{\beta}_p = \underset{\beta_0, \beta_1, \ldots, \beta_p}{argmin} \left(\sum_{i=1}^n (u_i)^2 \right)$$

$$\hat{u}_i = y_i - \hat{\beta}_0 - \sum_j \hat{\beta}_j f_{ij}$$

Among them, This article will call $\hat{u}_i$ the residual, which represents the numerical difference between the actual value and the predicted value.

Based on the above analysis, this article define f_1 as the

state's support for education, the f_2 pressure of college students, and the f_3 public's emphasis on education. The constructed model for evaluating the national education system is as follows:

$$y = \beta_0 + \beta_1 f_1 + \beta_2 f_2 + \beta_3 f_3$$

Step 3 Calculate regression coefficient
Table 4 Regression coefficient table

TOPSIS score	Coef.	Std. Err.	t	P>t	[95%Conf.Interval]	
State support for education	-0.023	0.014	-1.65	0.198	-0.068	0.021
College student pressure	0.003	0.003	1.03	0.378	-0.007	0.014
The national importance of education	0.023	0.008	2.95	0.060	-0.002	0.048
_cons	0.083	0.021	3.88	0.030	0.015	0.150

After solving the index coefficients, the regression equation obtained is as follows:

$$y = -0.023f_1 + 0.003f_2 + 0.023f_3 + 0.083$$

Step 4 Calculate the regression coefficients of other types of countries
Using the same method, establish the equations for evaluating the health of the education system in high-income developing countries, middle-income developing countries, and low-income developing countries, respectively, and test their significance.

Table 5 Joint significant consistency test

	P	R^2	$R^2_{adjusted}$
High-income developing countries	0.0001	0.9989	0.9978
Middle-income developing countries	0.0000	0.9991	0.9982
Low-income developing countries	0.0003	0.9967	0.9933

From the above table, the P values are all less than 0.05, R^2 and $R^2_{adjusted}$ are close to 1, indicating that the regression coefficients are significantly different. In the same way, the regression coefficients of the equations for evaluating the health of the education system in high-income developing countries, middle-income developing countries, and low-income developing countries are obtained, as shown in the following table:

Table 6 Regression coefficients of various developing countries

	Coef.		
	High income	Middle income	Low income
x_1	.011	-.011	-.009
x_2	-.002	-.011	-.010
x_3	.006	.010	.007
_cons	.039	.021	.017

Step 5 Model to assess the health of the education system
Based on the above analysis, the model constructed in this paper to assess the health of the national education system is as follows:

$$y = \begin{cases} -0.023f_1 + 0.003f_2 + 0.023f_3 + 0.083, \text{ Developed countries} \\ 0.011f_1 - 0.002f_2 + 0.006f_3 + 0.039, \text{ High-income developing countries} \\ -0.011f_1 - 0.011f_2 + 0.010f_3 + 0.021, \text{ Middle-income developing countries} \\ -0.009f_1 + 0.010f_2 + 0.007f_3 + 0.017, \text{ Low-income developing country} \end{cases}$$

The following evaluation criteria are used for the assessment of health. The education system of a country whose defined y value is within the 90% confidence

interval of the average TOPSIS score is good, and the y value is 1.1 times higher than the average is defined as excellent, and 0.9 times lower than the average Defined as poor, and quantify excellent, good, and poor as 3, 2, and 1.

$$J = \begin{cases} 3, y_i > 1.1y_{mean} \\ 2, 0.9y_{mean} < y_i < 1.1y_{mean} \\ 1, y_i < 0.9y_{mean} \end{cases}$$

Among them, J represents the evaluation criteria, y represents the score value obtained through the model established in this paper, y_{mean} represents the average value obtained through TOPSIS, and i represents the country. The specific criteria for assessing the health of the national education system are shown in the following table:

Table 7 Standards for judging health

Category	Judgment grade		
	excellent	good	poor
Developed country	y>0.046	0.038<y<0.046	y<0.038
High-income developing countries	y>0.056	0.048<y<0.056	y<0.048
Middle-income developing countries	y>0.030	0.025<y<0.030	y<0.025
Low-income developing countries	y>0.025	0.020<y<0.025	y<0.020

The model established by this paper can calculate the value of any country, evaluate it according to the above-mentioned evaluation criteria, and give the health of the country's education system, namely three evaluation levels of excellent, good, and poor.

3.4 Model verification

In order to verify the established national education system health assessment model, the education index data of 28 countries were collected and compared with the TOPSIS score rankings of these 28 countries, as shown in the following figure:
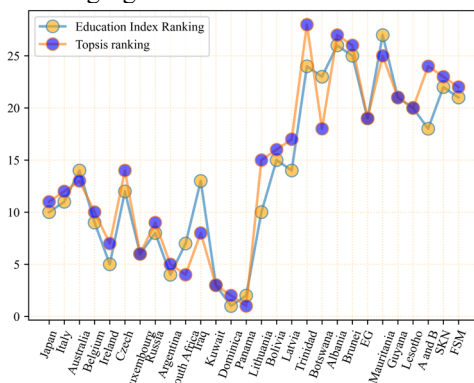
Figure 3 Education index ranking and TOPSIS score ranking

It can be seen from the above figure that the education index rankings of 28 countries are basically consistent with the TOPSIS score rankings, and the trend of score changes is basically the same. Therefore, it verifies that the evaluation model established in this article is accurate.

4.CONCLUSION

In order to be able to evaluate the level of education and health in the world, this article have comprehensively considered the actual situation and divided four types of education and health evaluation systems. Different types of countries correspond to their own education and health evaluation systems.This article have considered two categories that affect education and health, with a total of 13 indicators, and established a comprehensive evaluation system that can reflect the education and health of the world. The application of this system can accurately reflect the education and health status of each country. After establishing the model, this article used the actual education index to verify the model and proved the rationality of the model. At the same time, this article extracted as many indicator data from countries as possible, which made our numerical results more reliable.

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Dynamic Credit Decision Based On Quantitative Analysis

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Abstract: Due to the small scale of small and medium-sized enterprises, lack of mortgage assets, etc., banks need to conduct credit risk assessments on them before making loans. Based on quantitative analysis, this article dynamically plans the credit strategy from the perspective of the bank and establishes the optimal bank credit strategy. Analyze companies with credit records around the two main evaluation indicators of corporate strength and reputation, select reputation rating, default, input transaction failure rate, amount flexibility range, ratio of input tax to input amount, output amount, output transaction The eight indicators of failure rate and net cash flow conduct risk assessment for companies. The original data can pass KMO and Bartlett's sphere test, establish an R-type factor model to reduce data redundancy, select the top 5 common factors that explain 95.111% of the total variance as a comprehensive index, and use the maximum variance method to rotate the factors to determine 5 A comprehensive index is: corporate risk, corporate reliability, corporate solvency, corporate stability of supply and demand, and corporate influence. The five comprehensive indicators are normalized and standardized, and the entropy method is used to determine the weights of the comprehensive indicators: 0.3284, 0.2299, 0.3410, 0.0153, 0.0854. Combining the index entropy and using the TOPSIS solution distance method to calculate the enterprise score, the ranking order of 123 enterprises is obtained. Combining the ranking sequence, establish a quantitative equation to determine the number of cooperation between banks and enterprises with credit ratings of A, B, and C. With the goal of maximizing the actual income of the bank, the dynamic programming model is used to plan and solve the loan amount and annual interest rate of the cooperative enterprise to obtain the optimal credit strategy.
Key words: Applied Mathematics; Credit Strategy; Factor Analysis; Entropy Method; TOPSIS Method of Pros and Cons; Dynamic Programming

1. INTRODUCTION

The bank's credit policy for SMEs is very important to the bank's credit risk management. In practice, SMEs are relatively small and lack collateral assets. Banks usually rely on credit policies, corporate transaction bill information, and the influence of upstream and downstream companies. It can provide loans to enterprises with strong strength and stable supply-demand relationship, and can provide interest rate concessions to enterprises with high reputation and low credit risk. Banks first evaluate the credit risk of small, medium and micro enterprises based on their strength and reputation, and then determine whether to lend and credit strategies such as loan limits, interest rates, and maturity based on factors such as credit risk.

In the master's degree thesis "Research on Credit Risk Management of Small and Medium-sized Enterprises in Commercial Banks" published by Professor Kang Kai from Hebei University of Technology, the credit risk management of small and medium-sized commercial banks in my country's commercial banks is carried out from three aspects: risk identification, risk assessment and risk control. the study. Using a combination of theory and empirical methods, using the logistics probability discriminant regression model to evaluate the loan risk of small and medium-sized enterprises, the establishment of a more suitable credit risk identification and evaluation model for small and medium-sized enterprises in my country provides support for risk control decision-making [1]. The master's degree thesis "MS Bank Jining Branch Credit Risk Management and Control Strategy Research" published by Professor Wen Xiaoni of Xidian University instructed his students to analyze the bank's specific problems and use Credit- The Risk model evaluates the bank's credit business risks, and proposes corresponding risk response and control measures based on the bank's credit risks [2].

This article takes the bank information and corporate data given by the 2020 National College Students Mathematical Modeling Contest C as an example, analyzes the company around the two main evaluation indicators of corporate strength and reputation, selects representative indicators and uses factor analysis to reduce dimensionality, and builds based on The TOPSIS model [4] of the entropy method [3], combined with the dynamic programming model, provides a credit strategy for the bank.

2.BANK'S BEST CREDIT MODEL FOR COMPANIES WITH CREDIT RECORDS

2.1 Determine the index

The bank's evaluation of small, medium and micro enterprises is based on two main factors: strength and reputation. The three indicators of corporate information, reputation rating, and whether or not they are in default directly reflect the creditworthiness of the company.

In the process of obtaining input invoices, the company, as the purchaser, directly determines whether the

transaction is successful or not. Both input invalid invoices and negative input invoices represent transaction failures. The failure rate of input transactions directly reflects the creditworthiness of the company. The size of a company's input amount range directly reflects the company's operational flexibility, and indirectly represents the company's accumulated reputation and strength. The larger the range of flexibility, the higher the company's accumulated reputation and strength. The ratio of the input tax amount to the input amount indicates the degree of risk accumulated by the enterprise in the seller, and the smaller the ratio, the lower the degree of risk of the enterprise.

In the process of issuing sales invoices, as a seller, the amount of sales directly determines the company's ability to sell products, that is, its strength. The greater the sales amount, the stronger the strength. Both valid output invoices and negative output invoices represent the buyer's cancellation of the transaction, and the failure rate of the output transaction reflects the quality of the company's product quality and service level to a certain extent.

Integrating the input invoice information and output invoice information, the difference between the total output price tax and the total price tax is the net cash flow. The larger the net cash flow [5], the stronger the company's operating capability.

The elastic range of the defined amount is:

$$\Phi = \max(x_{11}, x_{12}, \ldots, x_{1n}) - \min(x_{11}, x_{12}, \ldots, x_{1n})$$

Among them, Φ represents the flexible amount range, x_1 represents the enterprise, max represents the largest transaction amount of the enterprise in the input process, and min represents the smallest transaction amount of the enterprise in the input process.

The transaction failure rate defined λ in this article is. In the process of the transaction, one of the negative invoices or invalid invoices is regarded as a transaction failure. The number of transaction failures is defined α in this article as, and the total transaction volume is β, then:

$$\lambda = \alpha/\beta$$

To sum up, this article selects 8 indicators: reputation rating, default, input transaction failure rate, amount flexibility range, ratio of input tax to input amount, output amount, output transaction failure rate, and net cash flow to evaluate the company's risk.

2.2 Data processing

Step1. Quantitative processing of qualitative data

The credit rating a and default b in Annex 1 are qualitative data. In order to facilitate the subsequent quantitative analysis of credit risk, it is necessary to convert the qualitative data into quantitative data. This article uses the Likert scale method to quantify the data,

$$a = \begin{cases} 4, A \\ 3, B \\ 2, C \\ 1, D \end{cases}, b = \begin{cases} 1, \text{Breach of contract} \\ 0, \text{No default} \end{cases}$$

For a, the higher the value, the higher the reputation value of the company; for b, use 1 to indicate default, and 0 to indicate no default.

Step2. Average processing of index data of the same enterprise

Observing the data, it is found that there are multiple data of the same indicator corresponding to the same enterprise. In order to facilitate subsequent analysis, this article averages the data of the same indicator corresponding to the same enterprise. For example, the output amount, in this paper, the 8109 output amounts corresponding to the E1 enterprise are averaged to get 512146 yuan, and 512146 yuan is used as the output amount corresponding to the E1 enterprise. A total of 6 indicators including reputation rating, default, input transaction failure rate, ratio of input tax to input amount, output amount, and output transaction failure rate need to be calculated according to known data and formulas before calculating the indicator data. Average processing. Since the total output price tax and the total input price tax are not equal in quantity, the total output price tax and the total price tax need to be averaged, and then the total output price tax after the average processing and the total price are processed. The total tax is calculated as a difference, and the elastic range of the net amount will not be averaged.

Step3. Data standardization processing

In order to avoid the influence of the index dimension, this paper standardizes the original data, and after the treatment, each index is in the same order of magnitude, which can be comprehensively compared and evaluated.

$$x_{ij} = \frac{x_{ij} - \overline{x_j}}{\sigma_j}$$

Where is the x_{ij} original index data, $\overline{x_j}$ is the average value of the index, and σ_j is the standard deviation of the index.

2.3 Factor analysis to remove redundant data

In order to avoid duplication of response information between indicators, resulting in data redundancy, this paper uses factor analysis to achieve data dimensionality reduction by extracting the most important factors of the eight indicator data, which is convenient for later analysis and processing.

Step1. KMO, Bartlett sphere inspection

Before performing factor analysis, it is necessary to test the original index data to verify whether the original data can be analyzed by the factor analysis model. This article uses KMO and Bartlett to test the original data.

Table 1: KMO and Bartlett test table

KMO and Bartlett test		
KMO sampling appropriateness number		.411
Bartlett sphericity test	Approximate chi-square	605.494
	Degree of freedom	28
	Significance	.000

The null hypothesis is that the original data is not suitable for factor analysis. After KMO and Bartley tests, it can be seen that the χ^2 corresponding P value of the test is 0.00 less than 0.05, that is, the null hypothesis can be rejected within the 95% confidence interval, that is, the original data can be factored.

Step2. Establishment of R-type factor model

Factor analysis through the study of the correlation coefficient matrix between the above 8 indicators, the intricate relationship between the indicators is reduced to a few comprehensive factors, the number of

comprehensive factors is less than the number of the original indicators, and at the same time can represent a large amount of information of the original indicators, to achieve data reduction dimension.

Construct the relationship between the index and the common factor, and get the following determinant.

$$\begin{cases} x_1 = u_1 + a_{11}f_1 + a_{12}f_2 + \cdots + a_{1m}f_m + \varepsilon_1 \\ x_2 = u_2 + a_{21}f_1 + a_{22}f_2 + \cdots + a_{2m}f_m + \varepsilon_2 \\ \vdots \\ x_8 = u_8 + a_{81}f_1 + a_{82}f_2 + \cdots + a_{8m}f_m + \varepsilon_8 \end{cases}$$

By calculating the sum of squares of the row elements h_i^2 and the sum of squares of the column elements g_i^2 of the A matrix, the dependence of the original variable on the common factor and the contribution of the common factor f_j to the overall index data x are solved, and then the most important comprehensive factor is selected.

Among them, the sum of squares of row elements is:

$$h_i^2 = \sum_{j=1}^{m} a_{ij}^2$$

The sum of squares of the column elements is:

$$g_j^2 = \sum_{i=1}^{p} a_{ij}^2$$

Step3. Determine the number of factors

First, use SPSS to perform factor analysis. Since the fixed

number of factors cannot be determined at the beginning, it is necessary to determine the number of common factors extracted by combining the gravel diagram.

Figure 1 gravel map

As can be seen from the gravel diagram above, the eigenvalues of the first five common factors are relatively high, and the turning point is also more obvious. Starting from the sixth common factor, the curve gradually becomes flat, and the eigenvalues of the next few common factors All are lower than 0.5, therefore, 5 common factors are initially extracted. Select the principal component analysis method, use SPSS software to perform factor analysis after initially determining the number of common factors, and finally get the factor total variance explanation.

Table 2: Principal component variance explanation table

Total variance explained

lingredient	Initial eigenvalue			Extract the sum of squares of the load			Rotating load sum of squares		
	Total	Variance percentage	Accumulation %	Total	Variance percentage	Accumulation %	Total	Variance percentage	Accumulation %
1	2.519	31.482	31.482	2.519	31.482	31.482	1.966	24.572	24.572
2	1.781	22.265	53.747	1.781	22.265	53.747	1.731	21.632	46.204
3	1.356	16.945	70.692	1.356	16.945	70.692	1.559	19.490	65.694
4	1.007	12.583	83.275	1.007	12.583	83.275	1.336	16.696	82.390
5	.947	11.835	95.111	.947	11.835	95.111	1.018	12.720	95.111

From the data analysis of the above table, the variance percentages of the five public factors selected are: 31.482%, 22.265%, 16.945%, 12.583%, 11.835%, and the cumulative variance percentages of the first five public factors have reached 95.111%. It is said that the first five public factors can contain 95.111% of the information of the original index, so the first five public factors can be used to reflect the overall index data.

Step4. Rotation factor

In this paper, the maximum variance method is used to rotate the determined factors, and the factor rotation results are obtained after 5 maximum convergence iterations, as shown in Table 3.

Table 3 Component matrix after rotation

Rotated component matrix[a]

	lingredient				
	1	2	3	4	5
Reputation rating	-.020	.920	.102	.027	.103
Breach of contract	-.066	-.924	-.070	-.013	.092
Input transaction failure rate	.965	.026	.122	.132	.020
Flexible amount range	.068	.111	.899	-.387	.061
The ratio of input tax to input amount	.002	.007	.035	-.044	.996
Output amount	.212	.122	.843	.457	-.008
Output transaction failure rate	.974	.022	.085	.090	-.019
Net cash flow	.175	.030	-.040	.974	-.046

Extraction method: principal component analysis method, rotation method: Caesar normalized maximum variance method.
a. The rotation has converged after 5 iterations.

The component matrix represents the correlation coefficient between the variable and the common factor. The larger the correlation coefficient, the stronger the correlation between the variable and the common factor. It can be found from Table 3 that public factor 1 is mainly related to the failure rate of input transactions and the failure rate of output transactions, and the correlation coefficients are 0.965 and 0.974 respectively. Since the failure rate of input transactions reflects the level of corporate credibility, the failure rate of output transactions reflects This article refers to the public factor one as corporate risk; the public factor two is mainly related to the credit rating, and the correlation coefficient is 0.920. This article refers to the public factor two as corporate reputation, which directly reflects the corporate reputation. The reliability of the company; the third public factor is mainly related to the elastic amount and the output amount, and the correlation coefficients are 0.899 and 0.843 respectively. Since the elastic amount range reflects the company's capital level and the output amount reflects the company's business capabilities, this article will The third public factor is called corporate solvency. Public factor four is mainly related to net cash flow, and the correlation

coefficient is 0.974. Since net cash flow reflects the supply and demand relationship of an enterprise, oversupply and shortfall in supply reflect the unstable supply and demand of the enterprise. Therefore, this article refers to public factor four as the enterprise's supply and demand. Stability of supply and demand. Public factor 5 is mainly related to the ratio of input tax to input amount. The correlation coefficient is 0.996. The ratio of input tax to input amount reflects the position of the company in the seller. The lower the ratio, the more the seller trusts the company. Therefore, this article will use public factor 5. Called the influence of the enterprise. In summary, this article determines the above five comprehensive indicators.

Step5. Factor score

Factor analysis is to express variables as a linear combination of common factors and special factors. This article can reversely express common factors as linear combinations of original variables to get factor scores. The generated component score coefficient matrix is shown in Table 4.

Table 4 Component score coefficient matrix

Component score coefficient matrix					
	Ingredient				
	1	2	3	4	5
Reputation rating	-0.034	0.545	-0.058	0.007	0.095
Breach of contract	-0.025	-0.553	0.086	0.041	0.099
Input transaction failure rate	0.524	-0.006	-0.067	-0.077	0.022
Flexible amount	-0.029	-0.047	0.602	-0.29	-0.024
The ratio of input tax to input amount	0.002	-0.003	-0.035	0.051	0.988
Output amount	-0.102	-0.062	0.579	0.369	-0.018
Output transaction failure rate	0.544	-0.002	-0.094	-0.118	-0.018
Net cash flow	-0.084	-0.011	-0.014	0.762	0.04

Extraction method: principal component analysis method, rotation method: Caesar normalized maximum variance method, component score.

According to the component score coefficient matrix, the factor score of a company can be calculated. The calculation formula is as follows:

$$\begin{cases} f_1 = b_{11}x_1 + b_{12}x_2 + \cdots + b_{18}x_8 \\ f_2 = b_{21}x_1 + b_{22}x_2 + \cdots + b_{28}x_8 \\ \vdots \\ f_5 = b_{51}x_1 + b_{52}x_2 + \cdots + b_{58}x_8 \end{cases}$$

The b_{ij} in the determinant is the component score coefficient corresponding to the five common factors. By bringing the original indicator data into the determinant, the factor scores of the five components corresponding to the company can be obtained. Similarly, the scores of 123 companies can be obtained. Factor score.

The factor analysis process reduced the indicators from 8 to 5, and the reduced indicators can represent 95.11% of the original indicators, removing the redundancy of data, reducing the amount of data processing, and facilitating subsequent evaluation and analysis of the enterprise.

2.4 Establishment of TOPSIS algorithm model based on entropy weight method

After the above factor analysis, this paper has determined five comprehensive indicators of corporate risk, corporate reliability, corporate solvency, corporate supply-demand relationship stability, and corporate influence. Through analysis, it can be found that corporate risk is a very small indicator; corporate reliability Degree, corporate solvency, and corporate influence are very large indicators; the stability of the company's supply-demand relationship is

an intermediate indicator.

Step1. Positive processing

Since enterprise risk is a very small index, it is firstly processed into a positive process [6] and converted into a very large index. The formula for converting a very small index into a very large index is:

$$\tilde{x}_i = \max - x$$

Among them, $\tilde{x}_i$ is the index data after the very small index is normalized.

When an enterprise is faced with a shortage or oversupply, it will affect the development of the enterprise. Only the balance of supply and demand can ensure the sustainable development of the enterprise. Therefore, the supply and demand relationship of the enterprise is an intermediate index, $\{x_i\}$ is a set of intermediate index series, and the best value is x_{best}, The formula for the positive conversion of the intermediate index is:

$$M = \max\{[x_i - x_{best}]\}, \tilde{x}_i' = 1 - \frac{x - x_{best}}{M}$$

Among them, $\tilde{x}_i'$ is the index data after the intermediate index is normalized. Since the index data is an intermediate variable, this paper uses the factor scores of 123 companies' supply-demand relationship to get the average value as x_{best}, and after solving, x_{best} is close to zero.

The five comprehensive indicators of 123 companies are forwarded to form a positive data matrix. Since the data has been standardized in the above data processing process, the influence of the dimension is eliminated, and there is no need to standardize the normalized matrix again.

Step2. Entropy method to determine the index weight

Entropy weight method is a method of determining weights based on sample data. It has great objectivity. The larger the information entropy, the smaller the information utility value, and the less corresponding information, the smaller the entropy weight. The specific steps are as follows.

Step3. Build an evaluation matrix and standardize indicator data

Construct an evaluation matrix with 123 rows and 5 columns. There are a total of 123 companies in the known data, and there are 5 indicators that reflect corporate credit risk. Therefore, an evaluation matrix with 123 rows and 5 columns is constructed.

$$X = \begin{bmatrix} x_{11} & x_{12} & \cdots & x_{1m} \\ x_{21} & x_{22} & \cdots & x_{2m} \\ \vdots & \vdots & \ddots & \vdots \\ x_{i1} & x_{i2} & \cdots & x_{nm} \end{bmatrix}$$

In the matrix, x_{ij} represents the j-th evaluation index of the i-th company (i=1,2,3,.....,123, j=1,2,3,4,5)

In view of the fact that the above data matrix has negative numbers, it is necessary to use another standardization processing method to standardize the matrix again [7]. The standardization formula is as follows.

$$z_{i,j} = \frac{x_{i,j} - \min\{x_{1,j}, x_{2,j}, \ldots x_{n,j}\}}{\max\{x_{1,j}, x_{2,j}, \ldots x_{n,j}\} - \min\{x_{1,j}, x_{2,j}, \ldots x_{n,j}\}}$$

After processing, get a non-negative matrix $\tilde{z}$

$$\tilde{Z} = \begin{bmatrix} \tilde{z}_{11} & \tilde{z}_{12} & \cdots & \tilde{z}_{1m} \\ \tilde{z}_{21} & \tilde{z}_{22} & \cdots & \tilde{z}_{2m} \\ \vdots & \vdots & \ddots & \vdots \\ \tilde{z}_{n1} & \tilde{z}_{n2} & \cdots & \tilde{z}_{nm} \end{bmatrix}$$

In the matrix, $\tilde{z}_{ij}$ represents the jth data of the i-th row in the non-negative matrix (i=1,2,3,.....,123, j=1,2,3,4,5).

1. Calculate the probability used in information entropy

After the first step of processing, the non-negative matrix has been obtained. The probability matrix is calculated as follow

$$p_{ij} = \frac{\tilde{z}_{ij}}{\sum_{i=1}^n \tilde{z}_{ij}}$$

This can ensure that the sum of the probabilities corresponding to each indicator is 1, that is: $\sum_{i=1}^n p_{ij} = 1$

2. Calculate the information entropy of each indicator, and calculate the information utility value

For the j-th index, the calculation formula of information entropy is:

$$e_j = -\frac{1}{\ln n} \sum_{i=1}^n p_{ij} \ln(p_{ij}) \ (j = 1,2,\cdots,m)$$

Among them, $p_{ij} = \frac{\tilde{z}_{ij}}{\sum_{i=1}^n \tilde{z}_{ij}}$,and if $p_{ij} = 0$, then define $p_{ij} \ln(p_{ij}) = 0$.

In this paper, the standard deviation of the index is used to measure the degree of variation of the sample. The greater the degree of variation, the greater the response information. Monte Carlo simulation is used to determine the relationship between the size of the information entropy and the size of the response information.
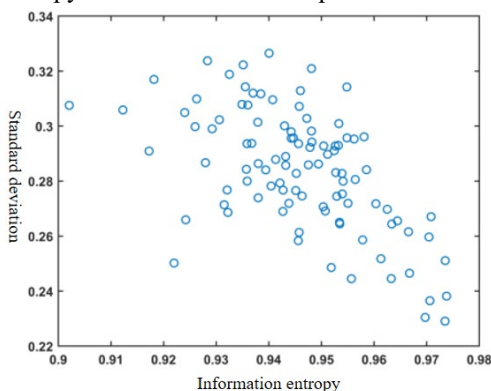
Figure 2 The relationship between information entropy and standard deviation

It can be seen from the image that the information entropy is negatively correlated with the size of the response information. For a more convenient analysis, the information utility value is quoted in this article. The formula for the information utility value is as follows.

$$d_j = 1 - e_j$$

The information utility value is positively correlated with the size of the response information. The larger the information utility value, the more corresponding information.

3. NORMALIZE THE ENTROPY WEIGHT OF EACH INDICATOR

In order to facilitate the subsequent data processing and simplify the calculation, the information utility value needs to be normalized to obtain the entropy weight of

each indicator. The calculation formula of the indicator entropy weight is:

$$W_j = \frac{d_j}{\sum_{j=1}^m d_j} \ (j = 1,2,\cdots,m)$$

Among them, $0 \le W_j \le 1$, and $\sum_{j=1}^n W_j = 1$, after solving the 5 comprehensive factor index weights are shown in Table 5.

Table 5 Comprehensive index weights

Corporate risk	The reliability of the business	Corporate solvency	The stability of the supply and demand relationship of the enterprise	Corporate influence
0.3284	0.2299	0.3410	0.0153	0.0854

Step3. Calculate the score and normalize it

Finally, the score is calculated and normalized, and the maximum value is defined as:

$$Z^+ = (z_1^+, z_2^+, \cdots, z_5^+)$$
$$= (max\{z_{11}, z_{21}, \cdots, z_{n1}\}, \cdots, max\{z_{15}, z_{25}, \cdots, z_{n5}\})$$

Define the minimum value as:

$$Z^- = (z_1^-, z_2^-, \cdots, z_5^-)$$
$$= (min\{z_{11}, z_{21}, \cdots, z_{n1}\}, \cdots, min\{z_{15}, z_{25}, \cdots, z_{n5}\})$$

Define the distance between the i-th (i=1,2,...,n) evaluation object and the maximum value as:

$$D_i^+ = \sqrt{\sum_{j=i}^5 w_j (z_j^+ - z_{ij})^2}$$

Define the distance between the i-th (i=1,2,...,n) evaluation object and the minimum value as:

$$D_i^- = \sqrt{\sum_{j=i}^5 w_j (z_j^- - z_{ij})^2}$$

The corresponding TOPSIS score of the enterprise is:

$$S_i = \frac{D^-_i}{D^+_i + D^-_i}$$

For the convenience of comparison, the corresponding TOPSIS scores of the enterprises are normalized, and the normalized visualization results of the top 20 enterprises are shown in Figure 3.
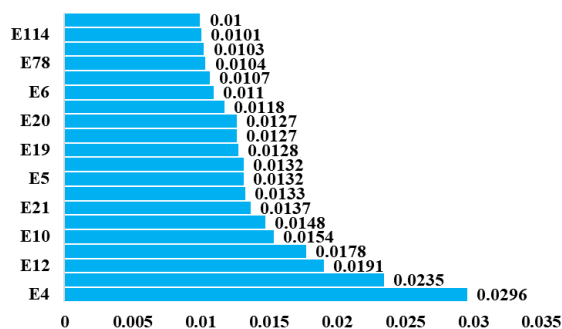
Figure 3 shows the TOPSIS scores of the top 20 credit companies

2.5 The establishment of dynamic programming model

In principle, banks do not lend to companies with a credit rating of D, so only companies with credit ratings of A, B, and C need to be considered. The bank's loan limit to the companies that are determined to lend is 100,000 to 1 million yuan, and the average loan limit of each company is 550,000. This article first uses the average loan limit to roughly estimate the number of loans that the bank can lend to facilitate the establishment of a planning model.

Assuming that the bank's fixed annual credit amount is Q million, the bank is probably able to lend to $\frac{Q}{55}$ company. Using the normalized corporate TOPSIS scores, calculate the sum of the TOPSIS scores of reputation rating A, reputation rating B, and reputation rating C. The corporate TOPSIS score has a comprehensive judgment effect, so this article compares the sum of various TOPSIS scores Obtain the proportion of the quantity between each type: 0.277:0.317:0.255, so the quantity equation can be obtained as:

$$0.277x + 0.317x + 0.255x = \frac{Q}{55}$$

After solving, we can get $x = \frac{4Q}{187}$, that is, a company with a reputation rating of A needs to choose $\frac{277Q}{46750}$ company, a company with a reputation rating of B needs to choose $\frac{317Q}{46750}$, a company with a reputation rating of C needs to choose $\frac{3Q}{550}$, and the TOPSIS score of each company is unified Among the various credit ratings, the top $\frac{277Q}{46750}, \frac{317Q}{46750}$ and $\frac{3Q}{550}$ companies are selected for cooperation.

After determining the specific company to cooperate with, the bank needs to determine the amount and annual interest rate of the cooperative enterprise. Therefore, this paper uses the dynamic programming model to plan and solve the loan amount and annual interest rate of the cooperative enterprise. The equation of dynamic programming is:

$$max\, T = (Q_{A1} \times A + \ldots + Q_{An} \times A) + (Q_{B1} \times B + \ldots + Q_{Bn} \times B) + (Q_{C1} \times C + \ldots + Q_{Bn} \times C)$$

$$s.t. \begin{cases} A = \begin{bmatrix} r_{A1} \\ r_{A2} \\ \vdots \\ r_{A29} \end{bmatrix} \times \begin{bmatrix} 1-e_{A1} \\ 1-e_{A2} \\ \vdots \\ 1-e_{A29} \end{bmatrix}, B = \begin{bmatrix} r_{B1} \\ r_{B2} \\ \vdots \\ r_{B29} \end{bmatrix} \times \begin{bmatrix} 1-e_{B1} \\ 1-e_{B2} \\ \vdots \\ 1-e_{B29} \end{bmatrix}, C = \begin{bmatrix} r_{C1} \\ r_{C2} \\ \vdots \\ r_{C29} \end{bmatrix} \times \begin{bmatrix} 1-e_{C1} \\ 1-e_{C2} \\ \vdots \\ 1-e_{C29} \end{bmatrix} \\ Q_{A1} + \ldots + Q_{An} + Q_{B1} + \ldots + Q_{Bn} + Q_{C1} + \ldots + Q_{Cn} = Q \\ 10 < Q_A < 100, 10 < Q_B < 100, 10 < Q_C < 100 \\ Q_{A1} : \ldots : Q_{An} : Q_{B1} : \ldots : Q_{Bn} : Q_{C1} : \ldots : Q_{Cn} = f_{A1} : \ldots : f_{An} : f_{B1} : \ldots : f_{Bn} : f_{C1} : \ldots : f_{Cn} \end{cases}$$

In the above formula, T represents actual revenue, Q represents bank loan quota, which means that the bank has selected a company with a credit rating of A and ranked nth among companies with a credit rating of A, and loaned Q_{An} yuan to it, and r represents the annual interest rate of the loan , r_{A1} represents the first loan annual interest rate

corresponding to the credit rating of A, the credit rating of A can correspond to 29 annual interest rates, e represents the customer churn rate, e_{A1} represents the first customer churn rate data corresponding to the credit rating of A, reputation A rating of A can correspond to 29 customer churn rate data, $1-e$ represents the customer retention rate, f represents the factor score, f_{A1} represents the TOPSIS score of the selected company with a reputation rating of A and ranks first in the reputation of A, and $Q \times r \times (1-e)$ represents the actual Revenue is T. Considering only the known 29 loan annual interest rates and the corresponding customer churn rate, respectively, the 29 loan annual interest rates corresponding to each credit rating and the customer churn rate corresponding to the annual interest rate are substituted into the target formula to find the actual revenue T In the largest case, in this case, determine the annual interest rate and total loan amount for the enterprise that has already confirmed the loan, and then the optimal credit strategy can be obtained.

3. Case analysis

Assuming that the bank's fixed annual total credit Q=20 million yuan, according to the above process, it can be seen that companies with a reputation rating of A need to choose 11 companies, a company with a reputation rating of B need to choose 13 companies, and a company with a reputation rating of C need to choose 10 companies. Through the unified TOPSIS scores of each company, the top 11, 13 and 10 companies in each credit rating are selected for cooperation.

Next, it is necessary to determine the amount and annual interest rate of the loan to the cooperative enterprise, and establish the dynamic equation as follows:

$$max\, T = (Q_{A1} \times A + \ldots + Q_{A11} \times A) + (Q_{B1} \times B + \ldots + Q_{B13} \times B) + (Q_{C1} \times C + \ldots + Q_{C10} \times C)$$

$$s.t. \begin{cases} A = \begin{bmatrix} r_{A1} \\ r_{A2} \\ \vdots \\ r_{A29} \end{bmatrix} \times \begin{bmatrix} 1-e_{A1} \\ 1-e_{A2} \\ \vdots \\ 1-e_{A29} \end{bmatrix}, B = \begin{bmatrix} r_{B1} \\ r_{B2} \\ \vdots \\ r_{B29} \end{bmatrix} \times \begin{bmatrix} 1-e_{B1} \\ 1-e_{B2} \\ \vdots \\ 1-e_{B29} \end{bmatrix}, C = \begin{bmatrix} r_{C1} \\ r_{C2} \\ \vdots \\ r_{C29} \end{bmatrix} \times \begin{bmatrix} 1-e_{C1} \\ 1-e_{C2} \\ \vdots \\ 1-e_{C29} \end{bmatrix} \\ Q_{A1} + \ldots + Q_{A11} + Q_{B1} + \ldots + Q_{B13} + Q_{C1} + \ldots + Q_{C10} \leq 2000 \\ 10 < Q_A < 100, 10 < Q_B < 100, 10 < Q_C < 100 \\ Q_{A1} : \ldots : Q_{A11} : Q_{B1} : \ldots : Q_{B13} : Q_{C1} : \ldots : Q_{C10} = 0.0235 : \ldots : 0.0086 : 0.0191 : \ldots : 0.0079 \end{cases}$$

Using MATLAB to solve it, the maximum value is reached when the T value is equal to 2.45 million. At this time, the parameter corresponding to the T value is the pricing strategy.

Table 6 Bank's pricing strategy for companies with credit records

Reputation rating	Enterprise code	loan amount	loan Annual interest rate	Reputation rating	Enterprise code	loan amount	loan Annual interest rate
A	E1	100.0000	0.0465	B	E12	95.09508	0.1225
A	E17	66.21804	0.0465	B	E10	76.67352	0.1225
A	E16	65.72016	0.0465	B	E28	73.68624	0.1225
A	E19	63.72864	0.0465	B	E21	68.20956	0.1225
A	E18	63.23076	0.0465	B	E5	65.72016	0.1225
A	E6	54.76680	0.0465	B	E20	63.23076	0.1225
A	E15	49.78800	0.0465	B	E57	45.30708	0.1225
A	E8	49.29012	0.0465	B	E33	42.81768	0.1225
A	E42	44.80920	0.0465	B	E51	40.82616	0.1225
A	E81	43.81344	0.0465	B	E83	40.82616	0.1225
A	E26	42.81768	0.0465	B	E23	39.8304	0.1225
C	E4	100.0000	0.1225	B	E43	39.8304	0.1225
C	E25	88.62264	0.1225	B	E34	38.83464	0.1225
C	E75	53.27316	0.1225	C	E14	47.29860	0.1225
C	E78	51.77952	0.1225	C	E92	41.82192	0.1225
C	E94	51.28164	0.1225	C	E50	39.33252	0.1225
C	E72	47.79648	0.1225	C	E96	39.33252	0.1225

Since the bank's loan amount to each company is within

100,000 to 1 million yuan, if the loan amount exceeds 1

million in the strategy, it will be processed directly as 1 million.

4.CONCLUSION

Starting from the bank's main assessment of the strength and reputation of small, medium and micro enterprises, and considering the data and various indicators given, based on the economic significance of the original indicators, new indicators that are more representative of the economic strength and reputation of the enterprise are extended. The index entropy is used to calculate the company's score using the TOPSIS solution distance method, and a quantitative equation is established to determine the number of cooperation between banks and companies with credit ratings of A, B, and C. The goal is to maximize the actual income of the bank, and the dynamic programming model The loan amount and annual interest rate of the cooperative enterprise were planned and solved, and the bank's optimal credit strategy was obtained.

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Research On Fingerprint Cipher Based On SIFT Feature Matching Principle

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Abstract: Fingerprint recognition technology has been widely used in various fields, but fingerprint recognition technology still has problems such as poor image quality and low fingerprint matching recognition rate; this article first performs image segmentation, image normalization, image enhancement, and image enhancement on the fingerprint image in the attachment. Fingerprint image binarization, image refinement, and finally use Gabor filter to complete image preprocessing; then sort the basic features of fingerprint image, use SIFT feature matching principle combined with hash algorithm to completely extract the features of fingerprint image, and then the feature vector Using the Hamming distance and hash algorithm to obtain the similarity heat map, the fingerprint password can finally be described. It is found that the hash password similarity of 04.tif and 07.tif is 0.81, 04.tif and 06.tif, 06.tif and 15. The minimum tif is 0.12.
Keywords: SIFT feature matching; hash algorithm, Hamming distance; Image enhancement

1. INTRODUCTION

At present, biometric identification technology has developed rapidly, becoming the safest and fastest identification technology. Due to the stability and uniqueness of human fingerprints, coupled with the development of computer technology, fingerprint identification technology has entered people's daily life, such as fingerprint locks, fingerprint time attendance, fingerprint identification notebooks, etc., so it is widely used in criminal investigations, daily life, etc. each field. Fingerprint recognition technology has great prospects and huge economic benefits.

Finigerprint recognition technology has made great achievements at home and abroad. The main research areas include fingerprint collection, fingerprint preprocessing, fingerprint feature extraction, fingerprint classification, and fingerprint matching algorithms. The main identification process is as follows: first use fingerprint collection technology to collect the user's fingerprints into a map, and after the image is feature extracted, each tester's fingerprint feature template is stored in the data base k8k sacrificial library, and then the scene collected The fingerprint image is compared with the fingerprint feature template in the database, and finally a matching result can be obtained to verify the identity of the person under test.

2. EXPERIMENTAL

2.1 FINGERPRINT IMAGE PREPROCESSING PROCESS

The binarization of fingerprint image[1] converts the gray image into 0, 1 expression, which can facilitate subsequent image refinement processing. The basic principle of fingerprint image binarization enables the processed image to reproduce the original fingerprint, so that there is no blank in the ridge line, the processed ridge line can maintain the original characteristics, the fingerprint line spacing is reduced, and the fingerprint line spacing is evenly distributed . In this paper, an adaptive threshold method is adopted, and the number of pixels smaller than a predetermined threshold in each fingerprint image is close to the number of pixels larger than the predetermined threshold. The calculation formula of gray-scale image binarization is:

$$f(x) = \begin{cases} 1, x \geq T \\ 0, x < T \end{cases} \quad (1)$$

Where T represents the threshold; x represents the gray value.

Gabor filter is a linear filter used for edge extraction, which can make the frequency and direction expression similar to that observed by the human eye, and provides good direction and scale selection characteristics, so it is suitable for fingerprint image analysis. In the fingerprint image spatial domain, a two-dimensional Gabor filter is a sine plane wave and a Gaussian kernel function multiplied by a tuning function and a window function. The calculation formula is:

$$g(x,y;\lambda,\theta,\psi,\sigma,\gamma) = e^{-\frac{x'^2 + \gamma^2 y'^2}{2\sigma^2}} e^{i\left(2\pi\frac{x'}{\lambda} + \psi\right)} \quad (2)$$

This article uses Gabor filter[2] to make the fingerprint image more stable, as shown in the figure below:
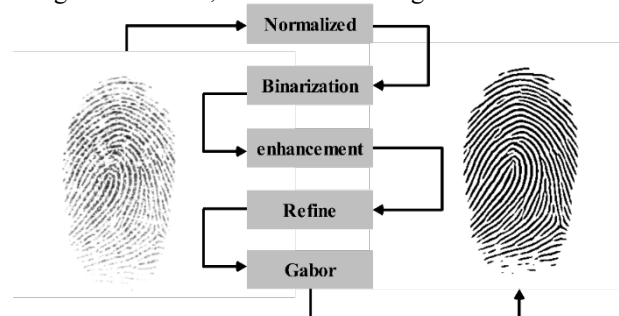
Figure 1. Schematic diagram after fingerprint image preprocessing

2.2 SIFT FEATURE MATCHING PRINCIPLE

The principle of SIFT feature matching[3] is mainly realized by five steps: generating scale space, detecting extreme points in scale space, accurately positioning

extreme points, specifying direction parameters in key points, and generating key point descriptors.

Step 1. Generate scale space

In order to use the multi-scale features of computer simulation image data to find that the Gaussian convolution kernel is the kernel function for scale transformation, the variable scale kernel function is:

$$G(x,y\sigma) = \frac{1}{2\pi\sigma^2}e^{\frac{-(x^2+y^2)}{2\sigma^2}} \quad (3)$$

The above formula represents the mean square error of the Gaussian normal distribution. The two-dimensional scale space of the fingerprint image can be defined as $L(x,y\sigma)$, which can be expressed as:

$$L(x,y\sigma) = G(x,y\sigma)*I(x,y) \quad (4)$$

Among them, $I(x,y)$ represents the scale space factor, and its value represents the scale size of the fingerprint image. Then find the extreme points and use a Gaussian difference function to generate a matrix in the fingerprint image to construct the difference scale space DoG. At the same time, you can also choose to take out the local extreme values in the space as the eigenvalues. The DoG operator represents Gaussian rolls of different scales. The difference of the product core, the expression is:

$$D(x,y\sigma) = G(x,y,k\sigma) - G(x,y\sigma)*I(x,y,k\sigma) - L(x,y\sigma)$$
(5)

Step 2. Detection of extreme points in scale space

First, it is necessary to find the extreme point in the scale space of the fingerprint image. The process of finding the extreme point needs to compare each pixel with all the neighboring points around it, and then compare the neighbors in the nuclear scale domain of the other nuclear image domain. Compared with the values of, finally the existence of extreme points is accurately detected in the scale space and two-dimensional image space of the fingerprint Boswellia serrata, as shown in the following figure:
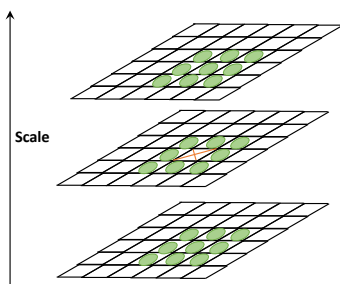
Figure 2. Detection of extreme points in scale space

Step 3. Accurately locate the extreme points

When the extreme points in the space are detected, this paper deletes the low-contrast points in the fingerprint image as a fitted three-dimensional quadratic function, and other extreme points improve the stability of the enhanced image matching process.

Step 4. Specification of direction parameters in key points

Each key point in the image must have a parameter specifying the direction. This article uses the gradient direction of the adjacent pixel of the key point in the scale space of the fingerprint image to indicate, and then calculates the gradient modulus m and the adjacent pixel (x,y) of the key point in the space. For direction θ, the calculation formula is as follows:

$$m(x,y) = \sqrt{L(x+1,y) - L(x,y+1) + (L(x,y+1) - L(x,y-1))^2} \quad (6)$$

$$\theta(x,y) = \tan^{-1}((L(x,y+1) - (x,y-1)/L(x+1,y) - L(x-1,y))) \quad (7)$$

In the above formula, (x,y) is the coordinate of the pixel in the scale space, which represents its scale. The final key point of the fingerprint image has the coordinate position, direction, and scale. These three can be used to determine the position information of the key point.

Step 5. Generate key point descriptors

After the above operations, the information of the key points in the image can be determined, and then the key points of the fingerprint image need to have the characteristics of rotation invariance, so this article rotates the coordinate axis to the same direction as the key points, and the description can be generated by taking the key points as the center Then, the relative direction of the key points of the sampling points is weighted by Gaussian, and Harris conner is used to set the threshold, and finally 228 32-dimensional feature descriptors can be obtained.
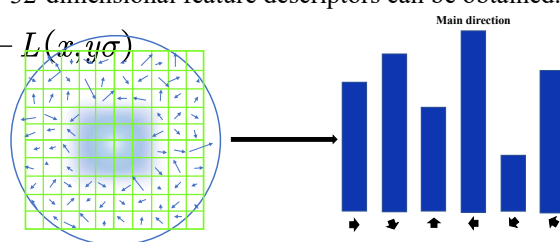
Figure 3. Key point direction histogram

The histogram of the direction of the key points in the above figure, the arrow direction expresses the gradient direction of the current pixel, and the length expresses the amplitude of the pixel, so a 4*4 size window is used to calculate the histogram of the gradient direction in 8 directions, any descriptor All represent four histogram data located near the key point, and finally a 128-dimensional SIFT feature vector is generated for any key point.

Figure 4. Attached the image characteristics of the 11th fingerprint

As shown in the figure, taking the 11.tif fingerprint as an example, the SIFT feature extraction obtains 32 key points, and the key point descriptors can be obtained as 32 groups of 128-dimensional feature vectors, and then the fingerprint password can be obtained by hash encoding: ffffdff7c7f7ffef.

2.3 HAMMING DISTANCE CALCULATION OF

FINGERPRINT FEATURES

The Hamming distance refers to the distance between any two codewords in a code group set with the number of bits whose symbol values are different on the corresponding bits between any two codewords. The calculation formula is:

$$d(x,y) = \sum x_i \oplus y_i \quad (8)$$

The minimum Hamming distance of a code group refers to the Hamming distance between any two codes in a code group set; it is found that the larger the value, the more anti-interference ability of the code group.
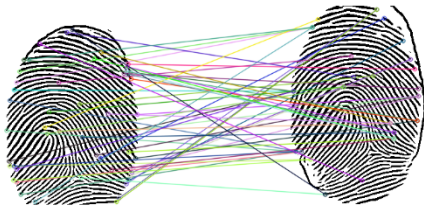
Figure 5. Matching images of 05.tif and 06.tif fingerprint images

Figure 6. Attached all fingerprint similarity heat maps

Take 05.tif and 06.tif, which have similar degrees of similarity, as an example, and the average Hamming distance between the two is 1472.99, which is much larger than the threshold[4]. It can be judged that 05.tif and 06.tif do not match, and the solution is solved by traversal in the same way. It can be seen that the 16 sets of fingerprint images are not completely matched with each other.

The hash password[5] can also objectively reflect the SIFT key point descriptor of the fingerprint image. Therefore, this paper obtains the similarity heat map as shown in the figure by comparing the hash password, and observes the similarity of any two sets of fingerprints. 04.tif The maximum similarity to the hash password of 07.tif is 0.81, and the minimum of 04.tif and 06.tif, 06.tif and 15.tif is 0.12.

3. RESULTS AND DISCUSSION

In this paper, the SIFT feature matching principle is used to describe each fingerprint password; then the Hamming distance combined with the hash algorithm is used to solve the similarities, differences and similarities of different fingerprints. The hashed fingerprint password can objectively reflect the SIFT key point descriptor of the fingerprint image. The Hamming distance used for key point descriptors is adopted to improve the accuracy of fingerprint image feature extraction and matching.

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Research on Deepening the Education Mode of Integration of Production and Education in Newly Established Local Universities in The New Era

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Abstract: The education mode of integration of production and education is a teaching mode to accelerate the incubation of applied talents. This paper will elaborate the connotation of the education mode of integration of industry and education, explore and study the education mode of integration of industry and education in Local Newly-built Universities in the new era, and put forward the strategies of deepening the education mode of integration of industry and education, hoping to provide reference for the cultivation of Applied talents.

Key words: Newly established local colleges and universities; Integration of production and education; Educational model

1.INTRODUCTION

With the continuous adjustment and reform of the concept and strategy of "applied talents", the New Local Newly-built Undergraduate Colleges and universities actively seek the entry point of local social and economic development, and meet the needs of enterprises transformation and development in various industries, and carry out the teaching mode of "integration of production and education, school enterprise cooperation", so as to realize the training of "applied talents".

2. THE CONNOTATION OF THE MODE OF INTEGRATION OF PRODUCTION AND EDUCATION

The integration of production and education is a kind of educational reform concept. The state proposes "deepening the integration of production and education, cooperation between schools and enterprises". The implementation of the mode of school enterprise cooperation in running a school meets the new situation of higher education reform and meets the needs of higher education development. The integration of production and education and collaborative education are also the talent training mode for many colleges and universities to develop vigorously. Therefore, for the specialty of newly-built local undergraduate colleges, colleges and universities will use the resources of cooperative enterprises outside the school, such as joint training and training base, introduction of enterprise tutors, etc., on the basis of the internship base or enterprise demand for talents, so as to improve the students' professional practical ability and make guidance and suggestions for the employment direction of students after graduation. The integration of production and education is not only the trend of education reform, but also the hot spot of ideas. On the basis of the standards of the employer demand of the enterprise, the theoretical courses and experimental courses of the integrated education mode of production and education are added with some practical projects such as corporate tutor lectures, enterprise project research and development, and enterprise post practice.

3. STRATEGIES FOR DEEPENING THE INTEGRATION OF PRODUCTION AND EDUCATION AND EDUCATION

3.1 Structure adjustment and specialty optimization

In order to adapt, integrate and lead the local economic and social development, Local Newly-built Undergraduate Colleges should focus on promoting the organic connection of education chain, talent chain, industry chain and innovation chain, strengthen the cooperation of industry, University and research, open up the innovation chain and promote the innovation development, adjust the professional structure of colleges, optimize and integrate the professional teaching resources, and combine with the regional economic advantages, Continuously output applied talents to the society and deepen the education mode of industry education integration [1]. The specialty structure of colleges and universities should be designed according to the talent demand and standard reality of various industries and enterprises in the new era, so as to find out the general direction of specialty development and make the specialty adapt to the social and economic development trend to the greatest extent. The content of professional courses should be optimized and improved according to the requirements of talent quality and ability of enterprises in the new era, so as to realize the high matching of specialty and social industry or enterprise occupation. In order to deepen the education mode of integration of industry and education, Local Newly-built Undergraduate Colleges should always adhere to the education oriented principle, optimize the professional structure and resources consistent with the development of social enterprises, adhere to the employment orientation of social development, create a new mode of school enterprise collaborative education, and lead the rapid development of local social economy and industry.

3.2 Establishment of talent training system

The integration of industry and education is the joint participation of the government, schools and enterprises. The integration of industry and education should first be

based on the development of the school, and then the government departments provide policy and financial support, and then guide practice and summarize experience through the daily operation of the enterprise. Therefore, the establishment of the tripartite participation in talent training system is the key to accelerate the exploration of the education mode of industry and education integration. According to the demand direction of social development in the new era, newly-built undergraduate colleges should deeply analyze the professional knowledge, professional skills, quality and other industry standards required by the operation of various industrial enterprises, determine the professional teaching plan, optimize professional teaching resources, innovate teaching means, and establish the curriculum system of integration of production, learning, research and innovation, Implement the professional course teaching which is connected with the enterprise project time. In addition, colleges and universities should conduct market research and analysis in combination with the trend of social and economic development, build a professional module curriculum system, take students as the center, and take social employment direction as the guidance, so as to ensure that the professional modules highly match the needs of regional economic and industrial development, and students can find corresponding enterprise jobs according to their majors, Enterprises can also recruit application-oriented talents who meet the job requirements through their own development needs or standards. The two complement each other and develop together.

3.3 Improve the school enterprise cooperation mechanism

In order to deepen the education mode of integration of industry and education, it is necessary to build a practice enterprise base or talent training demonstration enterprise base in line with the practice of professional projects, improve the school enterprise cooperation mechanism, cooperate to cultivate talents, and improve students' practical ability and professional experience. Colleges and universities recommend interns to the cooperative enterprises that have signed the school enterprise cooperation framework agreement, or provide internships to the schools according to their own talent reserve development needs, organize students to participate in the actual operation of the enterprises, and the professional teachers and professional staff of the enterprises jointly guide them to learn and use professional knowledge in depth. The school enterprise cooperation should sign the school enterprise cooperation agreement according to the relevant regulations, ensure the safety and legality of students' internship, entrepreneurial project cooperation and other aspects of work as the premise, provide students with real enterprise career experience, exercise their professional work ability and enhance their sense of social responsibility. Schools and enterprises can also jointly carry out new project R & D and related practical training courses, encourage students to innovate project R & D technology, and integrate them into curriculum resources according to the technological achievements of students' R & D, so as to promote the common development and

progress of colleges, students and enterprises, and strive to achieve "school enterprise cooperation, production and education win-win".

3.4 Strengthening the construction of teaching staff

Local Newly-built Universities should adhere to the goal of cultivating applied talents, adhere to the direction of serving the development of the region, and take the education road of integration and development with the local region. Therefore, Local Newly-built Universities should strengthen the construction of teaching staff, optimize the structure of teaching staff with both teaching ability and practical ability, actively introduce excellent professional and technical talents and professional construction management talents as full-time and part-time teachers, participate in the construction of professional modules, and guide students' professional and employment direction. Establish a teacher learning and development center, cooperate with social industry and industry enterprises, divide majors in a planned way, send professional teachers to corresponding professional cooperative enterprises for training and practice, and improve teachers' practical ability and teaching professional ability [2]. The establishment of teachers' professional practice growth system, through learning and practice, the assessment of teachers' practical ability, through the assessment of teachers will get "double teacher double ability" teacher certification, is conducive to improve their professional quality and self-restraint, improve the quality of teaching, can be better put into the construction of Applied talents training.

3.5 Construction of quality evaluation system

The government departments should coordinate the work of "integration of production and education, integration of school and enterprise" between colleges and cooperative enterprises, and provide policy and financial support for the construction of "double teachers and double abilities" teachers and base of practice training units. To build a quality evaluation system of teaching mode of "integration of production and education, integration of school and enterprise", to examine the teaching quality of teachers, the depth and breadth of integration of production and education, the degree of professional skills combination of enterprises, professional guidance and training level of enterprise personnel, practical ability and working level of students, and actively carry out the supervision and evaluation of teaching practice quality and enterprise operation management, To formulate and improve the quality evaluation system of the integration of production and education in Colleges and universities, and combine the training and practical effects of talents closely, so as to provide guarantee and impetus for the continuous development of the integration of production and education in the future.

4. CONCLUSION

Under the background of the continuous development of the new era society, the Local Newly-built Undergraduate Colleges should constantly deepen the exploration, research and practice of the integrated education mode of production and education, and cultivate high-quality "applied talents". Only by adjusting the professional

structure, establishing innovative training system, perfecting the cooperation mechanism between schools and enterprises, and constantly strengthening the faculty strength can colleges and universities lead the rapid development of local economic industry.

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Research on The Construction of University Teachers' Teaching Leadership in The Era of Educational Information

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Abstract: In the new situation, China's computer technology and information technology has been unprecedented development, which has brought new development opportunities to China's education industry, and China has entered the era of education information. University Teachers' teaching leadership is an important ability of university teachers. It can not only help students learn and grow, promote the overall development of students, but also drive the reform and innovation of the school, and improve the teaching quality of universities. Based on this, this paper focuses on the analysis of the problems existing in the construction of teaching leadership of university teachers in China, and puts forward the corresponding optimization measures to improve the teaching leadership of university teachers.

Key words: Educational informatization; University Teachers' leadership; Leadership Building

1.INTRODUCTION

With the rapid development of Internet, big data, cloud computing and other technologies, the role of data information has become increasingly prominent, and gradually penetrated into the field of education, entering the era of education information. In the new era, colleges and universities pay attention to the construction of teachers' teaching leadership, which is in line with the needs of social development and the progress of the times. It can not only improve the teaching quality of college teachers, but also improve the teaching quality of college teachers. But at present, there are still some problems in the construction of University Teachers' teaching leadership, such as imperfect university management system, teachers' lack of understanding of leadership and so on. We need to take measures to solve these problems and promote the reform and innovation of universities in the new situation.

2. PROBLEMS EXISTING IN THE CONSTRUCTION OF TEACHING LEADERSHIP OF UNIVERSITY TEACHERS IN THE ERA OF EDUCATIONAL INFORMATION

2.1 University teachers have insufficient understanding of teaching leadership

The construction of University Teachers' teaching leadership determines the exertion of teachers' teaching leadership and affects the progress of the construction of University Teachers' teaching leadership. At present, some teachers in Colleges and universities in our country have a biased understanding of teaching leadership. They think that teaching leadership only exists when facing students in the teaching process, or that teaching leadership is related to teachers' leadership, professional titles and administrative positions. They think that only teachers with high titles have teaching leadership, and ordinary teachers do not have teaching leadership. These views are one-sided, and do not correctly understand the connotation of teaching leadership. Teaching leadership is a professional quality that every teacher has. It is not only limited in the classroom, but also in front of students. It is also reflected in Teachers' help to other teachers and their contribution to promoting school innovation and reform.

2.2 The relationship between teachers and students is not perfect

It is an important content to evaluate the teacher's teaching leadership whether a leading and pursuing teacher-student relationship is formed between teachers and students. In Colleges and universities, although college students have certain thinking ability and professional skills, they are unavoidably confused and at a loss in the face of difficulties and the future. They need the guidance and help of teachers. Teachers actively interact with students to answer questions and solve doubts for students, not only in the level of knowledge, but also in the social level such as how to deal with people, It fully embodies teachers' teaching leadership and professional quality. But at present, due to the lack of leisure time, large class size, limited personal energy and other reasons, most teachers in Colleges and universities lack positive and effective interaction with their classmates. They can only contact and communicate with some students, which reduces the initiative and enthusiasm of students to communicate with teachers. The coverage of communication is narrow, and they can not fully communicate with each other, which leads to teachers' inability to communicate in knowledge, skills, skills, etc Social guidance, leading students, can not build a good relationship between teachers and students, is not conducive to the construction of University Teachers' teaching leadership [1].

2.3 It is difficult for teachers to lead the teaching reform

In the era of educational information, in promoting the innovation and reform of higher education and promoting the construction of teaching leadership of university teachers, university teachers should be the backbone of the work, but the reality is that it is difficult for university teachers to lead the teaching reform and play the teaching leadership. Influenced by the traditional concept of leadership, in most colleges and universities, the division of leadership roles is still based on administrative positions, not every teacher can carry out leadership work,

ignoring the leadership potential of ordinary teachers. Secondly, in Colleges and universities, whether the management of colleges and universities listen to the opinions of teachers, whether they can pay attention to and realize the demands of teachers, and whether they are willing to delegate power to ordinary teachers will also affect the construction of teaching leadership of colleges and universities. Under the influence of traditional ideas, university teachers can only passively accept the requirements of the higher management and perform tasks, which limits the exertion of teachers' leadership to a great extent. Thirdly, teachers themselves are influenced by the traditional idea that the leadership ability can only be carried out by teachers with administrative positions. As long as they complete the prescribed work, they have completed the task. Some teachers have leadership ability, but they don't have administrative positions. They are worried that they will cause the dissatisfaction of colleagues when assigning tasks, so they are not willing to assume the leadership role. Teachers themselves are not willing to carry out leadership work, which is not conducive to the construction of teaching leadership in Colleges and universities.

3. OPTIMIZATION MEASURES OF TEACHING LEADERSHIP CONSTRUCTION OF UNIVERSITY TEACHERS IN THE ERA OF EDUCATION INFORMATION

3.1 Enhance the awareness of teaching leadership and improve the quality of Teachers

If we want to strengthen the construction of teaching leadership of university teachers, we should start from the main body of construction, pay attention to enhancing the sense of leadership of teachers, improve the comprehensive quality of teachers, and let teachers have the consciousness and motivation to become teachers' leaders. First of all, we should change the traditional concept of teachers. Let teachers understand that leadership is not divided according to administrative positions and professional titles, but refers to having professional knowledge and comprehensive ability to influence others, lead others and drive others to progress. Every teacher has teaching leadership, the key is how to explore and cultivate. Secondly, university teachers should be clear about the content of teaching leadership, have a clear work content and work objectives in order to better act. College teachers should not only fully interact with students in class, establish a new type of teacher-student relationship, guide students, answer questions and solve doubts, but also unite colleagues in work, make progress with other teachers, innovate curriculum content, and lead the development of other teachers. Thirdly, teachers should constantly improve their teaching leadership skills. In the face of students, as a teaching leader, teachers should not only have professional knowledge and professional skills, but also have psychological knowledge to motivate students, improve students' learning enthusiasm and initiative, be able to deal with unexpected problems and lead students. In the face of colleagues, teachers should have the ability of organization, leadership and planning, formulate work goals and work plans, and then distribute work according to the advantages of different teachers to promote the growth of teachers.

3.2 Establish a flat organization and management structure

Colleges and universities often adopt the traditional towering organization and management structure, which has many levels, more centralized power, strong control over various departments, less communication between various departments, and slow information transmission, which is not conducive to improving work efficiency and reducing the enthusiasm and initiative of teachers. On the one hand, it can give teachers more space and freedom, give teachers more autonomy, let teachers carry out their own leadership work, enhance the enthusiasm and initiative of teachers' work, and encourage teachers to voluntarily assume leadership responsibility and carry out management work. On the other hand, fewer levels are conducive to strengthening the links between departments and teachers, better carrying out work negotiation and arrangement, leading teachers to progress and improving work efficiency. Therefore, colleges and universities should gradually establish a flat organization and management structure, build an open management system, give teachers more autonomy, let teachers give full play to their potential and skills, promote the flow of information among teachers, improve teachers' initiative in leadership, and speed up the construction of teaching leadership in Colleges and Universities [2].

3.3 Bringing teachers' teaching leadership into the teaching evaluation system

In the construction of University Teachers' teaching leadership, teachers are not only the subject but also the object of the construction work. Bringing teachers' teaching leadership into the school's teaching evaluation system is conducive to arousing teachers' attention to teaching leadership and encouraging teachers to actively undertake the work of teaching leaders. First of all, teachers' teaching leadership should be included in the teaching evaluation system, and teachers' teaching leadership should be taken as the standard to evaluate teachers' working ability, so as to enhance teachers' motivation to improve teaching leadership. Secondly, we should establish and improve the teaching evaluation system, formulate objective and fair evaluation standards of teaching leadership, so as to have rules to follow in the evaluation process, ensure the fairness of the evaluation results, and create a harmonious and just university environment. Thirdly, to improve the reward and punishment system, teachers' teaching leadership should be linked with their own professional titles, wages, bonuses and other rewards, so as to improve teachers' attention to teaching leadership, stimulate teachers' enthusiasm and initiative, and let teachers take the leadership responsibility, carry out leadership work, and improve teachers' teaching leadership ability. At the same time, we should also pay attention to strengthen the evaluation of teachers, close the communication and contact between teachers, constantly improve teachers' professional quality and skills, encourage cooperation among teachers, and improve teachers' leadership ability.

3.4 Build a leading and pursuing relationship between teachers and students and create a good campus culture

It is an important embodiment of teachers' teaching leadership that teachers lead and promote students' development and progress. Teachers should strengthen the interaction and communication with students, understand students' dynamics, clarify students' goals, understand students' current difficulties, and put forward suggestions to students according to their own professional knowledge and social experience, so as to help students overcome difficulties and promote students' development, Improve the comprehensive quality and ability of students, and cultivate all-round talents. Secondly, we should build a cooperative, shared and open campus culture. We should not only strengthen the communication with students and establish a good relationship between teachers and students, but also strengthen the cooperation and communication between school teachers to lead the development of teachers. It is necessary to build an academic exchange and sharing platform, strengthen the cooperation and exchange between teachers, eliminate the barriers between teachers, build a cooperative relationship of mutual trust, share their teaching experience and teaching skills, give full play to the exemplary leading role of teachers, improve teachers' professional skills and professional knowledge, improve teachers' leadership ability, and promote the construction of teaching leadership of university teachers [3].

4. CONCLUSION

To sum up, in the era of education information, the teaching leadership of university teachers is an important ability of university teachers, which can not only reflect the teaching quality of teachers, but also improve the quality of curriculum, promote the development of students and university reform. However, in the construction of teaching leadership of university teachers in China, there are still some problems, such as the influence of traditional leadership concept, teachers' lack of understanding of teaching leadership and so on, which need to be solved by taking measures to enhance the teaching leadership of university teachers and promote the reform and innovation of universities.

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Reform and Research on Experimental Teaching of Mechanics of Materials

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Abstract: Experiment is the main content in the teaching of mechanics of materials. Under the background of rapid social development, the current teaching methods available for mechanics of materials are diversified. Teachers should explore new teaching methods and adopt targeted teaching mode according to teaching needs and students' actual situation, so as to stimulate students' subjective initiative and improve their practical ability Innovation ability and exploration ability. The experimental teaching of mechanics of materials is essentially different from other teaching methods. It pays more attention to students' hands-on practice, and teachers should meet the requirements of the new curriculum reform, innovate and optimize the experimental teaching form of mechanics of materials, so as to achieve the ideal teaching effect and let students get a good learning experience. Therefore, this paper will focus on the subject of material mechanics experiment teaching reform to carry out the analysis, through a detailed understanding of the basic content of material mechanics experiment teaching, and then put forward the feasible countermeasures to promote the reform of material mechanics experiment teaching.

Key words: Mechanics of materials; Experiment teaching; Reform and research

1. THE RESEARCH ON THE BASIC CONTENTS OF MATERIAL MECHANICS EXPERIMENT TEACHING

The teaching of material mechanics experiment involves a wide range of professional terms and abstract concepts. For some students who have just contacted material mechanics, it is inevitable to encounter various problems. If the students can not deal with the problems in time, they may have a conflict with the course learning, and think the whole learning process is boring and boring, and lose the confidence and courage of learning. The development of experimental teaching will make students strengthen their hands-on operation, observe and understand the contents of each experiment carefully and comprehensively, so as to build up the confidence of learning and stimulate the desire for learning. The development of material mechanics experiment course teaching needs the support of material mechanics theory teaching. According to the current teaching work of material mechanics, most of the time will be used to carry out theoretical teaching, so the experimental teaching is relatively small, which is because the experimental teaching work is affected by various factors, which only can be explained and demonstrated and reported, The whole teaching process is monotonous and the teaching means are backward. Students can only complete the basic experimental content based on the

teacher's speech, and then submit the completed experimental report to make the teacher evaluate and summarize. In this teaching process, there will be some students' understanding of the important content is not thorough enough to achieve the ideal teaching effect of material mechanics experiment [1].

2. EXPLORE THE FEASIBLE COUNTERMEASURES TO PROMOTE THE EXPERIMENTAL TEACHING REFORM OF MATERIAL MECHANICS

2.1 Optimize and innovate teaching methods

The development of experimental teaching of mechanics of materials is of practical significance. Only through practice can students deeply master the theoretical knowledge, apply the key content to practice, and improve the application ability. However, due to the failure to set up the experimental teaching work reasonably in the actual teaching work, the experimental teaching work can not achieve the ideal teaching effect, which requires the reform and innovation of the experimental teaching work of material mechanics and the optimization of teaching methods under the background of the continuous deepening of the new curriculum reform. The experimental course of mechanics of materials and the theoretical teaching course are interrelated, so we should ensure that the theoretical teaching and practical teaching are carried out together, and avoid paying attention to the theoretical teaching while neglecting the experimental teaching. The reform and innovation of teaching form is to set up independent courses for material mechanics experiment course. At present, the means of setting up independent courses for material mechanics experiment course are diversified, mainly including the following. First, we should provide more experimental course time to guarantee the follow-up experimental teaching work, and use the independent teaching form, which will better promote the unified scheduling and arrangement of experimental content in the laboratory, and improve the utilization efficiency of the laboratory. Second, independent courses should be set up so that the teachers of each laboratory can arrange the key points in the experiment according to the students of each major. For example, for the students majoring in materials, the key point of the experiment should be on the refinement of material function and properties; For the students majoring in machinery, the key point of the experiment should be put on the engineering, and the nature of mechanical parts should be comprehensively considered to carry out the experiment. By this means, the students of all majors can obtain good learning experience, master professional knowledge, and improve the experimental teaching effect [2].

2.2 Actively optimize teaching methods

The main methods used in the teaching of material mechanics experiment are explanation, demonstration and report, and there are many problems in this teaching method. Although in this teaching process, teachers can successfully complete the teaching tasks, and students can follow the teacher's teaching and learning, complete the tasks of the experimental course. But some students are difficult to learn to flexibly adopt the key knowledge. Therefore, the teaching methods of material mechanics experiment should be reformed and innovated, and the teaching method of explanation, demonstration and report should be transformed into the teaching method of "mutual understanding, process, analysis and report". Traditional teaching methods not only do not focus on the whole experimental process and the final experimental analysis, but also seriously affect the improvement of students' innovative thinking and learning consciousness. However, the emphasis on the use of "mutual understanding, process, analysis and report" will change the shortcomings in the traditional teaching. So-called "mutual understanding" can also be understood as a two-way process, Teachers and students communicate with each other and solve problems together, and let students finish the experiment preview in advance. They have certain cognition about the actual experimental process, but still can not be solved. The realization of accurate record should be achieved in the communication and treatment between the experiment and the teacher. In the actual experiment, teachers are required to guide students to find answers to various questions, stimulate learning enthusiasm, implement practical practice, always emphasize the experimental process, reflect the status of students, systematically study and analyze the final experimental results through understanding the experimental process, master the principle of practical test, complete the experimental report, and achieve the ideal teaching effect.

2.3 Update teaching evaluation mode

We should pay attention to the reform of the examination form of mechanical experiment of innovative materials. Teachers should understand that the experimental assessment is not the ultimate purpose of the experimental course, but to master the students' learning situation after the examination, so that students pay enough attention to the ordinary experiments, change their learning attitude and take every experiment seriously. Therefore, the examination method of material mechanics experiment course should include two parts: examination experiment and ordinary experiment. The students' normal experimental results require teachers to give accurate scores for students of each group in the actual experiment, and the scores should be based on their actual experimental operation and mastering situation. Then, the results of experimental analysis and experimental report shall be recorded in a unified way, and the proportion of experimental results and test results shall be reasonably allocated, so as to maximize the effect of the experimental course, so that students can master professional knowledge more comprehensively, integrate theory and practice, and improve their comprehensive ability.

3. CONCLUSION

Through the analysis of the above problems, we fully realize the importance of implementing the reform of material mechanics experiment teaching. Teachers should actively reform and innovate the teaching methods, equipment and assessment forms of material mechanics experiment according to the requirements of the new curriculum reform, so as to improve the teaching quality and enrich the teaching content. Teachers should also pay attention to the construction of laboratory hardware, improve teaching information, let students accept more professional learning, create a good learning atmosphere, improve design ability and innovation ability, and export more application-oriented talents for China. Therefore, in order to promote the reform of material mechanics experiment teaching, teachers should innovate teaching methods, optimize teaching methods actively, update teaching evaluation mode, so that students can meet the current teaching of material mechanics experiment, expand their vision and have innovative thinking, which will lay a solid foundation for promoting the smooth development of material mechanics experiment teaching.

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Exploration on teaching reform of Mechatronics in Higher Vocational Colleges

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Abstract: Application of industrial robot technology is a compulsory core course of mechatronics technology, a practical technology professional course, and also a practical comprehensive course. The course includes the definition and composition of industrial robot; The manual operation of the robot and the setting method of each coordinate system; The common motion instructions and process control instructions of robot; Communication between robot and external equipment; Application of advanced programming instruction; Daily maintenance of the robot. This paper takes the course of industrial robot technology application as an example to discuss the basic methods of teaching reform of mechatronics.

Key words: Mechatronics; Professional courses; Reform in education

1. COURSE DESIGN IDEAS

This course is developed on the basis of the post requirements of enterprises for mechatronics technology major and the professional ability standards for robot operators' programming skills. Through repeated discussion and argumentation by enterprise experts and professional teachers in vocational colleges, this paper reconstructs the knowledge system of this course with the orientation of employment and combined with the ability goal of industrial robot technology. The whole learning process highlights the characteristics of professionalism, practicality and practicality. Teaching knowledge points from the industrial robot on-off to the understanding of the teaching device, and then to the manual operation method, automatic operation method, learning content gradually deepened; The teaching process is from simple single axis motion, linear motion and relocation motion to the setting method of key data; The teaching mode is mainly curriculum teaching, virtual practice and workstation teaching; Examination and comprehensive evaluation are combined to form a more complete and practical curriculum evaluation system. This course runs through the whole learning process that adapts to the basic knowledge and practical operation skills required by the enterprise.

2. Course content design

The course is employment oriented. According to the typical jobs and tasks of enterprises, the main contents and corresponding class hours of the course are designed, as shown in Table 1. The content of the course should be based on process knowledge, supplemented by declarative knowledge, that is, the acquisition of practical experience and strategies, supplemented by the understanding of moderately adequate concepts and principles.

Table 1 content of industrial robot technology application

Serial number	Teaching project	Teaching contents and requirements	Suggestions on the design of teaching activities	Reference period
1	Item 1: Industrial robot cognition	1. Understand the development reasons and process of industrial robots; 2. Understand the common classification and industrial application of industrial robots; 3. Familiar with common technical indexes of industrial robots; 4. Master the mechanical system and composition of industrial robot; 5. Master the power system of industrial robot; 6. Understand the perception and control system of industrial robot; 7. It can correctly distinguish the point motion and continuous path motion of industrial robot.	1. Teachers use courseware to explain the definition, development and classification of industrial robots; Basic knowledge of industrial robot system composition, etc; According to the composition of ABB Robot, students should integrate theory with practice to understand the mechanical structure of robot. 2. Through the explanation of knowledge and hands-on operation, deepen the understanding of knowledge, improve the mastery of skills, and then cultivate students' ability to use basic knowledge and basic theory to solve problems.	6
2	Project 2: Basic operation of ABB industrial robot	1. Be familiar with the basic operation content of industrial robot; 2. Know the teaching device of industrial robot and be able to use it skillfully; 3. Master the setting of tool and workpiece coordinate system; 4. Master the setting method of TCP point. 5. Master the safe operation rules of industrial robots;	1. Using the virtual software robostudio to practice the use of the teaching device and master the basic operation of ABB Robot; 2. Use virtual teaching device to set tool and workpiece coordinate system, and master TCP calibration method; 3. After mastering the use of virtual teaching device, we can skillfully use ABB teaching device to operate industrial robot through robot basic training platform; 4. Students practice in groups, teachers answer the questions, and urge students to complete preview and review through online learning platform.	20
3	Project 3: Teaching programming of ABB industrial robot	1. Master the method of program establishment and instruction addition; 2. Master the usage of common robot commands, such as motion command, conditional logic judgment command, assignment command and program call command; 3. Be able to teach and program common tracks such as rectangular track, triangle track, curve track and circular track; 4. Understand the teaching and programming process of rapid program in multi-functional robot workstation; 5. Be able to use the teaching device to simulate the teaching programming of stamping line production;	1. Through the courseware and robotstudio simulation software, the teacher explained the program establishment and writing of ABB industrial robot. 2. Through the analysis of typical cases, the usage of program instructions is introduced; 3. Through the basic training platform of industrial robot, students can program to realize the operation control of ABB Robot; 4. Students practice in groups, teachers answer the questions, and urge students to complete preview and review through online learning platform.	28

Serial number	Teaching project	Teaching contents and requirements	Suggestions on the design of teaching activities	Reference period
4	Project 4: IO communication of ABB industrial robot	1. Master the port description and configuration of ABB standard I / O board; 2. Master the definition of input and output (Group) signals of ABB Robot; 3. Understand the definition of ABB Robot analog output signal; 4. Master the IO signal monitoring of ABB Robot; 5. Master the relationship between ABB Robot System Status and input and output signals.	1. Teachers use courseware and micro video to explain the setting method of ABB Robot IO communication. 2. Use the robot basic training platform to complete the interaction between production line signal and robot, and deepen students' understanding of IO communication. 3. Students practice in groups, teachers answer the questions, and urge students to complete preview and review through online learning platform.	6
5	Project 5: typical application of industrial robot welding	Course content: 1. Workstation system; 2. Arc welding workstation system. Teaching requirements: 1. Understand the layout of industrial robot welding workstation; 2. Understand the classification and characteristics of welding robots; 3. Master the system composition of arc welding robot; 4. Be familiar with the basic process of welding robot operation teaching; 5. Familiar with the peripheral equipment and layout of welding robot. 6. Learn to write and debug welding program	Teaching carrier: 1. ABB Robot training workstation; 2. Courseware. Teaching activities: 1. Using courseware and animation demonstration, the teacher explained the basic knowledge of arc welding workstation, and explained the programming and debugging of arc welding program with typical cases of arc welding; 2. Combine theory with practice to deepen students' understanding.	4

3. ASSESSMENT METHODS

The comprehensive results of the course include the final theoretical examination results and the formative assessment results. The final theoretical examination results account for 70% of the comprehensive results of the course, and the formative assessment results account for 30% of the comprehensive results of the course. Among them, formative assessment includes single case analysis assessment, comprehensive case application assessment and daily performance assessment. The full score is 100, and the proportion of score is 40%, 40% and 20% respectively.

3.1 Single case analysis assessment: accounting for 40% of the course process assessment results, with a full score of 40 points. Investigate the students' active learning and application. According to the content of each work item, the teacher selects the typical cases in the task of production line installation and debugging for analysis. A total of 5 individual cases, each with a full score of 8 points.

3.2 Comprehensive case application assessment: 40% of the course process assessment results, with a full score of 40 points. This assessment process is group assessment. In the middle of the semester and at the end of the semester, there is a comprehensive project discussion and combined with the experimental examination.

3.3 Daily performance: 20% of the course process assessment results, with a full score of 20 points.

3.3.1 Attendance rate assessment: 50% of daily performance, with a full score of 10(The attendance of each class is jointly attended by the learning committee and the teacher, and 1 point will be deducted for each absentee until the deduction is finished. Note: 3 points will be deducted each time for those who are absent from class for no reason, and the formative assessment score of the course will be 0 for 3 times in total.)

3.3.2 Classroom performance: 50% of daily performance, with a full score of 10(One point will be deducted for sleeping in class, playing mobile phone, MP3 and not participating in project group learning until the deduction is finished).

4. CONCLUSION

Taking the course of industrial robot technology application as an example, this paper discusses the teaching reform of Mechatronics in Higher Vocational Colleges from three aspects: course ideas, course contents and course assessment methods. This is a very important and complex task, and also the core of Higher Vocational Electromechanical personnel training and teaching reform. Only by following the development of mechanical and electrical industry, highlighting the characteristics of higher vocational education, and gradually exploring and updating in teaching, can we cultivate comprehensive applied talents of mechanical and electrical specialty in higher vocational colleges.

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Analysis on the Countermeasures of cultivating students' moral thoughts in University History Teaching

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Abstract: College students are in an important stage of cultivating their outlook on life values. During this period, it is necessary to carry out a good infiltration of moral education thoughts. As the main subject for students to learn historical knowledge at all times and in all over the world, university history teaching is an effective way to cultivate moral education thoughts. By adopting innovative teaching mode, college students' interest in university history can be stimulated, And then cultivate the thought of moral education. This paper analyzes and discusses the Countermeasures of cultivating students' moral education thoughts in university history teaching, so as to provide reference for relevant personnel.
Key words: University; History teaching; Student; Moral education thought; Training Countermeasures

1.INTRODUCTION

Moral education is an important teaching work in the university stage. Because college students are gradually mature and have a good ability to distinguish right from wrong, moral education in the university stage can help college students to establish a correct outlook on life, world outlook and values, and form good and excellent moral quality, so as to set up a lofty goal in life and strive for it, Try to get involved in learning. At present, there are some problems in the process of cultivating students' moral education thought in university history teaching, which have some impact on the cultivation of moral education thought. In the future teaching, we need university and history teachers to make clear the necessity of moral education, and deeply study the effective measures to cultivate moral education in history teaching, so as to achieve the goal of history teaching and effectively cultivate students' moral education.

2. ANALYSIS OF THE CURRENT SITUATION OF MORAL EDUCATION IN UNIVERSITY HISTORY TEACHING

2.1 The university history teaching does not pay enough attention to the moral and ideological education

At the present stage, many universities do not pay enough attention to moral education in history teaching, and thus can not effectively integrate moral education and historical knowledge in the teaching process. They only pay attention to the teaching of historical knowledge. Students are relatively passive in the process of acceptance, and can not deeply grasp historical knowledge in the study of university history, We can't cultivate our own moral quality through history teaching. As time goes by, we are tired of learning history and lose interest in

learning. At the same time, in the university history teaching, most teachers will focus on the way of teaching, in order to avoid students "failing" in the examination, and can also improve the teaching assessment results of teachers themselves. In this regard, in the process of university history teaching, we must pay attention to the cultivation of students' moral education, and effectively integrate historical knowledge with moral education, so as to infiltrate moral education[1].

2.2 The University history course lacks the planning of moral education teaching

At present, most colleges and universities do not invest too much resources or funds in moral education and ideological education because they do not pay attention to the moral education and ideological education in the process of making history curriculum. This situation has caused university teachers and students to have a wrong understanding of history, such as that history is not important and can not produce the significance of ideological education, This reflects the irrationality of the university history curriculum. In view of the above situation, colleges and universities should first pay attention to the research work of the effective integration of history and moral education, and invest the necessary funds and time, so that the history teaching and research team can invest in the teaching and research work with the full support of the University, so as to enhance the teaching value of university history.

3. SPECIFIC COUNTERMEASURES FOR THE CULTIVATION OF MORAL EDUCATION THOUGHT OF MIDDLE SCHOOL STUDENTS IN UNIVERSITY HISTORY TEACHING

3.1 Pay attention to the moral education guidance to college students and help to form a good personality

If we want to strengthen the teaching effect in the history textbooks of University, we need the teachers of history to pay attention to the moral education guidance work for college students, and then help students form a good personality. In the course of specific lectures, teachers should guide students to evaluate historical events, historical figures, historical values, etc. through the evaluation of historical events, historical figures and historical values, students' personality quality can be explored. For example, Zhuangzi and Mozi have their own views and have made a deep exploration of personality cultivation, Therefore, the history teacher can realize moral education for students according to the views of Zhuangzi and Mozi, guide students to think and explore the development of their personality quality, and then

students will gradually pay attention to the formation of their own personality cultivation and gradually improve their moral ideological quality[2].

3.2 Set reasonable teaching objectives and pay attention to the education of College Students' professional ethics

The implementation of teaching in Colleges and universities needs to set reasonable teaching objectives, be scientific and reasonable, and pay attention to the education of College Students' professional ethics. Therefore, colleges and universities need to increase capital investment and the allocation of teaching facilities and equipment. They need to pay attention to the role and significance of history teaching for the ideological quality of College Students' moral education, so as to set the teaching objectives scientifically and reasonably, and infiltrate the elements of the ideological quality of students' Moral Education in history teaching. In the specific teaching process, history teachers need to guide students to study and explore professional ethics. For example, students can explore the current employment situation and employment needs, and then students need to put forward the views and suggestions on how to improve their moral education quality in the specific study, so as to enhance the core quality of students' history discipline, and implement the teaching of professional ethics concept for students, and help students establish the correct professional ethics concept.

3.3 Education and teaching should focus on the formation of College Students' life values

History teaching needs to implement moral education for students, so we need to pay attention to the formation of College Students' life values. The implementation of history teaching not only requires students to master history knowledge, but also to have good history learning ability and application ability. We need to pay attention to the application of history teaching and history knowledge to help students establish correct life values, which is also an important embodiment of the teaching purpose of history teaching and higher education. In the process of teaching history to students, history teachers need to guide students to deeply explore the important role and influence of historical events, historical figures and historical values on the social development at that time and at present, and guide students to discuss the value of life, the pursuit of life, and how to establish correct life values in history learning, Through the implementation of history teaching, it can gradually improve students' cognition of the current social development situation, and assist students to pay attention to their own development and life planning, so as to improve their comprehensive quality and ability, and then they can adapt to the development of society and contribute to social development [3].

4. CONCLUSION

In a word, the university history teaching is very important and critical to the cultivation of students' moral education. The implementation of history teaching requires not only students to master the historical knowledge, but also strengthen the work of moral education, so that students can grow and learn better, and can meet the needs of social development for college talents. Therefore, as a history teacher, we need to apply history teaching and historical knowledge to carry out moral education for students, help students to establish correct outlook on life, world outlook and values, and gradually improve their personality. Therefore, we should pay attention to moral education guidance for college students, help to form good personality and set teaching goals reasonably, The education of professional ethics of college students should be paid attention to the formation of College Students' life values, so as to adapt to the development of society.

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Research on Medical Image Segmentation Based on Improved Convolution Neural Network

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Abstract: From the perspective of medical image segmentation, this paper explores how to optimize the computing power of neural network. In the process of encoding and decoding, the bidirectional convolution network is used reasonably. With its memory function, the potential information in medical image can be obtained effectively, and the accuracy of image segmentation can be guaranteed. Taking the medical image segmentation of hippocampus as an example, we carried out a number of segmentation evaluations within the range of standard data, and confirmed the segmentation ability of this optimized algorithm.
Key words: Neural network; Data; Image segmentation

1.INTRODUCTION

Medical image segmentation can effectively extract medical image information, carry out quantitative analysis, and try to complete medical data processing in 3D reconstruction system. This kind of segmentation operation aims to extract the key information in the image, such as the same intensity, similar color, etc., and divide it into several independent regions, so as to provide effective reference for clinical research.

2. RELATED THEORIES

2.1 Magnetic resonance imaging

With the help of the medical theory of MRI, it can improve the effectiveness of resolving soft tissue, and provide three-dimensional brain tissue with rich contrast and high recognition ability. Therefore, in the medical image, to carry out accurate segmentation from three-dimensional perspective, as a key issue of medical research.

2.2 Traditional image segmentation

2.2.1 Manual segmentation: this kind of medical segmentation is time-consuming, subjective, high error, and has low applicability in large scale.

2.2.2 Semi automatic segmentation: this segmentation method needs to accurately grasp the experimental parameters, and consumes more time during parameter adjustment.

2.2.3 Traditional automatic segmentation: this image segmentation form, segmentation theory includes: Atlas, deformation model, etc., depends on a single registration form, and can not achieve accurate segmentation between different types of hippocampal formation.

2.3 Multi view integrated segmentation

Multi view integrated segmentation uses convolutional neural network for segmentation. The main body of segmentation is 2D slice position. There are three views for segmentation: one is coronal plane, two is sagittal plane, and three is cross section. On the basis of segmented view information, the average calculation method is adopted to integrate the three view information to obtain accurate segmentation results. The program consists of three elements: coding, bidirectional convolution network and decoding. In the process of segmentation calculation, we should improve the range of receptive domain, strengthen the integrity of scale information acquisition, and reasonably control the amount of calculation [1].

3. EXPERIMENTAL ANALYSIS OF IMAGE SEGMENTATION

3.1 Experimental data

The experimental data were divided into 50 groups, which were selected from the memory unit of Alzheimer's disease neuroimaging planning. At the same time, the hippocampal labels in the completed segmentation state were retrieved. In the sample data, there are 20 groups of image data for low-level cognitive impairment, 30 groups of data for normal cognition, 40 groups of data are selected for verification, the verification method is ten fold cross, and the remaining 10 groups of data are segmented and tested.

3.2 Experimental process

3.2.1 As the hippocampus occupies a small part in neuroimaging, other areas are not within the scope of the hippocampus. Therefore, the neural image clipping method was adopted to statistically analyze the voxel values in the image, and the image clipping specification was $2A \times 2a \times a, a=40$. In order to control the invalid space reasonably and maintain the analysis effect of the effective information, the hippocampus and blank area are included in the design tailoring specification.

3.2.2 To improve the convergence ability of the network, at the same time, considering the differences of neural voxel values in the data set, the mean value and standard deviation are used to normalize the image information.

3.2.3 Due to the lack of sample data extraction, 200 groups of segmentation data results are obtained by image flipping and multi angle rotation to improve the accuracy of segmentation data.

3.3 Evaluation index method

During the algorithm evaluation, quantitative evaluation was used to analyze the accuracy of hippocampal segmentation from the perspectives of similarity, sensitive performance and positive prediction;

3.3.1 Similarity evaluation method: $DSC = (2 \mid P \cap t \mid) / (\mid P \mid + \mid t \mid)$.

3.3.2 The evaluation method of sensitivity was Sen = (| P

∩ t |) / | t |.

3.3.3 PPV = (| P ∩ t |) / | P |.

Among the three evaluation methods, P corresponds to the area of hippocampus obtained by segmentation; T corresponds to the results of expert segmentation; P ∩ t is the intersection of two segmentation results.

3.4 Segmentation results

3.4.1 The effect of sample size on the accuracy of segmentation results

During the experiment, 50 groups of sample data and 200 groups of data enhancement segmentation scheme are selected to carry out network segmentation. Using the above three evaluation methods, the results are shown in Table 1.

Table 1 sample data segmentation results (%)

Number of samples	Similarity DSC	Sensitive performance Sen	Positive predictive power PPV
50 Groups	87.76	85.53	86.21
200 Groups	89.31	88.89	90.32

As can be seen from table 1: data enhancement processing effectively ensures the accuracy of segmentation, confirms the significance of learning model segmentation, and ensures the model performance with the help of dataset specifications.

3.4.2 Judge the integration effect of multi view segmentation

Multiple views were used to collect the information. Therefore, in the process of image segmentation, the 3D slice is also segmented from the perspective of three views to analyze the effect of multi view integration on segmentation accuracy. With the help of the multi view image information acquisition method, the slice segmentation is completed orderly, and the segmentation results of each group are obtained. Then the average sum form is adopted to effectively integrate the segmentation results, and then the segmentation results of single view and integrated information are performed. The comparison is shown in Table 2.

Table 2 Comparison of single view and integrated segmentation

Segmentation method	Similarity DSC	Sensitive performance Sen	Positive predictive power PPV
Coronal plane	88.21	87.51	88.21
Sagittal plane	88.93	87.32	88.11
Cross section	88.21	87.16	88.10
View integration	89.56	88.77	90.21

As shown in Table 2, the segmentation result of view integration is higher than that of single view. Due to the unclear structure boundary of single view segmentation results, it can complement the blind area data in view integration, improve the integrity and continuity of view segmentation scheme, successfully solve the limitations of single view segmentation, and effectively enhance the segmentation accuracy [2].

3.4.3 The neural network algorithm is compared with other algorithms

In order to verify the segmentation accuracy of convolutional neural algorithm, the horizontal comparison of segmentation accuracy of various algorithms is carried out, and the comparison results are shown in Table 3.

Table 3 Comparison of segmentation accuracy of algorithms

Method	Year of study	Similarity DSC	Sensitive performance Sen	Positive predictive power PPV
Two stage task oriented	2017	87.11	88.35	85.16
Multi task neural network	2018	89.35	88.67	89.91
Optimized convolutional neural network	/	89.56	88.77	90.21

It can be seen from table 3 that the optimized convolution neural network proposed in this paper has high accuracy in medical image segmentation.

4. CONCLUSION

4.1 Enhance the operation mode of data segmentation, effectively improve the accuracy of segmentation.

4.2 The segmentation result of view integration is highly accurate, which successfully eliminates the segmentation blind area data and improves the integrity and continuity of view segmentation scheme.

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The Cultivation of Students' Emotional Expression Ability in Vocal Music Teaching

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Abstract: The vitality of vocal music art is reflected through emotion. In the process of singing, singers will express their inner feelings, and vocal music is only a form of singing, so vocal music is not simply singing. In music teaching, to improve students' artistic expression, we should take the ability of emotional expression as an important entry point to help students better grasp the methods of emotional expression. This paper will analyze the role of emotional factors in vocal music teaching, and put forward the cultivation strategy of students' emotional expression ability in vocal music teaching.

Key words: Middle school students; Vocal music teaching; Emotional expression; Culture

1.INTRODUCTION

The new curriculum reform puts forward higher requirements for vocal music teaching, and vocal music teaching is also given more tasks. In vocal music teaching, cultivating students' emotional expression ability is of great significance to stimulate students' interest in learning music, cultivate students' artistic expression and cultivate students' sentiment. On the basis of students' certain musical ability, they can express their emotions in music, which helps them better understand and control the songs. So as to strengthen the students' singing expression ability and skills, and improve the students' music quality. Therefore, if we want to improve students' vocal music level, we should strengthen the cultivation of students' emotional expression ability and improve the teaching methods of vocal music.

2. THE ROLE OF EMOTIONAL FACTORS IN VOCAL MUSIC TEACHING

Emotional factors include self-consciousness regulation, emotional expression, interpersonal communication and so on, which have an important impact on students' personal cognition. This way can effectively mobilize students' learning enthusiasm, help students improve their learning ability, and produce good music learning effect. And the new curriculum standard emphasizes the emotional expression experience of vocal music teaching, so in the classroom teaching, students should strengthen the explanation of the connotation of music works, improve students' understanding of music. Let the music emotional experience, can let the students feel the art of music edification, can improve the love of the natural environment, so emotional expression in the music class has a vital role. At present, vocal music teaching in our country still follows the traditional teaching method. In teaching, we only pay attention to the cultivation of students' emotional expression ability, which goes against the artistic characteristics of music. Teachers should change the traditional teaching method and pay attention to the cultivation of students' emotional ability, so that students can understand that singing should not only pay attention to skills, but also pay attention to the cultivation of students' emotional ability, It's also important to understand that skills serve the emotion of singing a song. If students can't show the true feelings expressed by the creator in the process of singing, it will be difficult to play the aesthetic function given by music. Expressing emotions in music can not only improve students' aesthetic ability, but also improve their singing skills. Teachers should pay full attention to the cultivation of students' emotional expression ability.

3. WAYS TO CULTIVATE STUDENTS' EMOTIONAL EXPRESSION ABILITY IN VOCAL MUSIC TEACHING

3.1 Change teaching concept

In the past teaching, teachers often adopt the cramming teaching method to let students passively accept knowledge. The relationship between teachers and students is not very friendly, and many students will have resistance to learning vocal music knowledge. In order to let students express their emotions in songs, we should respect the dominant position of students, help students express their emotions, and let students establish their confidence in learning. In the process of learning to take the right way for students to learn to appreciate music, through music to express their thoughts and feelings. In the classroom, we should let students actively think and explore, improve students' interest in music expression, not only let students master the essentials of singing technology, but also should carry out teaching activities around students, let students integrate feelings in the process of singing. Just like some students practice their music skills very well, but the songs they sing have a sense of emptiness. No matter how beautiful the voice is or how skillful the singing skills are, they can't make the listeners feel the same. It can be seen that in the process of singing, we should really understand the songs, pay attention to the expression of emotions, and show the artistry of the songs from the inside out through the expression of emotions.

3.2 Promoting personalized teaching

In the process of learning music, we should analyze the students' growth environment, music foundation, singing level and learning ability, and through these aspects, we can system the emotional needs of singing. In the specific learning process, we can encourage and praise the students who have excellent performance, but for some students who have many problems in learning, Teachers should pay attention to students' differences, carry out individual education for students, reduce the unified teaching method as far as possible in the process of learning, respect students' individual differences, so as to make the music

classroom face more students, so as to play a good teaching effect. In the teaching process, we should innovate the previous teaching methods, pay attention to the cultivation of students' language expression ability, leave students more thinking space, and let students reduce their doubts in the learning process. In terms of teaching evaluation, we can take a personalized evaluation method to let students choose their favorite music to perform according to their own interests and hobbies, which can improve students' vocal music ability and enhance students' emotional expression [1].

3.3 Make good use of emotional teaching resources

In classroom teaching, teachers should pay attention to using the emotional teaching resources, let students explore the emotional connotation expressed in music, which can effectively help students form the consciousness and ability of emotional expression, and effectively enrich the content and form of classroom teaching. In the teaching, teachers can also integrate game teaching and activities into the classroom, so as to effectively mobilize students' interest and improve their music appreciation ability. Secondly, teachers should create a good environment for students, let students control their emotions and establish a positive and optimistic attitude in the process of singing. In the process of teaching, the relationship between teachers and students is also an important aspect that affects the students' emotional expression, and to create harmonious and harmonious relationship between teachers and students. Teachers can guide students who don't pay attention to the lessons, but not criticize them severely; The students who perform well can be praised, but they should not be partial to one student and targeted at one student, and they should be treated equally as much as possible; Teachers should also pay more attention to students' learning in class, help students solve emotional problems, respect students from their heart and give them enough tolerance and understanding. In short, teachers should make good use of emotional teaching resources to relax the students' mood in the process of classroom learning, thus establishing a healthy emotional attitude and maintaining a positive and optimistic attitude, which will help the students to improve their internal cultivation and help them to improve their spiritual state.

4.CONCLUSION

In conclusion, in the process of music teaching, we should combine sound and emotion, let students understand the connotation of music and cultivate students' good emotional consciousness. If the teacher simply teaches students to master the singing skills, the songs they sing are not emotional, students are difficult to express their emotions in songs, so they can not really understand the connotation of songs, achieve the purpose of aesthetic pleasure, and can not improve the overall ability of students. Therefore, in the process of teaching, we should change their ideas and innovate teaching methods, Actively explore the cultivation methods of students' emotional expression ability in vocal music teaching, and effectively improve the overall quality of students. This paper puts forward the teaching methods of changing teaching concept, advocating personalized teaching, using good emotional teaching resources to cultivate students' emotional expression ability, hoping to provide reference for relevant educators.

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On The Process Teaching of Engineering Materials and Material Forming in Higher Vocational Colleges

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Abstract: Engineering materials and material forming is a compulsory professional basic course for students majoring in mechanical design and manufacturing in higher vocational colleges. Combined with his long-term teaching practice, the author analyzes the project-based teaching of this course based on the working process, strengthens the cultivation of professional basic skills, and lays a solid foundation for the follow-up professional courses of mechanical design and manufacturing.

Key words: Engineering materials and material forming; Process teaching; Analysis

1.INTRODUCTION

In the continuous exploration and practice of the project-based teaching reform based on the working process in higher vocational colleges, after the employment of the students majoring in mechanical design and manufacturing, whether they are engaged in design or processing, they must first consider the "high quality and low price" of the raw materials of parts and components, that is, on the premise that the use performance meets the requirements, the cost is minimized. In other words, engineering materials and material forming plays an important role in the whole curriculum system of mechanical design and manufacturing, and its process teaching reform will also drive the teaching reform of mechanical design and manufacturing. By exploring the process teaching of this course, we strengthen the training of professional basic skills, and strive to better connect with the follow-up professional courses, so as to lay a solid foundation for the talent training of mechanical design and manufacturing.

2. COURSE OBJECTIVES

In terms of knowledge objectives, students mainly need to master four aspects of knowledge: common materials, performance, heat treatment and selection of mechanical parts, common blanks and selection of mechanical parts, processing technology analysis of mechanical parts, General cutting technology of mechanical parts. The purpose of mastering these four contents is to enable students to achieve the following four abilities: the ability to reasonably select materials and heat treatment in the design process of mechanical parts, the ability to reasonably select blanks in the preparation process of processing technology of mechanical parts, and the ability to reasonably determine the types of processing technology of mechanical parts in the preparation process, In the process of machining mechanical parts, the general cutting operation ability of parts. In the process of training

these knowledge and abilities, teachers take teaching cases as the lead to teach the method of completing tasks, and then require students to complete the content required by task cases independently, so as to cultivate students' ability of autonomous learning. To develop mechanical parts with excellent performance and low price, all links need to work hard to improve performance and reduce cost, Students in the process of completing the task case, through mutual comparison, we can get the shortcomings of their task completion, so as to improve. This improvement is to ultimately cultivate students' sense of teamwork in the whole set of mechanical development process. In addition, in the teaching process, we have carried out the education of students' professional ethics, focusing on the cultivation of students' professional qualities, such as hard work, dedication and dedication. The cultivation of these qualities is to make students become high-quality skilled talents.

3. TEACHING CONTENT

Through the investigation of higher vocational colleges, we found that there are two ways to set up this course for the mechanical design and manufacturing major in higher vocational colleges, one is to set up metal technology, the other is to set up the foundation of material forming. After the enterprise investigation, we selected and refined these two courses, At the same time, according to the requirements of intermediate fitter and Turner Certificate in the national vocational skill appraisal, we determine the teaching content and skill level of this course. There are three main content systems: material selection and heat treatment determination in the process of mechanical parts design, blank selection and common cutting process determination in the process of mechanical parts processing, In the machining process of mechanical parts, the common cutting operation. Then we set up the learning situation and arrange the typical tasks according to the development process of mechanical parts in each type of content system, and in each type of content system, we sequenced the learning situation according to the law of career growth and the law of students' cognition. A total of nine learning situations are set up, among which learning situations 1 to 4 are the process of material selection and heat treatment determination, learning situations 5 to 8 are the process of blank selection and ordinary cutting process determination, and learning situation 9 is the process of ordinary cutting operation. Among them, the performance requirements of mechanical parts in learning situation 1 to 4 are gradually from low to high, the machining accuracy requirements of

mechanical parts in learning situation 5 to 8 are gradually from low to high, and learning situation 9 has arranged multiple tasks, and the machining accuracy requirements of these tasks are also gradually from low to high. In other words, in each kind of content system, it follows a rule from simple to complex, from shallow to deep, so that students can gradually master the knowledge and improve their ability systematically.

4. TEACHING RESOURCES

According to the set learning situation and work tasks, we have prepared corresponding teaching materials, learning materials, teaching plans, courseware and other teaching resources with mechanical parts as the carrier. First of all, we have selected project-based or process-based teaching materials, and recommended several reference books that can be borrowed from the library, "Fundamentals of metal cutting" and "Fundamentals of metal cutting" Metal technology, senior lathe worker training guide, etc. Then we made a task list for each learning situation, that is, learning materials, prepared task driven courseware and teaching plan, recommended a better learning website for the course to students, and established a class QQ group, so as to share some learning materials such as exercises and animation with students. In addition, our teaching resources also include the model of the integrated classroom and the equipment and equipment of the training workshop. Our integrated classroom is equipped with the model of the turn milling, grinding and drilling machine tool and the model of various tools and measuring tools, and the training workshop is equipped with the processing equipment of the turn milling, grinding and drilling machine tool and various tools and measuring tools, The forms of teaching resources are diversified in order to improve students' interest in learning and gradually improve their skills.

5. TEACHING MODE AND MEANS

The teaching mode of this course is the integration of teachers' teaching and students' learning and doing. The teacher takes the teaching case as the lead to teach the method of completing the task, and then requires the students to complete the content required by the task case independently. In the process of completing the task, the students closely combine learning with doing, so as to achieve the flexible learning and application of knowledge points.

In the teaching process of this course, we make full use of the integrated classroom model to simulate the working process of the enterprise to complete the task, which is a virtual working process. We also make full use of the training workshop equipment and equipment, according to enterprise standards and working process processing parts to complete the task, this is the real working process. In the process of material selection and heat treatment determination of learning situation one to four, we mainly use the virtual teaching method, according to the mechanical model simulation action analysis of working conditions, get the performance requirements, familiar with common materials, select the appropriate materials. In the process of determining and operating the common cutting process in learning situation five to nine, we use the teaching method of virtual first and then practice, because after all, cutting is dangerous. Through virtual, we can find problems and correct them, so as to ensure the safety of practical operation as far as possible.

6. ASSESSMENT AND EVALUATION

For the assessment of students learning this course, we mainly set up three parts: usual performance, practical operation and final examination. The ratio of three, three and four is set. We have appropriately increased the ratio of usual performance and practical operation, because the usual performance includes not only attendance and homework, but also the assessment of the completion of the task list. Practical operation is the assessment of the completion of mechanical parts processing. Increasing the proportion of these two parts is to highlight the process assessment.

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Problems and Countermeasures of school enterprise cooperation in logistics management major of Higher Vocational Colleges

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Abstract: Higher vocational colleges are an important strategic position for the cultivation of social applied talents in China, and also an important part of the national education and teaching field. With the change of social development trend and the transformation of employment post demand, the talent cultivation planning of higher vocational colleges has also changed. Among them, the logistics management specialty emerges as the times require, and the number of students who choose this specialty to study is also increasing, followed by the problems faced by colleges and universities, adding a logistics management personnel training quality improvement. Therefore, from this point of view, this article analyzes the problems existing in the current school enterprise cooperation of logistics management major in higher vocational colleges, explores the effective countermeasures to solve the problems, and promotes the enhancement of the school running strength and core competitiveness of higher vocational colleges, so as to cultivate more excellent logistics management professionals.

Key words: Higher vocational colleges; Physical distribution management; Countermeasure

1.INTRODUCTION

School enterprise cooperation is an important link in the process of talent cultivation in Colleges and universities, and talent cultivation in higher vocational colleges is no exception. "School enterprise cooperation, combination of production and teaching, and integration of work and study" can fundamentally improve the quality and efficiency of professional teaching in Colleges and universities, enable students to truly integrate theory with practice, study with application, and promote students to effectively apply what they learn and improve themselves. Logistics management is a popular learning major nowadays. It is helpful for higher vocational colleges to recognize some problems existing in the current school enterprise cooperation, promote colleges to improve problems, improve themselves, improve the quality of school enterprise cooperation to a certain extent, so as to ensure the efficiency and stability of personnel training.

2. ANALYSIS OF THE PROBLEMS EXISTING IN SCHOOL ENTERPRISE COOPERATION OF LOGISTICS MANAGEMENT MAJOR IN HIGHER VOCATIONAL COLLEGES

2.1 Deficiency of curriculum

For school enterprise cooperation, professional counterpart is the most critical point. No matter how good the enterprise is, the quality of cooperation can not be guaranteed. Looking at the current teaching of logistics management major in higher vocational colleges, through school enterprise cooperation, we can find that there are some problems in the curriculum setting of professional teaching in colleges, showing a phenomenon of "production and marketing disjointed". The textbook or teaching practice selected by the school is one-sided or even not used in the enterprise cooperation, which leads to the low ability of students during the enterprise internship, For a time, enterprises want to end the cooperative relationship with higher vocational colleges, which hinders the development of school enterprise cooperation.

2.2 Shortage of Teachers

In the teaching of logistics management major in higher vocational colleges, the lack of teaching staff is exposed in the process of school enterprise cooperation. The development of logistics management professional teachers' teaching is limited by education. It is good for teachers to attach importance to education and strengthen students' Ideological and moral quality, but it makes teachers ignore the needs of enterprises for personnel training in school enterprise cooperation, such as comprehensive practical ability and work ability, which leads to the low quality of logistics management professional personnel training. At the same time, the school's cognition of school enterprise cooperation is insufficient. When recruiting logistics management teachers, they also focus on education and ignore the training of specialized teaching, which leads to problems in school enterprise cooperation.

2.3 Deviation between teaching and Practice

In the school enterprise cooperation of logistics management major in higher vocational colleges, students show a lack of practical ability in enterprise practice, which directly reflects the deviation of professional teaching and practice. In the teaching of logistics management major in higher vocational colleges, the formulation of teaching plans and the selection of teaching methods between schools and teachers are biased towards theoretical content, which makes most of the students' energy put into the understanding and memory of theories and ideas, resulting in the lack of cultivation of their final practical ability, and can not bring practical benefits to enterprises in the cooperation between schools and enterprises, As a result, the cooperation between Higher Vocational Colleges and enterprises gradually has problems [1].

3. THE REASONS FOR THE PROBLEMS OF SCHOOL ENTERPRISE COOPERATION OF LOGISTICS MANAGEMENT MAJOR IN HIGHER VOCATIONAL COLLEGES

First of all, the original intention of some higher vocational colleges is to provide a further education opportunity for the students who failed in the college entrance examination and whose learning ability is limited. In order to enable more students to learn knowledge and skills that they could not learn before, the talent cultivation and teaching positioning of Higher Vocational Colleges are different from that of ordinary universities, and the students' learning quality and practical ability deviate greatly, As a result, the ability of cooperation between school and enterprise deviates from the goal at the beginning of cooperation; Secondly, when some enterprises cooperate with higher vocational colleges, the purpose is not pure. What they care about is not the cultivation of talents in higher vocational colleges, but the colleges provide young labor force for the production and development of enterprises, which leads to the frequent problems of school enterprise cooperation; Finally, the loss of interests of both sides in the process of school enterprise cooperation leads to problems, such as the lack of ability of students in higher vocational colleges, which not only can not bring benefits to the development of enterprises, but also becomes a burden of enterprises, or enterprises waste school resources in cooperation, leading to the development of Higher Vocational Colleges blocked, which directly affects the promotion of school enterprise cooperation of logistics management specialty [2].

4. COUNTERMEASURES TO SOLVE THE PROBLEMS OF SCHOOL ENTERPRISE COOPERATION OF LOGISTICS MANAGEMENT MAJOR IN HIGHER VOCATIONAL COLLEGES

4.1 Establish and improve the relevant system

Higher vocational colleges need to set standards for school enterprise cooperation according to the talent training plan of logistics management major, so as to regulate and restrict the selection of cooperative enterprises. At the same time, they need to establish and improve the school enterprise cooperation system according to the form of school enterprise cooperation, so as to promote the standardization of school enterprise cooperation, ensure the standardization of school enterprise cooperation, and avoid damaging the interests of both sides or affecting the development of enterprises and higher vocational colleges.

4.2 Improve the teaching service function of colleges and Universities

Before the school enterprise cooperation, the logistics management specialty of higher vocational colleges should investigate the demand of enterprises for logistics management talents, change the teaching form or re select the teaching content according to the demand in teaching, so as to promote the catering to the development needs of enterprises and improve the teaching quality of logistics management specialty. The improvement of students' ability marks the improvement of teaching service

function in higher vocational colleges, which helps to enhance the status of the school in enterprise cooperation and promote the better development of school enterprise cooperation.

4.3 Deepening resource integration and utilization

First of all, higher vocational colleges can reach strategic cooperation with enterprises and apply advanced resources and technologies of enterprises to improve logistics management teaching, such as computer technology or other cutting-edge high and new technologies, so as to promote the improvement of teaching quality and students' practical ability; Secondly, according to the needs of school enterprise cooperation, professional teachers' teaching ability and professional quality should be improved to ensure the integrity of students' learning and the effectiveness of improving their comprehensive practical ability; Finally, higher vocational colleges should train and teach students together with enterprises, and strengthen and improve the practical level of students from the perspective of professional personnel training, so as to lay the foundation for the in-depth development of school enterprise cooperation [3].

5. CONCLUSION

In a word, in the teaching of logistics management major in higher vocational colleges, the problems of school enterprise cooperation are mainly manifested in the lack of talent training, that is, the lack of professional curriculum, the shortage of teachers, the deviation between teaching and practice and so on. The main reasons for this problem are the reduction of cooperation between enterprises and the lack of interests, as well as the enterprise's disapproval of talent training in higher vocational colleges. Higher vocational colleges can solve this problem by establishing and improving the relevant system, improving the teaching service function, deepening the integration and utilization of resources, etc. Strengthening school enterprise cooperation helps to improve the quality of talent training in higher vocational colleges, provide more power and support for the development of higher vocational colleges, so as to promote the sustainable development of Higher Vocational Colleges and maintain stability.

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Exploration and Practice of The Working Mechanism of The Party Construction of Higher Vocational College Students Under the Background of New Media

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Abstract: With the advent of the 21st century, with the wide application and vigorous development of new media, the main representatives of new media technology are mobile phones and the Internet. The arrival of new media has brought new opportunities and challenges to the party building work in Colleges and universities. In the face of such a new environment and background, colleges and universities should not be afraid of difficulties, make full use of new media, constantly expand new platforms and channels for Party building, enrich the forms and contents of Party building, improve the efficiency of Party building, and promote the vigorous development of Party building in Colleges and universities.
Key words: New media; Party building work; Opportunities and challenges

1.INTRODUCTION

In the new era, college students are facing many new problems in the party construction. In order to solve these problems better, universities need to innovate constantly on the carrier of Party construction. Under the background of new media, the widespread use of wechat and microblog brings new challenges and rare opportunities to the party building work in Colleges and universities, especially the development of Party building on the network. The party construction workers in Colleges and universities should give full play to the advantages of wechat, micro blog and other new media, quickly occupy the network position and apply new media to every level of the party building work of students, It provides guarantee for the goal of training high-quality talents.

2. NEW MEDIA FEATURES

New media is a new media form derived from the new science and technology support system, such as digital broadcasting, network, mobile phone SMS, etc. compared with traditional newspapers, television, radio and other media, the new media is called "the fifth media". Compared with traditional media, the main characteristics of new media are its interactivity, digitization, mobility and integration, which greatly facilitates the way of people to acquire knowledge.

New media is a very important medium in this information age, has been widely used in college students' life and study, which has a great impact on the behavior and psychological consciousness of college students. This situation not only brings opportunities to colleges and universities, but also challenges higher education.

3. UNDER THE BACKGROUND OF NEW MEDIA, THE PARTY BUILDING WORK OPPORTUNITIES FOR HIGHER VOCATIONAL COLLEGE STUDENTS

3.1 Make party building more scientific and modern

At present, China's 5g network has not been fully covered and popularized, and more is 4G network. In this case, no matter teachers or students in Colleges and universities use any mobile terminal, they can log in to the interface for voice and text open communication and exchange, which perfectly matches the novelty psychology of College Students, Let college students be more active and willing to communicate and exchange. Party organizations can also make innovations in the way of Party organization with the help of the advantages of new media, without being limited by location and time. At the same time, with the popularization and free of charge of wireless network, college students can use WiFi more freely, which makes them more willing to accept the party building education platform.

3.2 The new media is colorful and rich, so that the party building work can be carried out with the school more concretely

The use of new media has completely changed the traditional mode of "General Assembly report" and "learning document". Students can learn party knowledge and share their feelings with the help of portable equipment anywhere. The party organization staff in Colleges and universities can also regularly display the latest Party News and achievements made by Party building to the students in the school by means of new media, which can encourage students to study, and also a way to supervise themselves. This kind of two-way communication and interaction can realize the equality between the educator and the educator, and then enhance the ideological and political education for the students in school.

3.3 The interaction and space-time nature of new media will be more communicative and frequent when carrying out the party building work

The use of new media breaks the geographical limitations, and the convenience and real-time of new media realize the sharing of resources and mutual exchange. The most important core function of new media is to obtain and release information. On the communication platforms such as microblog, QQ and wechat, student party members can discuss hot topics at any time, express their inner thoughts and understanding, while the party issuing

the topic can reply to the party who discusses the topic, and can communicate effectively and timely. These characteristics of new media can make party building work more convenient and more frequent.

4. UNDER THE BACKGROUND OF NEW MEDIA, THE PARTY CONSTRUCTION WORK OF HIGHER VOCATIONAL COLLEGE STUDENTS IS CHALLENGED

4.1 Challenges to Party Building

4.1.1 New challenges to Party Building

The school Party committee and the hospital Party committee in the school are the core personnel mainly engaged in Party building. In addition, there are some ideological education teachers and Marx science and education teachers who are engaged in Party building. Most of them can skillfully operate computers. However, there are still some problems in using new media to carry out party building work, which are not proficient and not fully mastered, Some students may still stay in the primary stage of playing video materials to let them understand the information released by the party. In the era of rapid development of the Internet, the law can not punish all kinds of comments on the Internet in a timely manner. An undefined node will expose some social contradictions in Colleges and universities, which will bring great challenges to the party construction workers.

4.1.2 Bring challenges to the party building work mode in Colleges and Universities

In the past, the traditional way of Party building was nothing more than special training, document delivery and holding seminars to achieve work effect. But now, this one-sided way of work is not attractive to students, can not mobilize students' initiative, and can not meet the needs of contemporary college students. In the era of new media development, how to make good use of new media technology to open up a new way of Party building work is a challenge for Party Building Leaders in Colleges and universities, and also a challenge for the new way of Party building work.

4.1.3 Challenge the quality of Party building workers

With the wide use of new media, it has been a very common way of Party building to deal with party affairs documents and transfer party affairs information with the help of new media platform. From the actual situation, the young Party building staff will be more skilled in the use of new media than the older party building staff, but they will be less experienced in educating students; However, the party construction workers who are slightly older have a firm position and rich work experience, but they are not willing to use new media technology to deal with party affairs.

4.2 Challenges for student party members

4.2.1 It brings some challenges to students' ideological changes

The information displayed on the new media platform is very rich, which is mixed with many other ideological content, which is easy to influence student party members. Student party members are easy to be interested in bad information because of their lack of firmness and discrimination. Especially in western countries, if they don't guide student party members in time, they may form a wrong concept of value.

4.2.2 Challenge the daily behavior changes of student party members

The virtuality of new media does bring a platform for equal communication between teachers and students, but it is also easy to cause individuals to lose themselves in it. In serious cases, it will touch the bottom line of moral behavior. In addition, the equal communication platform provided by the new media brings convenience, at the same time, it will make many students rely too much on the new media platform, thus ignoring the face-to-face communication, so that students do not know how to communicate in real life.

5. CONCLUSION

To sum up, under the background of the new media era, it brings both opportunities and challenges to the party building work in Colleges and universities. Whether we can make good use of the new media platform to do a good job of Party building work needs the continuous efforts and improvement of the party building staff, so as to achieve a better goal of Party building work.

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Problems and Countermeasures in junior high school Chinese Reading Teaching

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Abstract: With the continuous reform and innovation of China's education, the teaching methods of many subjects have undergone great changes, among which the junior high school Chinese reading teaching is the more important learning content for students, because through the Chinese reading teaching, students' understanding ability, writing ability and thinking ability can be comprehensively improved. But because different teachers have different understanding of reading teaching, many Chinese teachers have different problems in reading teaching. In this paper, the author analyzes the problems in junior high school Chinese reading teaching, and expounds the corresponding countermeasures.

Key words: Junior high school; Chinese; Read; Teaching; Problems

1. PROBLEMS IN JUNIOR HIGH SCHOOL CHINESE READING TEACHING

1.1 The status of students as the main body of teaching has not been implemented

In the process of Chinese Reading Teaching in junior high school, students need to read the text in detail. Only when they understand the text, can they carry out the follow-up exercises [1]. But at this stage, many Chinese reading teaching process, teachers often replace students in the classroom dominant position, for example, in some questions and answers, the students have not been careful thinking, language teachers will carry out the corresponding answers, this behavior will not only interrupt the thinking of students, but also affect the students' judgment of the text content. In addition, in the process of junior high school Chinese reading comprehension, Chinese teachers often use standard answers to judge students. This kind of thought binding can not make students produce emotional resonance to the article, leading to students become a tool of knowledge irrigation. Therefore, under the condition of wrong subject status, the interaction between students and teachers is gradually reduced, which not only fails to stimulate students' interest and desire in learning Chinese, but also makes students fear reading teaching, and to some extent stifles students' innovation potential [2].

1.2 The form of classroom teaching is relatively single

The main purpose of Chinese Reading Teaching in junior middle school is to cultivate and improve students' Chinese comprehensive ability, because Chinese reading teaching can not only help students understand the new words in the text, but also help students understand the main idea of the text. But if the junior high school Chinese teachers are still using the traditional teaching method, through this "cramming" teaching, not only can not improve students' reading skills and problem-solving ability, but also affect the improvement of students' other abilities [3]. Therefore, when teaching Chinese reading in junior high school, students need to have a dialogue with the text. But sometimes there is still a lack of communication in the Chinese class. The whole class only stays at the level of your questions and answers. Even after some students finish their answers, the teacher just makes a perfunctory summary, which can not help students understand the problems, It also leads to the limitation of students' thinking development, self doubt and self distrust.

1.3 Ignore the students' interest in Chinese extracurricular reading

Writing Chinese composition has always been the key content in the traditional Chinese teaching in China. However, in the middle school, teachers often ignore the cultivation of students' interest in reading after class. This idea is very wrong. Through extracurricular reading, students' Chinese skills can be improved, and students' comprehension, writing and thinking ability can be improved, If Chinese teachers ignore this content, it is easy to cause the students to read poor results, reading less, which seriously hinders the improvement of junior high school students' reading ability. According to the current number of Chinese Texts in junior high school, junior high school has three years of six semester to learn 180 texts. Although it seems like a lot, on average, only one text reading study is conducted in the next week. However, the intensity of learning is not enough for the students in junior high school, and many students also despise self-reading and paying attention to reading, So the number of articles in the middle school class is far from the teaching requirements. But under the influence of the concept of examination oriented teaching such as school, teacher and parents, students can not read after class reasonably and bind their experience to the teaching materials. This not only greatly reduces the amount of cultural knowledge reserve of students, but also cuts off the way for students to understand history, understand society and understand reality, Therefore, in the process of junior middle school Chinese reading teaching, schools, parents, teachers should pay attention to the cultivation of students' interest in reading after class.

2. THE IMPLEMENTATION COUNTERMEASURES OF JUNIOR HIGH SCHOOL CHINESE READING TEACHING

2.1 Recognize the independence of reading teaching

First of all, in the process of reading learning, let students learn to gain interest in learning in different articles, which is also an important way for students to obtain learning resources. Through reading teaching, let students feel the fun of articles. Because reading teaching itself is one of

the important contents in the process of Chinese teaching, so reading teaching needs a certain degree of independence. However, due to the influence of traditional educational ideas, reading teaching does not give full play to its own independence. Therefore, junior high school Chinese teachers need to realize the significance of reading teaching, through reading teaching can not only cultivate students' aesthetic ability, emotional ability, but also improve students' ability of information collection and collation, so Chinese teachers need to help students create an open reading environment, so that students can better learn Chinese knowledge.

2.2 Create good internal and external conditions for reading

First, to make the middle school Chinese reading classroom more vivid, we should not strengthen the internal and external conditions of reading class. The internal conditions mainly refer to teachers' interest in learning Chinese in the process of teaching Chinese, and take students as the main body of the classroom. In the process of teaching, we should also take into account the interest of students' learning, and take advantage of their interest in learning as the internal motivation and participate in reading learning, Because interest can be said to be the best teacher for students, so it is the internal condition to read good interest. External conditions mainly refer to the data content used by students in reading, and the books and tools required by students also promote the key factors of reading teaching efficiency. Through these extracurricular contents, students can be thought and explored, so that students can learn the reading content. For example, Chinese teachers arrange some contemporary novels or Masterpieces for students to help them develop, so that the reading effect can be more clear.

2.3 Focus on training students' reading interest

The reason why many junior middle school reading teaching quality can not be raised is that teachers do not pay attention to the cultivation of students' reading interest

in the teaching process. On the contrary, if students have better reading interest in the process of reading teaching, they can not only turn this initiative into passive, but also stimulate the students' reading motivation, At the same time, it can help to create a good reading atmosphere. Therefore, teachers can read according to the books that students are interested in reading in the process of reading teaching, so that students can read in a relaxed, happy and happy environment. In addition, Chinese teachers need to carry out some special classroom activities in the teaching process, such as let students tell stories and perform stories themselves, and provide students with a stage to show themselves. This teaching method can not only cultivate students' reading interest, but also enrich the form of reading classroom in junior high school.

3. CONCLUSION

To sum up, the author of this paper expounds the problems existing in junior high school Chinese reading teaching, such as the students' dominant position is not brought into play, the form of Chinese teaching is relatively single, and the students' interest in Chinese classroom reading is ignored Focus on cultivating students' interest in reading and other related solutions are analyzed.

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An exploratory study on the course of interpersonal relationship psychology for College Students

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Abstract: People live in the society, is the product of society, with social attributes, human social attributes is the sum of all social relations. In the new situation, the demand of the country and Society for talents is changing to application-oriented talents and comprehensive talents. As a special group of national key training, college students not only need to have scientific and cultural knowledge, but also need to have good interpersonal skills, pressure resistance ability and good psychological quality, Therefore, setting up the course of interpersonal relationship psychology in Colleges and universities is closely following the development trend of society and in line with the needs of social development. Based on this, this paper focuses on the analysis of the problems of college students in interpersonal communication and psychological quality, and puts forward the corresponding measures to carry out the course of interpersonal psychology, in order to continuously improve the interpersonal communication ability and psychological quality of college students.

Key words: College Students' interpersonal relationship; Psychology of college students; Offering courses in Colleges and Universities

1.INTRODUCTION

University education is different from high school education. High school education pays more attention to students' learning ability and academic performance, but less attention to students' interpersonal skills and psychological quality. At the beginning of entering the University, students will face all kinds of interpersonal problems, such as between classmates, dormitories, teachers and students, and so on. In the face of so many complex interpersonal relationships, if some students can't deal with these complex problems with ease, and can't establish a good relationship with the students, they will be depressed and distressed, Even there will be psychological problems, affecting the physical and mental health of college students. Therefore, we should pay attention to the course of interpersonal psychology for college students in Colleges and universities, pay attention to the comprehensive cultivation of college students, pay attention to improving their interpersonal skills, and pay attention to their mental health, so that they can better integrate into campus life and better adapt to the society.

2. COMMON PSYCHOLOGICAL PROBLEMS AND INTERPERSONAL PROBLEMS OF COLLEGE STUDENTS

2.1 Lack of communication skills

Interpersonal communication is a knowledge and an art. Many students are willing to communicate with others, and they also think it is very important to have good interpersonal relationship during university. However, due to the lack of necessary communication skills and methods, they appear too hard in the process of conversation, too angry and dull to speak out of gratitude. They are against their wishes. Some students have cognitive prejudice and the obstacles to understanding, do not pay attention to the "first impression" in communication, do not pay attention to the communication mode, in persuading others, criticizing others, refusing others, do not pay attention to art. Some college students do not pay attention to the principle of communication, joke or occasion, do not know how to leave face, or make rude remarks to hurt the self-esteem of the other party; Or not understanding to respect each other's customs and customs; Or not sensible to pretend to know and boast. Although they have a good desire to communicate with others, they often cannot get long-term friendship.

2.2 Inferiority, negative attitude towards interpersonal communication

Inferiority is a common psychological problem of college students. It is usually that when comparing with others, students do not have their own positioning and do not correctly understand their own advantages, which leads to the inferiority of self-esteem, the lack of self-confidence and lack of subjectivity, and the inability to do it when encountering setbacks and difficulties, There is no motivation and courage to move forward and continue. There are many factors that lead to the inferiority of college students, such as family factors. After entering the University, facing students from all over the world, everyone has different family background. In the aspects of food and living, life habits, it will easily bring influence to the students with family difficulties, thus producing Inferiority Psychology. There are also students who have experienced family changes. In order to avoid others mentioning their family problems, they have been introverted from childhood and unwilling to contact with others. Therefore, the psychological problems of inferiority affect the interpersonal communication of students [1].

3. MEASURES TO SET UP THE COURSE OF INTERPERSONAL PSYCHOLOGY OF COLLEGE STUDENTS

3.1 Clarify the teaching objectives of the course of interpersonal psychology of College Students

Improving college students' interpersonal skills and strengthening their mental health education are in line with the requirements of China's social development, an important goal of China's higher education, and also the goal of implementing quality education. The course of interpersonal communication psychology in Colleges and universities mainly studies the psychological activities of college students, the law of psychological changes of college students and the skills of interpersonal communication. To clarify the curriculum objectives of interpersonal psychology for college students can point out the direction for the development of the course and play a guiding role in the development of the whole course. Therefore, in order to meet the needs of the society, colleges and universities should make clear the teaching objectives, that is, according to the basic requirements of the state for the psychological quality of college students, through the systematic introduction of the basic knowledge of psychology and interpersonal communication, so that college students can master the basic rules and skills, form a framework in their minds, and learn to use the learned knowledge to deal with the problems Solve the interpersonal problems and their own psychological problems in life, so as to better integrate into the campus and society, and maintain the physical and mental health of college students. Colleges and universities should also set up deep-seated teaching objectives, based on the cultivation of comprehensive talents with responsibility, responsibility and strong interpersonal skills, so as to reflect the value pursuit of interpersonal psychology course for college students.

3.2 Develop the curriculum system of interpersonal psychology for college students

In order to cultivate all-round talents and carry out the goal of quality-oriented education, the course of interpersonal relationship psychology for college students is generally set up in Colleges and universities. However, in some colleges and universities, due to too much emphasis on the professional education of students, the curriculum system of interpersonal relationship psychology for college students has not been improved, and the curriculum arrangement is chaotic, After the third and fourth year of college, the curriculum will not be carried out, which leads to the actual effect of the curriculum. In the university stage, the pressure and psychological problems faced by students in each period are different. In the freshman stage, it is more about the interpersonal relationship between students. In the third year, they are facing the pressure of employment and postgraduate entrance examination. If there is no targeted guidance for college students at this time, a series of new problems will arise. Therefore, the university students' psychological problems will be solved, It is necessary to improve the curriculum system of interpersonal psychology for college students.

We should arrange the courses according to the development stage and psychological change law of college students. Specifically, we should arrange the basic general courses of general psychology and interpersonal communication in the freshman stage, so that all students can understand the basic knowledge of psychology and interpersonal communication. In sophomores and juniors, we offer interpersonal psychology courses related to students' professional learning, such as educational psychology, professional communication, social psychology, etc. in the form of elective courses, let students choose courses independently, and choose courses that students like and can help themselves. In the senior stage, students are about to enter the society, which inevitably leads to confusion and panic. When arranging courses, colleges and universities can take the form of one or two weeks to open general education courses in one week to answer students' questions, convey the latest information to students, and teach students how to adjust their mind. Targeted professional courses are set up in two weeks, which are conducted by professional teachers of various colleges, to guide students, relieve the employment pressure of senior students, overcome bad psychological tendencies, and improve interpersonal skills [2].

4. CONCLUSION

To sum up, students often start to live independently after entering the University, and begin to deal with problems and solve problems by themselves. The university stage is the key stage for students to broaden their horizons, improve their ability and learn knowledge. In order to better adapt to the development and change of society and better meet the needs of social development, colleges and universities should carry out the course of interpersonal relationship psychology for college students, We should pay attention to solving the psychological problems of college students, improve their interpersonal skills and cultivate comprehensive talents, so that students can better integrate into the society and promote the development of healthy and excellent talents in our country.

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Research on The Training Mode of Applied Innovative Talents in Biology & Agriculture Driven by Mini Research Project

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Abstract: In order to solve the problems of theory, experiment and practice training courses and practical application in applied talents training, such as independence and disconnection, lack of integrity and continuity. This paper discusses the new mode of applied innovative talents, which is based on the application-oriented higher education and aims at cultivating applied innovative talents of biology and agriculture. This paper analyzes the curriculum combination and assessment methods in the training mode, and evaluates the practical effect of cultivating students' comprehensive application of professional curriculum knowledge, forming scientific thinking and professional application ability by taking micro research projects as the carrier.
Key words: Mini research project; Courses; Scientific research projects; Innovative ability; Training mode

1.INTRODUCTION

The training of professional talents must be aimed at acquiring professional knowledge and fully dealing with the details of production. Professional practice organizations need to activate specific areas of professional knowledge in the practice environment (Becher, 2021). Some views on strengthening emergent teaching work to improve the teaching quality of high education (Ministry of education, 2001) clearly pointed out that university education must "vigorously strengthen the reform of practical teaching, promote the reform and innovation of experimental teaching content, methods, means, team, management and experimental teaching mode in Colleges and universities, Improve students' practical ability, analysis and problem-solving ability. However, when students transition from classroom to professional practice, it may be difficult to connect theoretical knowledge and practical skills (smeby & heggen, 2014). For biology and agronomy Majors Based on experimental evidence, it is particularly important for students to obtain in-depth understanding of knowledge in practice and empirical (Bertram, et al. 2018). Based on this idea, we draw lessons from the introduction of micro projects into teaching (Oliveira, et al. 2015), through the operation mode of simulation and practical application of scientific research projects, build an integrated micro project with scientific exploration, design and development and application optimization as the main line, and cooperate with the multi link curriculum group to build a new model applied to the cultivation of talents in

the biological and agricultural industries. It provides a new perspective for the cultivation of applied local talents [1-5].

2. THE CORE CONCEPT OF MICRO PROJECT DRIVEN APPLIED INNOVATION TALENT TRAINING MODE

The core purpose and concept of the training mode of Applied Innovative Talents in biological industry driven by micro project lies in three basic paths: curriculum reform integrating the concept of "micro project" in discipline and specialty construction, scientific research experience and application practice. With the integration of micro topics as the carrier, through the interdisciplinary integration and multi training links cooperation, students' innovative thinking, applied vision and team cooperation ability can be continuously developed. In the cultivation of students majoring in bioscience, applied bioscience, agriculture, resources and environment, it will be tried and popularized. The mode pays special attention to the team and integration of multiple training environments in the process of speculation and practice, including the following aspects:

2.1 The talent training mode based on the concept of "micro project" integrates the theoretical course, experimental course, practical training and graduation practice into a continuous training system with the help of micro R & D project. Strengthen the cultivation of students in the application of innovative ideas and quality. On the basis of continuous exploration of practical teaching, we should continue to strengthen students' practical ability and innovative thinking, coordinate, improve and enrich the contents and training links of various courses.

2.2 In the professional courses, the implementation of professional courses, academic tutors and students tripartite joint learning and training mode. Through interdisciplinary integration, the implementation of student team project-based autonomous learning, promote the development of scientific thinking. After sorting out the course contents and students' cases, academic papers or research reports will be published as the assessment results of the course.

2.3 After the completion of the basic professional courses, the teachers who undertake the scientific research task set up the project guidance team, and selected the excellent students who passed the micro project assessment to participate in the school enterprise cooperative scientific

research project, so as to solve the actual production problems encountered by the enterprise. This kind of task is usually offered as a practical course.

2.4 Cooperate with enterprises to train students. The university enterprise cooperation platform is established. The University and local enterprises jointly create the student practice base, invite entrepreneurs as lecturers, set up product research and development team, and try to cooperate to develop new products.

3. BASIC CONSTRUCTION OF STUDENTS' KNOWLEDGE, SCIENTIFIC THOUGHT AND INNOVATION ABILITY

Through systematic setting up theory, experiment, practical training course and graduation practice / practice, students gradually establish the learning concept of "learning is used and thinking is the first". Through the continuous cultivation of good scientific literacy, building a multi-disciplinary knowledge structure, to obtain innovative thinking mode, and finally have the application innovation ability to connect with production practice. This requires the following preparatory work.

3.1 Long term practice of basic research and development including teachers and senior students in biology, agronomy, geography, environmental science and other disciplines.

3.2 Establishment and cooperation of teaching base and practical training base; Through the cooperation between the school and the enterprise, students enter the enterprise in stages to face the actual production situation, and broaden and explore the ways and mechanisms of the joint cultivation of talents. The gradual learning experience system of "exploration in application - solving problems in learning - honing innovation in practice" is formed, which enables students to gain interest in learning in the process of applying professional knowledge and facing the real needs of enterprises, and clarify the key points of learning.

4. CONSTRUCTION OF CURRICULUM SYSTEM

First, we need to build a professional basic curriculum system which focuses on strengthening professional theory and knowledge; Second, professional curriculum system based on professional technical skills and professional frontier; Third, the application practice curriculum system which focuses on improving students' ability to solve practical problems and the innovation practice curriculum system which improves students' innovation ability and creative thinking. These three sets of curriculum systems will urge students to consciously accumulate and progress in four aspects: learning attitude, way of thinking, cognitive habits and cooperative concept. Through the formation of progressive "real scene" practice training base, we can cultivate the systematic view and cooperative habit of applied innovative talents. With the core of strengthening application practice ability, professional R & D and design ability and innovation ability, we have continuously broadened and explored ways and mechanisms for school enterprise joint training of talents, and achieved the following results:

4.1 Create an innovative teaching team of "practical teachers of teaching and production" and "school enterprise interconnection", optimize the personnel training mechanism and form a win-win mode of student training and enterprise technological innovation by teachers leading students to go deep into enterprise labor and R & D, inviting entrepreneurs to teach part-time and guiding student teams. After several years of training, the overall level of the teacher team has been improved, forming a young and high-level research-oriented teacher team integrating teaching, scientific research and product development, which can introduce professional skills, scientific ideas and innovative consciousness into each teaching and training link.

4.2 Form a continuous and progressive student research group based on the integrated training pattern. According to the students' interests and specialties, a student research group is set up in the theoretical course, experimental training course and graduation practice, which is composed of students of different grades and similar majors, so as to ensure the continuity of technology and projects. With the cooperation of multi subject oriented research / innovation and entrepreneurship practice team, students' application and innovation ability has been significantly improved, and a new mode of training practical and applied talents has been realized.

5.CONCLUSION

The university education mode based on micro research projects and professional curriculum system is a new concept of student training. The training mode has a positive impact on the cultivation of Agricultural Students in Guizhou Normal University, and the training quality is increasing year by year. It has good reference value and originality in the research and exploration of local applied talents training, experimental curriculum construction and reform.

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Research on The Construction Strategy of Academic Tutor System Mode Under the Credit System Management in Higher Vocational Colleges

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Abstract: In higher vocational colleges, the implementation of learning points system meets the requirements of the Ministry of education documents, and carries out teaching practice based on the characteristics of education. Based on the analysis of the role of strengthening the credit system teaching management in higher vocational colleges, this paper explores the mode of academic tutor system from the aspects of flexible education system and tutor management system, so as to guide them to choose courses and majors independently, cultivate their learning initiative and enthusiasm, fully integrate the credit system and tutor system, and cultivate students' creative thinking.
Key words: Higher vocational colleges; Credit system management; Tutorial system

1.INTRODUCTION

The credit system mainly relies on the credit to complete the measurement of students' learning effect and strengthen the teaching management. Students in higher vocational colleges can choose courses according to their hobbies and specialties within a certain range. Tutors can fully explore their potential, give full play to their specialties, and cultivate innovative and creative talents for the school. Therefore, it is necessary for higher vocational colleges to rely on the credit system to implement the academic tutor system and mobilize their learning enthusiasm in combination with the characteristics of higher vocational education.

2. THE IMPORTANCE OF TUTOR SYSTEM UNDER THE CREDIT SYSTEM MANAGEMENT MODE IN HIGHER VOCATIONAL COLLEGES

The credit system management can mobilize the enthusiasm of teachers and students in teaching and learning, endow students with the autonomy of choosing courses, help them develop personalized, realize innovative education and quality education, strengthen skill training, and improve the quality of talent cultivation. Relying on the credit system to realize the innovation of the academic tutor system can establish a new educational concept, carry out teaching according to the plan, enrich students' knowledge structure, give students more independent choice power, and form a compound knowledge structure. Relying on the requirements of credit system, the implementation of tutor system can help teachers make scientific teaching plans, organize teaching work, and highlight the level of modern teaching management. In addition, after the implementation of the credit system, reduce the sense of constraint for students, highlight the guidance of tutors for students, cultivate their learning self-discipline and sense of responsibility, highlight the important role of student evaluation for their learning stage, and improve the teaching quality of higher vocational colleges. For example, many colleges and universities set up courses, extra-curricular credits and vocational skills credits to improve students' professional level and implement professional courses and practical courses.

3. CONSTRUCTION STRATEGY OF ACADEMIC TUTOR SYSTEM MODE UNDER CREDIT SYSTEM MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

3.1 Creating flexible educational system

The flexible length of schooling in higher vocational colleges is generally from two to five years, mainly strengthening the classification of courses, including compulsory courses and elective courses. The former is mainly combined with the professional training objectives, according to the nature of the professional setting required courses, clear training specifications and objectives, students can combine the teaching plan to accumulate credits to complete the study. Compulsory courses include professional basic courses, public basic courses, practical teaching, professional courses and so on. The main purpose of elective courses is to deepen and consolidate students' knowledge and professional level, and to arouse their interest in learning, including optional courses and limited courses. For example, some schools quantify students' credits as learning quality as the basis for subsequent evaluation and awards, and complete the selection in combination with personal interests to expand the coverage of curriculum teaching. In addition, the setting of credits generally includes curriculum, extra-curricular and vocational skills credits. Therefore, it is necessary to strengthen skills training and highlight students' professional level when perfecting the tutor system. In addition, in order to improve the tutor system, it is necessary to innovate the performance evaluation mechanism, create a new test bank, strengthen the separation of examination and teaching, and further realize the unified proposition and marking of teachers. Tutors can achieve the comprehensive test of courses for students by means of the combination of written test, oral test and practical operation.

3.2 Increase professional skills special credits

By setting up special vocational skills projects, they are included as special credit modules, integrating skill training and theoretical learning. Tutors can reserve fixed teaching weeks to realize skill training in each semester, set teaching time according to the teaching progress of the course, and fully combine theoretical learning and practical learning. At the same time, teachers can introduce various forms of content into practical teaching, and combine credit system to complete practical teaching mode such as practical training, experiment, computer, practice, exercise training, large-scale homework, graduation design, etc. At the same time, after the skill practice is set, the students' professional level is improved, teaching flexibility is improved, and the instructor can set up the training content in combination with the teaching progress. In addition, through the establishment of simulation room, simulation room, laboratory, training base and other areas, the whole week of opening up, for students to strengthen practical training to provide a basis for the training[1]. Among them, the flexible teaching mechanism can help vocational colleges combine their own characteristics of students, so that excellent students can complete their studies by improving their learning quality to achieve employment, and guide students with poor learning habits to establish learning enthusiasm and responsibility, to meet the needs of different students.

3.3 Improve the tutor system

3.3.1 Strengthening tutor management

Daily teaching in higher vocational colleges is mainly for students' employment. Compared with ordinary college teachers, tutors are different. They are mainly for all students, and complete personalized training and scientific career planning according to their characteristics. Therefore, tutors are required to have high-level professional skills and professional knowledge, and have higher teaching skills. Therefore, tutors need to fully understand the current social employment situation, make clear the trend of professional employment, and help students locate their jobs according to their actual characteristics. Relying on the academic tutor system, teachers need to combine students' credits, focus on the psychological and life aspects of students to complete care and love, establish their correct values, outlook on life and career, and pay attention to the cultivation and selection of tutors [2]. It is suggested to establish a perfect working mechanism of tutor selection, assessment, training, reward and punishment in higher vocational colleges, establish a tutor work Steering Committee, which is specially responsible for the employment, training and supervision of tutors, formulate "tutor work regulations", and improve the year-end assessment and post appointment of tutors in combination with students' credits, so as to fully integrate it with the tutor guidance effect. At present, many higher vocational colleges use the student credit system to complete the student status management. Due to the limitation of teachers, it can be divided into incomplete credit system and academic year system. After the application of credit system, it can help schools create credit management system, provide sufficient curriculum resources, and strengthen the guidance for students with the help of tutorial system.

3.3.2 Innovation of teaching mode

It is suggested to innovate the tutor system in each learning stage of students. For example, in the first stage of entrance, the adaptive education is mainly completed for students. The tutor and assistant should guide them to complete the course selection and curriculum learning, set credit standards and contents, and help them adapt to the learning rhythm and content of the university gradually and complete the follow-up career planning. In the follow-up study, tutors can help students to clarify the main direction of the course in the future and complete employment education. At present, the types of occupation are gradually refined, so it is necessary for students to clarify their own development direction. The tutor can guide them to participate in the training and practice inside and outside the school to accumulate credits, and improve their professional level through training activities. In addition, the industry tutor can help students accumulate experience, complete practical guidance, and complete knowledge accumulation through credit accumulation and improve professional quality. Vocational colleges can combine the actual situation around the "one to many" model, with the help of the form of negotiation, special lectures and academic guidance, the tutor can lead students to participate in project research, and help them improve their technical level by accumulating credits.

4. CONCLUSION

In conclusion, many vocational colleges which implement credit system have achieved certain teaching results, but this form is still a new teaching mode for higher vocational education. Strengthening the management of academic tutor system can deepen the teaching reform in the process of practice, realize flexible teaching and cultivate the talents of applicable, skilled and innovative. To ensure that students fully understand the teaching objectives and basic requirements of the tutor, avoid the blindness and randomness of the curriculum, and improve the quality of talents.

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Discussion On the Happiness Education for Students

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Abstract: Based on the reality of teenagers' life, this paper discusses the inevitability of happiness education, and then puts forward three problems faced by happiness education in today's society, namely, the old concept of learning; Traditional classroom teaching; The contradiction of teachers' quality, and then put forward the corresponding solutions to these problems in the process of happy education.
Key words: Happiness education; Interest; Quality of Teachers

1.INTRODUCTION

Happy education requires teachers to put rich educational content in activities, show the teaching content to students in a relaxed and happy way, fully stimulate students' interest in learning, and make students self-study and happy to learn, so as to achieve the educational goal.

2. THE INEVITABILITY OF "HAPPY EDUCATION"

With the rapid development of today's society, our environment is undergoing profound changes. Due to the fierce collision of various ideas, students will have different opinions on the same problem. The society is becoming more and more complex, showing different value orientations on them, which makes it difficult for some effective methods of moral and intellectual education in the past to fully work. Therefore, our current education needs to be improved and innovated in the new situation. If education wants to make a breakthrough, where is the key to the breakthrough?

Spencer thinks that education should be a happy thing, should let students feel the joy of learning. The essence of happy education is to improve the quality of students through education, so that students can get lively development. Happiness education is based on emotional education, using emotion to stimulate students' interest in learning, improve students' learning initiative and enthusiasm, and be able to experience the happiness of learning.

3. THE PROBLEMS OF HAPPINESS EDUCATION

The starting point of happiness education is good, but because of China's special national conditions, there are still difficulties and many problems in carrying out happiness education in China.

3.1 Conflict between happy education and old learning concepts

Happiness education is no longer a new thing. It was proposed by Spencer, an educator in the 19th century, and the term "Happy Education" appeared in China in the mid-1980s. This is nearly 100 years behind that of the United States and the United States. Our education is still a unified training mode. Like machine products, unified models. In this mode, students have no creativity. Learning is not fun for students. They feel that learning is a hard task" In essence, learning is a kind of hard work, which requires time and energy, and it is impossible to be relaxed and comfortable; However, learning is also a happy labor, because students learn a lot of new knowledge, constantly deepen their understanding of the mysterious nature and human society, and develop their intelligence and wisdom, thus experiencing the happiness in growth. "[1] In our concept, we only highlight the learning hardships, but ignore the students' feelings, so we only regard a happy thing as a hard job" Our parents and educators should "standardize" teenagers into ascetic monks, and think that we can not cultivate talents from snacks. Spencer, by nature, draws knowledge from happiness, inspires them to interest in science and makes it a success. "[2] Our teachers and parents need to actively change the old learning concept, and our students need to change their own understanding.

3.2 Conflict between happy education and traditional classroom teaching

Happy education should be based on the happy development of students. But we have restricted the development of students to a great extent in the traditional teaching, and students can not really feel the fun of learning. In most areas of China, the class teaching system of large class is still implemented. Although this education can improve the efficiency of teaching and realize the large-scale training of talents, it also kills the creativity of students to a certain extent. This teaching can not realize the real teaching by materials. The knowledge taught is designed to cope with the examination, and students learn it tasteless, There is no happiness.

3.3 Teachers' quality needs to be improved

In our traditional teaching, teachers are often regarded as the main role of teaching. Students seldom communicate with teachers. Teachers speak and students listen to each other is the traditional way of teaching. It is difficult to play the initiative and creativity of students. Especially some qualified and older teachers are also relatively exclusive of this concept. They think that as long as students can get a good school, even if they have completed their tasks, they don't need to pay attention to their interests and hobbies. However, with the development of today's society, especially some "high score and low-energy" situation, this old concept has not met the requirements of the development of the times. In the past, teachers and students' knowledge was compared to the relationship between "one bucket of water" and "one bowl of water". Students' knowledge can not exceed the teacher's knowledge. They must follow the teacher's instructions and carry out the teaching according to the teacher. The students have no initiative to speak, and the

teachers only use the teaching method in the teaching process, and have little contact with the students' actual learning situation, This is also where our teachers need to improve.

4. HOW TO CARRY OUT HAPPINESS EDUCATION

4.1 Carry out happiness education based on students' interests

Spencer once said that any life will show a special interest in a certain object. Once they are interested, it is a good time to educate them. We also know that "interest is the best teacher". Whether the content we teach can stimulate students' interest in learning is the key to the success of our education. Ideological and political education shoulders the important task of moral education for students. Sometimes it is boring. How to stimulate students' interest in learning ideological and political education is a problem worth thinking about. Considering the reality, the author thinks that students should be given some time to read some current affairs reports, In this way, students will have a comprehensive understanding of the guidelines and policies formulated by the state, and they will be very interested in the problems arising from them. In this way, they can be introduced into the ideological and political atmosphere, and they can be inspired to see some relevant background knowledge. Therefore, when our teachers impart knowledge to students, they should first cultivate students' interest in learning knowledge and stimulate their learning motivation, so that we can easily complete our teaching tasks and students will love and enjoy learning.

4.2 Fully affirm the achievements of students and create a harmonious relationship between teachers and students

Teaching is a process of interaction between teachers and students. Students prefer teachers who can encourage and affirm their achievements. Loving and respecting them from the bottom of my heart is conducive to cultivating their sense of success. Therefore, teachers should timely see the results of students, especially some less advanced students, need to see their shining point, for these students, teachers should pay more care, can't let it go.

4.3 Teachers should change their roles and constantly improve their own quality

In modern teaching, our teachers must change their ideas. Teachers are no longer the main body of learning activities. In the teaching process, students are the protagonists in the whole teaching process. Teachers play a guiding and auxiliary role. Therefore, in the classroom, we must put the students in the main position, under the guidance of the teacher's inspiration, let them learn by themselves, explore and acquire knowledge independently, and truly experience the emotion of personally participating in the mastery of knowledge, so as to produce a pleasant emotional experience.

In a word, the new curriculum reform still has a long way to go. We have to solve the outstanding problems we are facing, create a relaxed and happy environment for students, make them find their interest in learning, and "love learning" and "enjoy learning", so as to achieve our ultimate teaching goal.

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On The Role of Sketching in The Study and Creation of Chinese Painting

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Abstract: Sketching is a very important part in the basic skill training of Chinese painting. It can not only improve the modeling ability, but also enhance the innovation consciousness and spiritual realm, and finally sublimate the artistic conception of the author's works. In the creation of modern Chinese painting, sketching is the only way for famous painters to become talents. If they want to improve their attainments in their own works, they must innovate and make breakthroughs in painting. Sketching is their development carrier, so it is very important. This paper first expounds that sketching is the most critical part of the basic training of Chinese painting and that sketching is the only way for the success of outstanding Chinese painting painters in the past dynasties. Then it discusses the three directions that sketching is the prerequisite for the innovation of Chinese painting, and puts forward personal opinions on Mr. Qian's role in the study and creation of Chinese painting.
Key words: Sketching: Chinese painting learning: Creation: Function

1.INTRODUCTION

Nowadays, the upsurge of Western learning to the East has gradually risen in China's education, which has greatly affected the traditional Chinese painting. Sketching also comes from the western art concept. Among them, the teaching based on sketch color or sketch has broken the traditional painting mode. Many art education departments have also implemented innovation and Reform in teaching, learning from western landscape sketching as the basis, and improving the sketching mode according to various aspects of Chinese painting, but there are also different places, For example, when the first nature is transformed into the second nature through the inheritance of art, it will go through the second creation. China is a country with a long history of cultural development. Since the emergence of sketching in modern Chinese painting, it has become the main source of inspiration for artists. When painting, it needs to be operated. At the same time, it needs to be modified on the basis of its own innovation and spiritual will. Only in this way can the works become better and present to the audience, It can also be seen from here that sketching is very important in Chinese painting.

2. SKETCHING IS THE MOST IMPORTANT PART IN THE BASIC TRAINING OF CHINESE PAINTING

In the beginning, the study of Chinese painting relies on copying. In this way, scholars can further understand the traditional content of Chinese national painting, and they can also learn rich skills and methods. In the study of Chinese painting, copying is a very important teaching means, but it can not be used as the only means, because in order to improve the modeling ability of painting, we must carry out a variety of sketching exercises to achieve the desired effect. Sketching can cultivate painters' ability of perception and observation, so that they can master the scenery in the process of painting. These abilities are the carrier of painters to improve their teaching ability, and also the premise of promoting innovation kinetic energy. In the face of the objective scene, the line and proportion and other factors, if we can sort and combine scientifically, we can achieve good modeling effect. There are also students who can develop the painting skills of painters, because the scenes they face are very rich, and they will not use the same method when expressing them. In addition, the accumulation of sketching content can subtly improve the artistic perception and expression ability, and gradually form an organic coordination between man and nature, So that their works can further improve the realm [1].

3. SKETCHING IS THE ONLY WAY TO BE A TALENTED CHINESE PAINTER OF ALL AGES

Chinese painters have summed up a set of relatively perfect painting techniques based on their long experience. When later generations learn their traditional skills, they can achieve good results, including character skills, landscape painting techniques and flower, birds, fish and insects. Later generations can copy the painting skills outlined by their ancestors, then transform them into one of their own painting skills, find the rules and artistic forms contained in them. However, it also requires long-term training to further achieve new artistic attainments and refine those personalized symbols. The study of Chinese painting history can find that some famous painters have a very strong foundation for their painting. The famous paintings left behind will let the later generations immerse themselves in their skills, but the imitation of the past will make scholars lack the creative energy and pay no attention to sketching. The works created will also lack nutrition [2]. Besides, the artistic conception is very important in the painting works, because he will first describe a scene or character based on the author's emotional values, and leave a space for imagination. After seeing it, the audience will resonate with the author emotionally, and will also think deeply, enter the artistic conception of the author and show the value of the work. Many times, sketching is the real portrayal of life. Painters must take this foundation as the starting point to objectively improve the level of painting spirit. It is not difficult to find that most paintings will describe nature. Therefore, in the process of sketching, it is to cultivate the painter's spiritual care of nature, so that they can further improve their core quality in art[3].

Generally speaking, their basic skills and painting

materials are obtained from sketching. Whether it is the artistic absorption of nature or the acquisition of some architectural and landscape techniques, they need to work hard enough and give full play to what they feel and think in their works. For example, "Jing Hao", a landscape painter, has long lived in seclusion in Honggu of Taihang Mountain. Because of his personal contact with nature, most of his paintings are mountains and waters of Taibai Mountain. The most famous one is "kuanglu painting". In the form of bird's-eye panoramic composition, he has different views on mountains, hills, mountains and rivers Houses, paths, waterfalls and other scenery are integrated in one picture, which fully reflects the majestic beauty of nature in Taibai Mountain. The reason why he can create such excellent works is that he has been in the process of sketching for a long time, and in-depth observation has also grasped the characteristics of the northern landscape, thus forming a relatively unique form of Chinese painting.

4. SKETCHING IS THE PREREQUISITE FOR THE INNOVATION OF CHINESE PAINTING

As early as the late Ming and early Qing Dynasty, Chinese painting in China has set off a boom. At that time, there were many schools in the Chinese painting circle. These painters not only understood the previous painting skills, but also put their eyes on the present, integrating nature and life pursuit, so that Chinese painting gradually became conceptualized. For example, Shitao has used his life to travel and Wade, so he also has rich natural landscape reserves, combined with subjective emotion and personalized display, creating many excellent landscape masterpieces. Or Huang Binhong, a modern painter, was an ancient painting technique imitated before he was fifty years old. Later, he went to the mountains and rivers to understand and sketch. Only in his later years did he show his own painting style. In his view, it took different steps to become a landscape painter, The most important thing is to go into the world you like to observe and feel. Therefore, no matter what kind of painting, artists need to learn experience and skills from traditional painting techniques, and then create again through sketching, so that art can become more attractive[4].

5. CONCLUSION

To sum up, if a scholar of Chinese painting wants to further improve his artistic attainments, he should not only master skilled painting skills, but also go to nature and life. Only by constantly improving his artistic creativity through sketching can he create more excellent works.

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Study on Teaching Mode of Cross-cultural Communication for Normal Students in New Media Era

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Abstract: The prosperity of New Media development has ushered us into a novel epoch that we have never experienced. What is worth mentioned, in the era of globalization, with the acceleration of human civilization, the evolution of transportation and communication way sweep away the geographical barrier. Therefore, the demand for cross-cultural talents seems to be particularly urgent. In a normal college, it is an important task to train the cross-cultural communication (CCC) competence of normal majors. As for normal students, CCC teaching skill training might play a significant role in normal-major pedagogy, which is to settle into the role of teachers and promote the development of professional teachers, especially in the process of cultivating students majoring in learning English as a second language or teaching Chinese as a foreign language. The purpose of this paper is to question why CCC is useful. After analyzing the problems that normal students encounter when they study the English language, this paper will critically discuss the viability of CCC in English learning courses, and teaching modes of on the current status of CCC teaching skill training will be analyzed.
Key words: Cross-Cultural Communication; Normal Major; Teaching Mode; New Media

1.INTRODUCTION

The reason why cross-cultural communication is constructive is not only cited in scholarly theories but also based on a great number of cross-cultural researches. To extend the practicability of CCC, the relationship between cultural communication and linguistic education may be excellent evidence to support this argument. In common parlance, the term of CCC is intimately relevant to the acceleration of globalization. With the development of the global economy, the contemporary world is witnessing eye-catching movements of capital, labor, technology, and other unprecedented flows. In fact, the definition of globalization refers to the cultural compression around the world (Roberson, 1992). In the context of globalization, the world seems to become smaller and smaller, and then the term "global village" arises and makes sense. As Held and McGrew (2002: 3) contend, "we are now witnessing entrenched and enduring patterns of worldwide interconnectedness."

Generally speaking, in terms of globalization, the first with the most component is economic globalization. Rather than considering economic activities across national borders, a worldwide organic economy has been formatted by international trade contracting, capital flowing, technology transferring, and services providing, which are interdependent and interrelated on a global scale. Since the last decades in the twentieth century, the advent of computers predicated the revolution of information technology, at the same time, the prelude of the digital era was opened.

With the development of economic globalization, the trend of cultural globalization is irreversible, which leads to the opportunities of cultural exchange, complementary, and reconstruction increasing. As telecommunications and other new infrastructures have been established, commercial and popular culture is arising. Thereinto, multinational corporations have played an increasingly important role in cultural production and exchange. In the meantime, mass media promote cultural integration. That is, the emergence of global music, film, and television is the hallmark of cultural globalization.

In the process of economic globalization and cultural globalization, English, as an international language, is exerting its unique cross-regional strength all over the world. Thus, the irrefutable fact would be that English is irreplaceable in the area of CCC. As interpersonal interactions become more frequent, the function of English which is a ubiquitous phenomenon in human society is prominent. As a kind of cultural element, it reflects the Anglo-American culture and values. Therefore, it is significant that a better understanding of westerner culture and CCC would be conducive to English study.

In general, there are four parts to this paper. First of all, the introduction has provided the fundamental context of the CCC field. The second part, the theoretical framework is going to extend the term of CCC, at the same time, approaches to the study of CCC and language-related concerns in CCC will be clarified. In the third part, a specific case that English as a foreign language is learned for the normal college students based on the CCC pattern would be critically analyzed. Meanwhile, it will propose to build a normal feature of CCC teaching mode strategy. Last but not least, the conclusion will summarise all the main points of this paper.

2.THEORETICAL FRAMEWORK

2.1 The Definition of CCC

After digesting the fusion of culture and communication, it might be easy to summarise an apparent definition of CCC. More precisely, on the one hand, it is an area of research to compare patterns of communication across cultures. On the other hand, it seems to focus on how

individuals, organizations, and countries from different cultural backgrounds exchange and disseminate information. Overall, the aim of CCC can be described, which tends to comprehend the cultural variance and exploit a communicating pattern among people who are from different cultures, in order to get better expectations and interpretations. In other words, understanding the relationship between culture and communication, in particular, the cultural impact on communication is an endeavor to provide theoretical guidance for people who engage in international activities and develop principles for economic, political, and cultural globalization.

In scholarly fields, speaking of CCC, it is necessary to mention another term Intercultural Communication (ICC), which means "communication between people whose cultural perceptions and symbol systems are distinct enough to alter the communication event" (Samovar & Porter, 2006: 48). The labels ethnic, nationalities, genders, races, attitudes, thinking patterns, and other behaviors are generally used in the research of ICC. In the most general sense, the two terms CCC and ICC could be regarded as synonyms (Scollon & Scollon, 2001).

2.2 Approaches to the study of CCC

In the last mid-century, Lado (1957) initially approved the study of ICC and CCC in his book *"Linguistics Across Cultures"*. Because the United States is an immigration country, cultural collisions occur more frequently. There is a tendency that the immigrants from all over the world try to emphasize and maintain their own cultures, thus a multi-cultural pattern is created. Thereby the scholarly fields of ICC and CCC arise to widespread concerns, many of them related to business. During the same period as the United States, ICC emerged in many European industrialized counties. In 1972, the first international seminar on cross-cultural communication was holden in Tokyo, with more than 2000 people attending. In 1974, the Society for Intercultural Education, Training and Research (SIETAR) was established in the USA. However, the study of Intercultural Communication in China got a late start. The professors of Beijing Foreign Language University have engaged in cross-cultural communication studies since the early 1980s.

At present, CCC studies have developed into a set of multi-disciplinary subjects, which are the combination of many other fields, including anthropology, linguistics, psychology, communication studies, sociology, and other disciplines. It is obvious that different fields would focus on different approaches. With emphasis and highlighting of the language dimension, CCC draws on four approaches to investigate the process. They are (Critical) Discourse Analysis, (Intercultural) Pragmatics, Ethnography of Communication, and Interactional Sociolinguistics (Wierzbicka, 2006).

2.3 Language-related concerns in CCC

How culture impacts a discourse system is the principal concern of CCC. In general, it is supposed that "the learning of foreign languages can serve the purpose of cultivating international understanding, responsibility, and effective participation in a global age" (Kramsch, 1991: 221). Therefore, it is a mutually beneficial process that the research of culture is an essential part of language learning, at the same time, language study will profit from intercultural communication (Omaggio, 1986). More specifically, there are three theoretical stages to demonstrate the significance of CCC in the language education field (Robin-Stuart and Nocon, 1996). In the first step, from language instruction, culture is considered as a kind of automatic intake. In the second step, in terms of information or skills, culture is objectified. In the last step, culture means the process of language learning.

To appreciate the connotation of cultural diversity, which is integrated with cultural similarities and variances, has profound implications in human society. As an obvious value of the study of CCC, it is worth bearing in mind the pragmatic rules, rather than tolerating the principles of grammar, which might result in the frequency of intercultural misunderstandings over and over again. Such raising awareness of mutual influences between language and culture can be categorized into the following aspects: general principles of verbal communication, rules of verbal interaction and linguistic creativity, the use and the performance of speech acts, negotiation of meaning and resolution breakdown, and so on. Put succinctly, on the one hand, the study of languages could assist people to share information in common. On the other hand, it boosts the acceleration of cultural diversity, which may be the important factor of CCC.

As a matter of fact, in terms of foreign language learning, the function of communication strategies can be salient increasingly, and be appreciated around the world. At present, the classes aim at CCC theory to language education could be found in some universities, while many of them are introducing CCC programs in the modules of language education.

3. CASE ANALYSIS

3.1 The Significance of CCC for Normal Students

According to calculated statistics (Crystal, 2002), with the massive expansion of English, it is spoken by almost 375 million people as an official language, and nearly over a billion people are speaking English as a second language. Moreover, approximately billions of people use English as a foreign language. It is estimated that in 85% of the international organizations, English is used as a working language. From the data above, it is easy to get the conclusion that the number of non-native English speakers is far beyond the population of native speakers. Meanwhile, many changes in the English language have taken place in the course of constant contact with the local language and culture. As a result, most particularly in the United States, Canada, Australia, Africa, and many Asian countries, native linguistic diversity has been formatted. These variations, including voice, vocabulary, syntax, and pragmatics, etc. have various degrees of difference, which is subjected to local culture.

In China, since initiating the reforms and open policy and formally entering the WTO, a higher-level English language requirement has been requested. Thus, whether letting China appreciate the world, or making the world embrace China, English has played an indispensable role. With the extensive establishment and development of

bilingual courses and bilingual teaching activities in recent years, the problem of the weakness of bilingual teaching teachers has become particularly severe. In order to solve this problem, it is very important to cultivate CCC teaching ability of normal students. In a broad sense, the essence of English is not just undemanding language learning, but a sort of cultural understanding and exchange that occurred in the process of CCC and ICC.

3.2 Seen from positive perspectives

English is learned as a foreign language (EFL) in China, which indicates in a non–spoken English country, language learning can be taken place either in the normal school curriculum, or the educational tourist in an Anglophone country that linguistic enthusiasts take part in. however, it could be denied that, in the course of English popularization, there are still some problems that many normal students pay more attention to grammar, reading and writing skills, at the expense of listening, speaking and translation capacities.

A critical feature of English popularization is that learners need to cultivate a cross-cultural awareness. That is because there is a large number of cultural information arising during language speaking. If the communication is only limited to the surface of language, whereas ignoring correlative social and cultural factors, will cause communication misunderstanding and conflicts. Each kind of language is directly linked with the nation of this language, even the nation's history, culture, social backgrounds. It seems obvious, therefore, culture reflects a deep-rooted national tradition, personal attitudes towards the world, thought patterns, and the way of life. In short, the task of English language learning is to train an ability to communicate with people who are from different cultural backgrounds.

In fact, CCC plays an important role in English language courses. English education does more than just teaching language knowledge. The ability of intercultural communication should be acquired as well. While teaching, cross-cultural awareness and the acute sensitivity to cultural elements could be strengthened. Hence, it is better to achieve the ambition of communication by making all the learners bilingual and bicultural.

To start with, the English teachers must possess a cross-cultural awareness. At present, the vast majority of them in China are seldom professionally trained in the knowledge and skills of CCC, not to mention to contact with Anglo-American culture directly. Therefore, to provide more learning opportunities for teachers, it is better as much as possible to send them to study abroad, so as to direct get in touch with cultural influences.

In the next place, adjusting the content of the curriculum is imperative. For many years, the substance of English language teaching was limited by the school textbooks, which was not enough for training the learner's cross-cultural awareness. Thereby, the reform should be required by circumstances, in order to formulate the curricula. Cultural factors must be taken into account, which is the organic component of language teaching. In addition, to have English language classes, the profiles need to be set up to introduce the history, geography, literature, and others of English-speaking countries.

Moreover, the network society is an effective method to improve English level. The mediated interaction provides the teachers and students a special space to share the resources in common. Through cultural websites, advanced western culture will be introduced; In the meantime, excellent Chinese culture would be promoted as well. English teachers can create network courseware, in that way, the original monotonous teaching content will be vivid. Furthermore, web-based discussions should be carried out for students to explore how to learn language and culture online.

3.3 Seen from negative perspectives

In general, the purpose of language education in Chinese foreign language classrooms is not only to teach English but also to disseminate cultures, including westerner and easterner cultures. Nonetheless, barely on the basis of cross-cultural awareness, language teaching would not be accomplished completely.

In the first instance, to foster cross-cultural awareness, the key feature is to distinguish the difference between Chinese culture and Euramerican culture. Perhaps, the Culture of China is one of the oldest cultures in the world. There might be a tendency that it has a quantity of universal values in Chinese cultural traditions. The enduring value of Chinese culture is embodied in contributions of the Confucian doctrine, which has played a positive role in history, even today. For example, the essence of Confucian thought is "benevolence", which reflects that ritual and filial piety are the approaches of personal attitudes and behaviors. On the contrary, Anglo-American culture occurs in the countries which are intimately linking with British history, nation, and culture, and more importantly, where English is spoken as the main language. Specifically, the issues of technology and democracy are promoting cultural achievements in Anglo-American culture, such as the well-developed modern science and technology, the parliamentary democracy, the established legal system, and the mature commercial tradition.

It is safe to come to the conclusion that it must be soberly aware of the strengths and weaknesses of both Chinese culture and Anglo-American culture. On one side, the culture of china has its disadvantages. The nostalgic mentality and lack of innovation awareness are the principal limitations of Chinese culture. On the other side, in the western world, the mind of "self-expression" and "personal interest paramountcy" is not conducive to harmonious human relations. Hence, there is a great complementary between Chinese traditional culture and modern Anglo-American culture. Only in the way that cultures integrate and absorb mutually, civilization will continue to develop.

4.CONCLUSION

To conclude, with the communication tools changing with each passing day, cross-cultural communication for us is no longer a rare issue. Within the context of globalization, CCC takes place between individuals from dissimilar cultural backgrounds. Technological progress, in

particular, the rapid growth of electrical machinery, is increasingly becoming a main driving force of globalization. Through the establishment of the Internet, numerous global users are linked strongly wherever they are. If communication is considered as a way of life, CCC will be the principle of people who live in a "global village" (McLuhan, 1964).

To sum up,the main intention of this paper is to explore the practicability of CCC in the normal college, which is also an effective way to strengthen the teaching practice ability of normal students. The importance of CCC is primarily analyzed by cultural communication perspectives of English language cases. It might be universal that the English language is a medium vehicle of information dissemination and cultural transmission. As a matter of fact, English language learning should be integrated with the studies of CCC, so as to make progress of language acquisition and advance interactions in the CCC process. In short, English popularization might be an irreversible trend. It is reasonable to foster cross-cultural awareness to enhance cross-cultural communication in linguistic education and normal students teaching skill training.

ACKNOWLEDGEMENTS

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Research on Teaching Mode of West Pastry Manufacturing Technology Course under the Background of "Internet"

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Abstract: The innovation of teaching mode can promote the deepening reform of Western point technology course, and it is an important means to comprehensively improve the teaching quality and absorption rate. This paper briefly describes the importance of Internet-based western cuisine teaching, and then analyzes the updating of teaching resource database, improvement of quality and efficiency, online and offline integrated teaching, the "two-way teaching" strategy of Western cuisine production, and the innovation of offline cooking teaching methods combined with online western cuisine technology, so as to provide reference for relevant personnel.
Key words: Western point production; Teaching mode; Internet plus

1.INTRODUCTION

Western specialty covers a wide range, including cake, bread, chocolate, cream, puff and other Western dim sum production technology. This is a great test of students' practical ability. It not only requires students to master the proportion of various materials, but also requires students to have a pair of dexterous hands, so as to make beautiful western style works. Internet teaching can well meet the above requirements, that is, the development of internet teaching is very necessary.

2. THE IMPORTANCE OF INTERNET-BASED WESTERN POINT CRAFT TEACHING

The traditional teaching method of Western point production is that students carry out professional skills training after learning theory, that is, students learn theoretical knowledge in the classroom, practice skills in the special skills classroom, and put the theoretical knowledge into practice. This teaching method focuses on the study of theoretical knowledge, but there are some disadvantages in this teaching method, that is, the theory and practice are not consistent, so the students' learning efficiency is very low, leading to the students' skill level can not be improved. The actual operation of some colleges and universities in the skill classroom is unified and fixed. Teachers' processing of food materials and cooking procedures are too standardized, and the disadvantages of unified processing and production of materials are highlighted, which makes students with poor understanding unable to accurately grasp the relevant steps. Most of the students memorize by rote when they learn the Western point making technology, so they will encounter many bottlenecks in the actual operation. If the teaching of Western cuisine production technology based on the Internet can greatly reduce the frequency of the above problems, the Internet video teaching not only has a close-up of the production technology, but also needs to add the measurement and steps in the production process, so that students can master the measurement well and make western cuisine works with both taste and beauty. Due to the complexity and diversity of West Point production course, it needs professional, high skilled and experienced teachers to guide the teaching work. However, some colleges do not have high-level professional quality teachers, so the appropriate introduction of internet teaching will improve the problems encountered in West Point technology teaching class at this stage. Taking the combination of skill training and theoretical knowledge as the basic condition can improve students' theoretical knowledge, enhance their practical operation ability, and make up for the shortcomings of their lack of production experience, so as to cultivate students with high skills and high quality [1].

3. MIXED TEACHING OF ONLINE AND OFFLINE WESTERN POINT PRODUCTION TECHNOLOGY BASED ON INTERNET

3.1 Update teaching resource database to improve quality and efficiency

The increasingly rich network resource database also brings some disadvantages. Because of the huge amount of information, it is not easy to search. Therefore, while improving the resource database, we should also consider the needs of different groups of people for the Western point production process. It can set up multi-user interface, so that it can face the society comprehensively, and provide relatively rich teaching resources for students, enterprises and social groups. Starting from the needs of scholars, it can ensure that the supply of resources can be made up in time, and the guidance of resources can be classified to make it clearer, so that this part of resources can play its greatest role in the people who really need it. The vertical development of network resource database can not only enrich the width of students' learning knowledge, but also enable students to use video to hone their practical operation level, and further improve the level of Western point craft skills. We can use simple words to search the key words to quickly find the teaching steps we need. In order to enable the students to learn the Western point technology knowledge, such as "French bread", "chocolate cream making", "modeling and making", we can classify the teaching methods so that the students can get the best information from the sea of knowledge. Horizontal development of "Internet plus" can

not only train more innovative talents, but also include more useful information. Therefore, each network platform should accurately grasp the learning characteristics and needs of users on the basis of data collection, so as to improve the teaching resource database. Based on the needs of users to improve resource information will make learning resources increasingly diversified, and provide different degrees of learning navigation services for different users. Based on the "Internet plus" big data background of the present age, upgrading the personalized service level management of the platform can also effectively collect students' learning behavior, learning effect, search records, etc. This will help improve the resource management database and lay a solid foundation for the realization of personalized teaching. The effective combination of Internet plus teaching and education reform can provide a more powerful guarantee for teaching reform. The intelligent assistant of resource database integrates the search records into an information network, which can provide convenience for education administrators. They can further analyze the learning progress and understanding of students through relevant data. Administrators can also conduct personality evaluation and induction based on the basic situation of students' online learning and classroom performance, According to the information pushed by the system, the corresponding teaching guidance scheme is formulated to provide a convenient path for students to make western pastry technology [2].

3.2 Online and offline integrated teaching

The teaching of Western point craft is student-centered, so teachers should focus on the innovation of teaching methods that students can accept in order that students can quickly absorb. To adapt to today's social background, online and offline integrated teaching can greatly improve students' learning efficiency and practical ability. Western style production technology has a high demand for practical ability. Therefore, when designing the course content, colleges should first consider integrating skills and practical life, cultivating students' vocational skills and appropriately cultivating their behavioral adaptability. You can learn the corresponding craft skills online, make your own West Point craft works at home, or practice in the West Point store to learn their production skills and improve your skill level. Students who have worked in the West Point kitchen will use their production process as the carrier to improve or increase the relevant skills. When colleges and universities construct the integrated curriculum content, they can arrange the situation mode, and teachers can indirectly understand the differences of students, and make targeted guidance. Teachers should follow the teaching law from simple to complex, from single to complex, from copying to innovation, and reform the teaching content. According to the ability of students, reasonable arrangement of teaching work, the effective combination of online and offline teaching, to build an integrated learning mode, can make the scope of students' learning more extensive. At the same time, colleges and universities should also pay attention to the cultivation of English ability, and guide students to learn the international Western point production technology online or offline, so as to create international talents with professional skills and realize the fundamental purpose of comprehensive cultivation of talents. Online and offline integrated teaching training needs a team of teachers with strong professional quality and rich experience, so as to promote the comprehensive development of students' Western point craft skills. Colleges and universities can hire professional West Point craft teachers to teach students more professional theoretical knowledge and corresponding process links. Only by effectively mixing theoretical learning with practical ability can students' potential and technical level be sustainable developed.

3.3 "Two way teaching" strategy of Western point craft production

In order to cultivate innovative and practical talents of new western point production technology, teachers need to carry out "two-way teaching" strategy when teaching this course. The West Point specialty is a practical specialty. Teachers can learn from the teaching idea of "Internet plus" and the "two-way teaching" strategy guided by teachers under the guidance of the line, so that the skill level of the students can be fully explored. Teachers need to do enough research on the market when carrying out this course, which can help teachers to make a reasonable curriculum design and promote the absorption rate of students' knowledge points. Take the puff as an example, if the teacher shows the whole process of making the puff in the skill training room, the low gluten flour, butter, cream, eggs and other materials needed for the puff skin and their proportions, and explains the difficulties of making the batter to the students, "students should fully grasp the consistency of the batter when making the batter, and remember to keep stirring!" At the same time, students should be advised to "grasp the proportion of cream and sugar when mixing cream, and the taste must be controlled in the range of sweet but not greasy." Teachers should also show students the correct way to use the appliances to avoid material waste and make rational use of them, which can effectively improve the teaching efficiency. After the completion of the teacher's demonstration, students are encouraged to actively try. Only by personally operating the whole process can they really master this skill. At the same time, the teacher's tour inspection guides students' operation and makes it standardized, which can improve the overall teaching quality. When teachers guide teaching, they can play the corresponding teaching videos on the multimedia, so that students can observe the operation of teachers and Professional Pastry teachers, find common ground, and create different pastry crafts based on the guidance examples of teachers and pastry teachers. The purpose of West Point teaching is not only to let students learn relevant theoretical knowledge and operation skills, but also to let students improve on this basis and improve their skills. Teachers can not only improve their skills, but also improve the overall teaching level, and promote mutual learning between teachers and students. Teachers can play a leading role in the production of Western pastry while playing the production process of Western pastry on

the teacher's screen, so that students can understand that the organic combination of learning and practice can accelerate the learning of Western pastry production process [3].

3.4 Combine online Western Cuisine Technology to innovate offline cooking Teaching

The professional quality of students is closely related to the teaching methods of teachers' team, so teachers in West Point colleges should reform the teaching methods to some extent, and efficient teaching can improve the overall teaching quality. Teachers learn advanced teaching mode on the Internet, and make appropriate reform according to the current situation of the classroom, so that it can perfectly fit with the West Point classroom. The teaching method of watching Cooking Video in class can be introduced, and the materials involved in the program can be recorded one by one, and then teaching activities can be carried out in the skill training room to encourage students to copy the Western pastry production process in their own way. Taking pudding making short film as an example, when making caramel pudding, we need to pay attention to the boiling time and viscosity of caramel, the modulation ratio of pudding, and brush a layer of butter around the mold before releasing caramel to prevent adhesion. When the caramel is condensed, pour the pudding liquid into the caramel box, make it fully contact with the caramel surface, and then put it into the oven, After molding, put it into the refrigerator for freezing. Teachers can encourage students to add fruit, chocolate, yogurt, etc. according to their own taste to make pudding suitable for their own taste. Students can create their own pudding by improving the operation under the guidance of teachers and pastry teachers. This teaching method can not only improve the overall teaching

efficiency, but also indirectly cultivate students' innovation ability, and promote the further expansion of students' brain space.

4. CONCLUSION

Based on the "Internet plus" education concept, the exploration of teaching production in West Point will stimulate students' learning enthusiasm and practical ability. Fully combining online and offline teaching with internet mode can stimulate students' innovation to the greatest extent, strengthen students' memory, and promote the formation of students' team consciousness. Two way leading teaching can not only effectively improve the quality of teaching, but also improve the level of students' production skills.

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The Application of Mixed Teaching in the Construction of Gold Course in Higher Vocational Colleges

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Abstract: Hybrid teaching is in the "Internet + education" further development and produces a new teaching mode, the teaching mode of the traditional off-line face-to-face teaching and online teaching, the combination of monomial by teachers in the past teaching into the interaction between teachers and students, let students really become the main body of classroom teaching, thus for higher vocational colleges to carry out the education teaching reform provides a new path. At present, blended teaching has been widely used in English teaching in higher vocational colleges. In the future, it is necessary to further strengthen the theoretical research and practical exploration of blended teaching, so as to give full play to its potential and role in the construction of vocational English gold course.
Key words: Blended teaching; Higher vocational colleges; English gold class; Construction; Application

1.INTRODUCTION

The development of "Internet +" has broken the time and space limitation of the traditional teaching mode, and will certainly bring about the reconstruction of the traditional teaching mode of English courses in higher vocational colleges, thus giving rise to new teaching modes such as blended teaching mode and flipped teaching [1]. The practice has proved that the mixed teaching mode plays an important role in promoting the construction of the gold course of English in higher vocational colleges.

2. THE CONCEPTUAL CONNOTATION OF BLENDED TEACHING

Blended teaching appeared earlier, but its concept was not established until this century and has been widely used. The so-called mixed teaching refers to the transformation of the traditional face-to-face teaching and long-distance online teaching, which is the combination of face-to-face teaching and computer-assisted teaching teaching form. Compared with other forms of teaching organization, the characteristics of mixed teaching are mainly reflected in the following aspects:

2.1 Combination of online teaching and offline teaching

The combination of online and offline teaching is one of the prominent features of blended teaching [2]. Among them, the online teaching mainly relies on the Internet technology for interactive teaching, while the offline teaching is carried out in the traditional classroom. The combination of online teaching and offline teaching can give full play to their advantages and significantly improve the quality of English teaching in higher vocational colleges.

2.2 Combination of autonomous learning and cooperative teaching

The process of blended teaching is actually a process of students' independent learning and cooperative learning [3]. Under the hybrid teaching mode, students can choose their own learning process according to their own actual situation, manage their own learning activities, and at the same time, with the help of Internet technology, they can also discuss related teaching problems, so as to realize the sharing and building of knowledge.

2.3 Combination of structured and unstructured teaching

Often in strict accordance with the traditional English teaching syllabus and teaching plan, but with the advancement of higher vocational English teaching reform, higher vocational English teaching is more and more highlights the occupational features, this requires the students' learning content need to break through the existing higher vocational English teaching syllabus and teaching plan, in order to further enhance the quality of higher vocational English learning. Under the situation of mixed teaching mode, various online teaching videos and teaching materials on the Internet can better meet the needs of students for extended learning and the secondary construction of the existing knowledge teaching.

3. THE APPLICATION OF BLENDED TEACHING IN THE CONSTRUCTION OF GOLD ENGLISH COURSES IN HIGHER VOCATIONAL COLLEGES

Under the background of the current "Internet +", outpaces language service market in China has showed a trend of increasing year by year, in 2016, the Chinese language service market growth for 40.26 billion dollars, language service industry talent demand is growing rapidly, this puts forward higher requirements on higher vocational English teaching, construction of higher vocational English gold class is imminent [4]. At present, English lesson "water" still exists in many higher vocational colleges, gold to build higher vocational English class, you must eliminate the "water", actually is characterized by high order, innovative, challenging the higher vocational English gold class, in the process, must emphatically exert the unique advantage of hybrid teaching, the effective construction of booster gold higher vocational English classes.

3.1 Use blended teaching mode to create English classes that meet students' personalized learning needs

In today's era of higher vocational students' learning autonomy, personalization, such as more prominence, every learner has a different learning style, learning strategy, of the practical need of is also different for

learning English, to really make gold English class in higher vocational colleges, just as much as possible in the process of classroom teaching must be taken into account each student's English learning needs, the implementation of their aptitude. Blended teaching can meet the diverse learning needs of learners through diversified processing of learning materials and materials, and thus improve the effect of English learning. English teachers in higher vocational colleges should make full use of the blended teaching mode to create English classes that meet students' individualized learning needs and truly meet students' increasingly individualized and diversified English learning needs.

3.2 Make use of the blended teaching model to create English classes that support implicit and unstructured learning

Hybrid teaching to further expand the space-time view of student's study, students' learning has not only confined to the classroom and the teaching material and books, but has extended to the outside of the classroom and on the Internet, and hybrid teaching based on the technology of the Internet can provide students with more rich diversity of English learning resources, such as cultural experience in the process of English learning and practical training, and so on, Thus, more open and non-traditional elements are integrated into the English teaching process, which is helpful to further expand students' thinking and enrich students' English learning experience, which is also an effective improvement of the traditional vocational English learning. Higher vocational English teachers should actively introduce the mixed teaching mode into the daily teaching process, and strive to combine the traditional offline English teaching with online teaching, so that different students can actively carry out socialized English learning through collaboration and discussion on the Internet carrier, so as to continuously improve the English learning effect.

4. CONCLUSION

In a word, actively creating the gold course of English is the practical need of the current vocational English education and teaching reform, and it is also the practical path for vocational English teaching to better adapt to the language service market's demand for the cultivation of compound and professional English talents in the information era. Compared with other teaching mode, the hybrid teaching mode will be online and offline teaching and autonomous learning and cooperative learning, structural and non-structural, custom content and the organic combination of traditional teaching content and so on, at the same time combining English learning, practice and practice, give full play to the advantage of traditional English teaching of offline and online teaching. It plays an important role in promoting the creation of advanced, innovative and challenging English courses in higher vocational colleges. English teachers in higher vocational colleges should continue to strengthen the theoretical research and practical exploration of the blended teaching mode, and make better use of this teaching mode to create the rich school-based English courses in higher vocational colleges.

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The Education of Ethnic Minorities in The Era of Big Data

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Abstract: The arrival of big data era has changed all aspects of people's lives, and also triggered the thinking of minority education. In this process, the change of knowledge system and thinking mode brings new opportunities and challenges to minority education, and then makes it possible for minority students to realize diversified education and personalized education. Based on this, this paper analyzes the minority education in the background of big data era, and discusses its application advantages and development trend from the development characteristics of big data era, so as to maximize the effect of minority teaching activities.

Key words: Big data era; Ethnic minority; Education

1.INTRODUCTION

With the effective application of big data technology, the concept, mode and content of ethnic minority education are facing good opportunities. Therefore, educators should also make full use of the advantages of big data technology to optimize the education of ethnic minority students. In the overall development process, we should actively grasp the development characteristics of the era of big data, and make full use of relevant technologies to realize the accuracy and personalization of the education system. Only in this way can we further realize the prosperity and development of minority education and culture, so as to lay a solid foundation for social harmony and stability and the improvement of people's living standards.

2. DEVELOPMENT CHARACTERISTICS OF BIG DATA ERA

Combined with the actual development of the era of big data, its characteristics are mainly reflected in three aspects: first, in the context of the era of big data, the volume of data has been significantly improved, and effectively promoted the development of the era of information explosion with the help of information technology. On this basis, all the details of minority education can be effectively recorded and stored, which can provide information support for the optimization of follow-up teaching strategies; Second, relying on big data technology, the speed of data processing is further accelerated, people can better complete the process of deep data mining, accurate capture and accurate calculation, and ensure that the value of relevant data can be brought into full play in the process of education development; Third, the application value of data has been more directly reflected. In the process of developing education, educators can use big data technology to develop personalized guidance programs for students' personality and learning needs, so as to effectively improve the education level of ethnic minorities [1].

3. THE APPLICATION ADVANTAGES OF BIG DATA TECHNOLOGY IN MINORITY EDUCATION

3.1 Improve the objectivity of minority education policy

The introduction of big data analysis in minority education can effectively improve the scientific and objective of relevant development strategies and policies and improve people's trust in it. With the continuous development of big data technology, compared with personal practical experience, big data technology can more accurately dig out the connotation and law of things development, and realize the improvement of objectivity and effectiveness of decision-making. For example, the performance of online data recommendation products in Amazon book sales has reached 100 times of that of traditional book review team. People are more inclined to rely on the results after data comparison[2]. And for the education of ethnic minorities, the widespread collection of data can be significant persuasion and credibility of ethnic education decision-making. At present, the environment faced by minority education policy is always changing, dispersing and multi-dimensional. Therefore, traditional research and forum decision-making methods can not effectively meet the dynamic needs of current policy-making, which leads to the questioning of the final decision-making content. However, through big data technology, the information obtained from the website of education administration department, basic education quality database and educational data network can be stored, classified and analyzed effectively, so as to ensure that the developed education policies can meet the development needs of minority culture.

3.2 Realize diversified education and precision Education

The implementation of big data analysis technology can further promote the diversification and personalized development of minority education. Meanwhile, the application of big data technology can help the education of ethnic minorities to achieve effective improvement in dimensions and levels, and thus reflect the current overall education level more directly. On the one hand, big data technology can collect relevant data through testing and analysis, questionnaire survey, etc., and provide information support for the process of Ethnic Students' diversion, curriculum setting and teaching effect feedback; On the other hand, big data technology can also deeply excavate the social network data of students and their parents' data information, and fully realize the effective segmentation of teaching data. In the traditional teaching mode, the data collection sources mainly include students' answers in class, homework after class and academic test. However, in the background of big data era, intelligent teaching system can further strengthen the tracking of class notes, answers to questions and the grasp of

classroom knowledge, and then predict students' learning behavior and attitude, The study rules suitable for the development of students are summarized[3]. Besides the unexpected data in learning, big data technology can also involve students' psychology, social and aesthetic fields, and then summarize their comprehensive data, effectively guide students to their own interest points and good at the field development. In the current development, minority students often face language and cultural problems when they receive education, and also include the students' personality in learning. In the original teaching mode, personalized teaching can not be fully implemented, and the application of big data technology effectively solves this problem. At the same time, through big data analysis, relevant education departments can also strengthen the understanding of students from the perspectives of region, gender, age, family, interest and hobbies, so as to formulate a unique teaching method.

3.3 Flexible adjustment of educational methods and means

Many times, the actual situation of teaching is constantly changing, and in the face of such changes, big data technology can effectively adjust the education methods and teaching means, so as to ensure the maximum effect of teaching activities. In the actual implementation process, big data technology shows a very prominent dynamic and forward-looking, which can obtain the updates and changes of students' information system, learning behavior and learning activities at the first time, and make corresponding feedback and guidance. In this process, educators can really adjust the teaching content, teaching progress and teaching methods according to the characteristics of students, so as to ensure the stable implementation of the educational concept of "teaching students in accordance with their aptitude". Dynamic big data analysis can not only provide personalized teaching for students, but also predict their future learning situation, so as to realize the all-round improvement of teaching level. In the traditional teaching mode, teaching activities tend to present a simple and unified characteristic, and the application of big data technology can effectively select the appropriate teaching methods, contents and teaching materials according to the students' preferences and habits, and find the learning methods that are really suitable for students. At the same time, big data analysis also puts forward new requirements for educators, that is, on the basis of mastering basic teaching skills, they also need to have the corresponding big data analysis ability, so as to provide conditions for the optimization of minority education.

3.4 Promote the development of multimedia network education

At present, multimedia network education has become a new development trend, and the application of big data analysis technology has also found a new path for it. With the development of information technology, the potential of online education is becoming more and more prominent, and in the actual development of related courses, we can also track the online learning trajectory of students to implement the best teaching methods and the most suitable learning content [4]. In such an environment, if the network education can be introduced into the minority education, it can give the minority students more autonomy and selectivity, and then choose the appropriate curriculum according to their own actual situation and needs, to avoid the problem of students arranging courses to the greatest extent. Taking the teaching of Chinese course as an example, the minority students in different regions have different basic knowledge of Chinese. The students who have lived in the Chinese environment since childhood have better basic knowledge of Chinese; And some students are affected by different education, often after middle school can formally accept Chinese education, which also leads to the implementation of unified teaching, then the overall teaching effect will be affected. But through big data technology, we can divide the different course content, knowledge system and students' interest points in Chinese course, so as to maximize the classroom effect.

4. THE DEVELOPMENT TREND OF MINORITY EDUCATION IN THE ERA OF BIG DATA

4.1 The relative independence of Minority Education

In the process of the development of minority education, one of the most prominent characteristics is its independence, which is mainly reflected in the fact that it will not be affected by the external environment, but always maintains its own development law. In the process of carrying out educational reform, such independence will hinder the pace of reform to a certain extent, which is mainly reflected in the fact that educators believe that in an independent state, the relevant reform is a passive response to the overall situation, rather than the inherent demands of minority education itself. In this process, we need to note that the independence of minority education is also a relative concept. In the process of development, it is bound to be affected by politics, economy, culture, information and other factors. Therefore, in the era of big data, minority education will be affected and changed accordingly. Combined with the current development trend, the most prominent feature of big data technology is to turn the impossibility of data into a possibility. From the perspective of minority school education, big data technology can not only involve the general characteristics of the overall composition of education, but also include the particularity of minority education. Some scholars have explained the concept of minority education. He thinks that modern minority education is an activity to promote individual socialization of students in minority areas. It can also be seen that the development of minority education is to a large extent based on the social environment, so as to effectively promote individual socialization development. As a nation with a relatively weak population, it is a process of learning a new way of life for students of ethnic minorities to carry out individual socialization activities in the context of big data era, so as to realize the internalization of ideas, behaviors, concepts, literacy and other aspects, which can not only effectively adapt to the actual needs of China's social development, It can also provide talent support for the strategy of strengthening the country. In order to further achieve the corresponding talent training objectives, relevant

education departments must use big data technology to quantify and analyze the relevant data, and on this basis, put forward targeted guidance for the current education situation [5]. The survey data shows that the introduction of big data technology into minority school education can better help students learn frontier knowledge and understand the latest trends, and ensure that students can establish a correct world outlook, values and outlook on life in the process of accepting new content. At the same time, in the process of practical application, big data technology can further reflect its scientific value and humanistic value, so as to better face the challenges brought by the complex social environment and unique geographical structure of ethnic minority areas. From this, we can further see that big data technology can effectively serve the education of ethnic minority schools and play a positive role in improving the education level of ethnic minority schools.

4.2 Research and development and practice of school-based curriculum

In combination with the development of China, although minority is in a disadvantage in population, the specific culture it contains is an important part of Chinese traditional culture. In order to further promote the inheritance and development of traditional minority culture, the original oral communication is far from enough, and more should be achieved by the development of school-based curriculum and school-based education to achieve the dissemination of relevant culture, thus it is seen that the needs of school-based curriculum development of minority schools have become very urgent. There are still some problems in the education courses of minority schools, which is that compared with most areas of China, the curriculum of ethnic minorities has not shown its proper characteristics. In the process of using the national unified textbooks, minority students will feel the backward of their own culture, which is mainly dominated by Chinese culture in the existing textbooks. In the current Chinese textbooks, most of them are based on the social culture of the Han nationality in the north, and there are very few parts of the minority culture mentioned, which will lead to the students of ethnic minorities will feel the obvious cultural barriers when learning the teaching materials; In addition, the introduction of Chinese history in the history textbooks, although the existing achievements are highlighted in the content is due to the joint efforts of all ethnic groups, if it is from the perspective of minority students, the vast majority of the textbooks are still the history of Han nationality, so it is necessary to strengthen the development of school-based curriculum for ethnic minority schools, It is more about the development history of minority areas. In the process of developing and implementing school-based curriculum, educational data mining (EDM) will play a very prominent role. On the one hand, it can improve the teaching management level of teachers and help them to reflect on the basis of mastering the actual learning process of students; On the other hand, it can provide support for students' learning and help them better understand their learning environment. With the help of EDM technology, the education department can more accurately grasp the suitable learning methods, teaching contents and teaching materials types of different minority students. Meanwhile, the participants of school-based curriculum can adjust the measures of educational reform according to this data to avoid the negative impact of subjective assumptions on the overall reform process. The application of educational data mining can effectively transform the original data into effective information, and to a large extent, promote the active development of educational research and practice. In such an environment, the core value of school-based curriculum can also be better displayed, and the overall understanding of students can be realized effectively.

4.3 Individualized development of students

From the technical perspective, the implementation of big data technology can better promote teaching according to their aptitude, and ensure that on the basis of the analysis of the dynamic data of education in minority schools, the students' learning situation is analyzed and the future learning development status is predicted. This will not only help to abandon the original single teaching mode, but also further promote the personalized development of students. First, with the help of big data technology, students' learning ability, learning habits and cultural background can be analyzed effectively, and reasonable guidance suggestions are put forward. In this environment, the subdivision of teaching data will be further deepened, which avoids the problem of incomplete and incomplete data sources in traditional teaching mode. In the era of big data, the most real education quality can be displayed, and the diversified and accurate characteristics of minority school education can be further highlighted. Secondly, the language problem of ethnic minorities has become a prominent problem in the process of educational reform at present. For example, the teaching of minority language is one of the most prominent differences between minority teaching and Han school teaching. Compared with the single language teaching in Chinese teaching, the teaching of minority schools has been in bilingual language environment. However, in the practical application, there is a great gap between minority languages and Chinese. At the same time, with the continuous improvement of economic development level, cross-ethnic communication is becoming more and more frequent and close. In such an environment, the speed of minority language dying is becoming faster and faster. How to strengthen the protection of relevant languages has become an urgent problem. As an important position of ethnic communication, minority schools have an urgent responsibility for protecting minority languages, which is also largely determined by the social functions of the schools. In this process, we should further strengthen the cooperation between teachers and students in schools, and ensure that the protection of minority languages can be strengthened on the basis of mutual learning. In the background of big data age, teachers can make full use of big data technology to provide sufficient information and software for students' language learning, and then give full play to the positive role of big data technology. Finally,

the development trend of the whole teaching should be pre judged for the possible problems. Although big data analysis can not get the exact prediction results, it can judge the future learning development direction of minority students to a large extent, and then put forward corresponding preventive measures for the possible problems, and make preparations as much as possible.

4.4 Supplement of teaching knowledge of technical subjects

With the development and popularization of digital information technology, e-book software and digital library have gradually come into students' life, and have a great impact on their learning concept and learning style. Under the background of big data era, the continuous improvement and perfection of related technology has also aroused some scholars' concern about paper books and traditional libraries to a certain extent. In the face of such problems, minority school teachers should constantly strengthen the supplement of knowledge and ability, and then deal with the massive electronic resources by using more advanced scientific and technological knowledge and technical subject teaching [7]. Technical subject knowledge is to effectively promote the organic combination of subject knowledge and education professional knowledge through certain technical means. Its core lies in that educators need to break the boundaries of subject professional knowledge on the existing basis and realize the effective expansion of subject knowledge. The arrival of the era of big data also puts forward higher requirements for minority teachers. The connotation and scope of professional knowledge that teachers need to master are constantly deepening. In this environment, minority school teachers not only need to master the theoretical knowledge of pedagogy, but also need to further strengthen the understanding of the actual situation of students. In the past teaching process, teachers often rely on professional pedagogy knowledge to make subjective judgment, which leads to obvious interference to rational judgment. With the help of big data technology, we can implement quantitative management for multi link data such as school, classroom and student behavior, so as to effectively improve the accuracy and objectivity of the overall evaluation method. Therefore, it can be further seen that strengthening the mastery of technical subject knowledge is the future development trend and inevitable requirement of minority school teachers, so as to improve the core literacy of minority school students and provide talent support for China's development.

5. THE SPECIFIC APPLICATION OF BIG DATA TECHNOLOGY IN MINORITY EDUCATION

5.1 Improve the monitoring mechanism of network public opinion

Combined with the actual application of big data technology, the relevant technologies play a very prominent role in the education of ethnic minorities, which have brought a very positive impact on strengthening knowledge expansion, improving learning efficiency and innovating thinking mode. But at the same time, in order to avoid the negative impact of the bad ideological trend of network on minority education, we

have constantly strengthened the socialist core value education, and guided the minority students to establish the correct world outlook, life outlook and values. In this process, we can fully use big data technology to collect students' family information, learning performance, special interests and other contents, and analyze relevant data effectively, and then master the attitude of students to big data technology, so as to further strengthen the network security management of a few ethnological schools and ensure the Ideological Security and stability of campus. At the same time, we can establish the corresponding network public opinion monitoring system, and then effectively grasp the initiative of the network public opinion. In case of emergency, we should carry out positive publicity and report through big data technology, gradually improve the discrimination ability and self-protection awareness of minority students, and at the same time, through the network public opinion early warning mechanism, we can analyze and judge the judgment and behavior of students in all directions, and feedback their ideological status to relevant management departments. Through the construction of Internet platform, educators can further strengthen the interaction, communication and communication to students, and then master the changes in their learning and life and ideological dynamics. In view of the existing problems, students can change their educational ideas and methods in time, so as to ensure that they can achieve the improvement of comprehensive quality under the appropriate education methods.

5.2 Optimize the construction of network information platform

At present, the application of big data technology can not only improve the effectiveness of information acquisition and further improve the daily management of minority college students, but also implement more extensive diversified education and personalized education for minority students, highlighting the scientific and diversified education management mechanism. In order to improve the overall development level of ethnic minority teaching, we can establish a perfect education management network information platform on the existing basis, timely grasp the learning and ideological status of ethnic minority students, so as to carry out reasonable teaching activities in a targeted, targeted and professional way. Through big data technology and Internet platform, the work level of minority students' status management, curriculum management and other aspects can be significantly improved. At the same time, it also further plays a positive role of big data technology in the era of big data, and provides good basic support for optimizing the education and management of minority students. Combined with the actual situation of ethnic minority education and management, the data of ethnic minority students shows more prominent complexity, universality and sensitivity. Therefore, the establishment of a perfect big data technology analysis platform is also an important measure and necessary requirement to optimize the education and management level of ethnic minority students. In this process, we need to establish a special management organization and department for this

network information platform, effectively use big data technology to collect, sort out and analyze relevant information, and ensure the stable implementation of multiple links such as overall planning and coordination, indicator setting and resource integration. It is worth noting that the construction of the network information platform for the education and management of ethnic minority students not only helps to establish a multi-level education management atmosphere, but also forms a perfect dynamic information database for ethnic minority education, ensuring that various data and information can be integrated into the same information platform, We should effectively improve the pertinence and timeliness of minority education management. In addition, in the process of applying big data technology, relevant departments should pay special attention to broaden their horizons. They should not only focus on the technical analysis within the school, but also effectively include the excellent resources of enterprises, institutions, social organizations, etc. outside the school, and constantly broaden the channels to obtain data, so as to lay the foundation for improving the quality of minority education management and innovating management methods, To meet the development needs of the era of big data to the maximum extent.

5.3 Open up a new position for academic guidance

Influenced by many factors such as region and learning resources, compared with Han nationality, many students in minority areas are weak in the study basis; In addition, the regional economic development level is different and the education level is uneven, which makes the study pressure of minority students further improved. Facing such problems, relevant departments should further strengthen the application of big data technology, so as to effectively expand the education channels and create a better learning environment for minority students. Among them, the construction of "media integration" platform is one of the important application of big data technology, which provides more abundant models for minority students' education and learning, which helps them break the limitations of the original classroom, and then realize the all-weather and all-round learning objectives. With the help of big data technology and the operation of network learning platform, it can effectively help minority students to integrate the basic curriculum resources, and carry out the curriculum module and teaching practice with pertinence and accuracy. In this process, the disadvantages of the unitary minority education can be effectively broken, and then the students can feel the combined force of classroom education, family education and social education, and create a good learning atmosphere. Through the operation of the network platform, it can help the education department and educators to understand the dynamic changes of students' personal development, and carry out targeted education activities on the basis of data integration analysis, which will lay a foundation for improving the education level of the whole minority areas in the background of big data era.

6. CONCLUSION

To sum up, the relevant data technology under the background of big data era plays an important role in the education of ethnic minorities, and provides new development opportunities for the education of ethnic minorities through the huge data volume and extremely fast processing speed. In this process, we should always give play to the relative independence of minority education, based on the research and development and practice of school-based curriculum, effectively realize the personalized development of students and the supplement of teaching knowledge, and further improve the education level of minority students on the basis of giving full play to the role and advantages of big data technology.

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Exploration and Practice of CDIO Teaching Model for Mechanical Engineering Major

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Abstract: Based on the orientation of applied talents cultivation, to meet the needs of industry, according to the CDIO engineering education concept, the curriculum and practical teaching system of Mechanical Engineering specialty have been comprehensively deconstructed, and the talent cultivation system has been constructed. The talents cultivation has the following characteristics: integration of curriculum-training-competition, the concurrent drive of curriculum and training projects and the integration of engineering education concept. The gratifying results have been achieved.
Key words: CDIO; Teaching mode; Project-based; Mechanical engineering

1.INTRODUCTION

CDIO Engineering Education model is the latest achievement of international engineering education reform in recent years. CDIO takes the whole life cycle from product development to operation as the carrier, starts from the initial impulse of product design, takes projects as the link in teaching, studies and practices product design, manufacturing and operation, and advocates the teaching mode of "learning by doing, learning by doing".

The design and development of mechanical and electrical products are consistent with the whole cycle process education mode of CDIO, so the training of mechanical engineering professionals is suitable for CDIO Engineering Education Mode. In recent years, many universities in China have carried out the research and application of CDIO Engineering Education Mode. Wang Jun et al. [1] taking mechanical engineering and automation as an example, a CDIO project teaching system based on engineering capability was constructed; Wang Dianjun et al. [2] introduced CDIO talent training mode into the comprehensive training of mechanical and electronic engineering specialty, and obtained very good teaching effect; Yan Guo Shi of Yanshan University, et al. [3] integrates the three-level project with classroom teaching, providing a case study for the training of engineering and technical talents; Wang Xuefei et al. [4] has constructed a perfect teaching system of mechanical design with CDIO Engineering Education Concept, and the results are gratifying. Weihonglei et al. [5] also made a beneficial and successful exploration in the practical teaching system of CDIO mode of mechanical and electrical engineering. The practice of CDIO Engineering Education abroad has more obvious effect, which leads the direction of domestic engineering education. The practice at home and abroad shows that CDIO's educational concept and teaching method are suitable for the teaching and practice of mechanical related majors in Applied Undergraduate Colleges and universities. The education mode focuses on practice, closely combines with industry and technology, adapts to the current characteristics of students, and can cultivate applied technical talents who are suitable for industrial demand and have strong practical ability, engineering quality and professional skills. Based on CDIO Engineering Education Mode, this paper takes mechanical intelligent manufacturing engineering as the professional direction, and constructs and implements the talent training system driven by curriculum and practice.

2. ANALYSIS OF EXISTING PROBLEMS

Since the reform and opening up, the personnel training system and training standards of domestic machinery majors have been gradually established and improved. Many advanced colleges and universities have formed their own characteristics by learning from the international advanced education concepts. However, most of the graduates from application-oriented universities still have the characteristics of "knowledge-based students", lack of professional practice ability and innovation. This situation has caused a large number of mechanical graduates to need enterprise "retraining" before employment, and the entry salary of graduates is generally low. One of the important factors is that the talent training mode of colleges and universities cannot keep up with the development of the times and technology. Emphasis on theoretical teaching, light practical ability; Traditional education concepts and models, such as emphasizing the explanation of knowledge points and neglecting the application of knowledge system, are still deeply rooted in many colleges and universities. It is mainly manifested in the following aspects: first, the curriculum used to focus on the subject system, ignoring the needs of industrial application; Some of the contents of the course are obsolete, and some technologies have been eliminated by the industry, so it is not suitable to teach students. Second, the course content used to emphasize the explanation of knowledge points and the teaching of a single course, ignoring the whole process of the design, R & D, manufacturing and operation of mechanical and electrical products, resulting in the fragmentation of students' knowledge system, skill system and ability system, which cannot be transformed into the driving force of career development and promotion. Third, the content of experiment and training is out of date, which is out of line with the needs of modern technology and industrial development; There are many demonstrative and confirmatory experiments, which have poor correlation with the course content, and lack of the cultivation of students' ability to design experiments and innovate; The contents of curriculum design are

independent of each other, and cannot integrate multiple courses and engineering practice links. The practice links of each training are lack of coherence, so it is difficult for students to form a complete and systematic engineering quality and engineering ability through school teaching. Fourth, the content of the course and the experimental training of the course are not suitable for the current and future engineering background, and also lack the engineering process training combined with industry; In the course and training, there is no training for students' communication ability and professional quality, or there is no organic link in each training link, so it cannot form a complete system. In a word, according to the traditional education and teaching mode, there is a big gap between the training of applied mechanical talents and the national and social economic development, and the industrial demand of modern manufacturing industry.

3. CONSTRUCTION OF CDIO ENGINEERING EDUCATION MODE FOR MECHANICAL SPECIALTY

Starting from the industrial demand of mechanical engineering talents, according to the CDIO Engineering Education Concept and the systematic requirements of conception, design, implementation and operation in the whole life cycle of mechanical and electrical products, this paper constructs a "course practice competition" model with the characteristics of active learning, project and competition driven, focusing on the cultivation of practical ability The application-oriented talents training system integrated with the concept of engineering education.

As shown in Table 1, based on the orientation of applied talents cultivation, adapting to the needs of the industry, according to the CDIO Engineering Education Concept, the teaching system of "curriculum + practice" for various mechanical majors is comprehensively deconstructed, the teaching content is optimized, the teaching mode and method are improved, and the teaching evaluation method is improved, so as to form a teaching system of "curriculum + practice" parallel driven CDIO Engineering

Table 1 CDIO project teaching system of Mechanical Engineering

First year project		
Project 1:Parts mapping	Course: Engineering Graphics	Competition: Advanced mapping technology competition
Proj 2: Product information modeling	Course: Fundamentals of digital design	Competition: 3D digital design
Project 3: Robot cognition	Course: Introduction to mechanical engineering	Training: robot innovation training
Project 4: 3D design printing	Training: Engineering Training	Competition:3D printing creative design competition
Second year project		
Project 1: CDIO training of electro-mechanical products	Course: Mechanical principles	Competition: Mechanical Innovation Design Competition
Project 2: Basic engineering training of electrician	Course: Electrical Engineering and electronics	Competition: Electronic Design Competition
Proj 3: Engineering Training	Course: Engineering materials and forming technology,Precision design	Competition: Engineering training comprehensive ability competition
Project 4: Innovative design of Fischer Technik Model	Course: Mechanical principles	Competition: Mechanical Innovation Design Competition
Third year project		
Direction of machinery manufacturing technology	Project 1: Machinery manufacturing technology	Course: Fundamentals of mechanical manufacturing technology, CNC technology and equipment, Precision design, Electromechanical drive control
	Project2: NC programming and simulation	
	Project 3: Technological equipment	
Direction of mechanical equipment design	Project 4: Course Design of mechanical design	Course: Microcomputer principle and application, Mechanical Design, Sensor and testing technology, Control engineering foundation, Mechanical manufacturing equipment design,
	Project5: Mechanical automation design	
	Project 6: CNC machine tool component design	
Fourth year project: Professional comprehensive training		
Graduation practice and graduation project	Proj 1: Integrated design of intelligent manufacturing system	Professional report, thesis, prototype or virtual simulation
	Proj 2: Design of intelligent manufacturing equipment	
	Proj 3: Logistics equipment design	

Education Mode. The main contents of this teaching mode include the following aspects:

3.1 CDIO project setting is closely combined with curriculum and practical training, which is divided into four levels, corresponding to the academic year of students and the subject competition that students can participate in. The first-year project is mainly for junior students, focusing on product expression. The courses are engineering graphics and fundamentals of CAD, and the practical training is 3D modeling and parts mapping. Subject competitions include digital design, advanced mapping technology and product information modeling, 3D printing, etc. The second-year project is based on professional basic courses, such as mechanical principle, material forming, precision design, etc. the practical training is basic engineering training and mechanism motion simulation, and the competition is comprehensive

ability competition of innovative design and engineering training. The cultivation of ability and quality is mainly based on professional foundation, preliminary mechanical engineering design and engineering literacy. The third-grade project is based on different professional directions and different professional curriculum groups. The practical training is mechanical manufacturing technology, mechanical equipment design and mechanical engineering automation. The competition is the National College Students' mechanical innovation design competition, "Challenge Cup" College Students' Extracurricular Science and technology academic works competition, etc. the main goal is the comprehensive application of professional knowledge and the cultivation of innovation ability. The fourth-grade projects include CDIO practice of mechanical and electrical products, integrated design of intelligent manufacturing system and intelligent

equipment. One is the innovative design project combined with the special training of specialty project, and the other is the graduation design project, which emphasizes the docking of industrial needs, the comprehensive use of professional knowledge, engineering tools and team ability to solve complex engineering problems, and the ability to evaluate the performance of products, taking into account social, environmental, health, safety, legal, cultural and other non-technical factors.

3.2 With top-level design, project driven as the main line, and "knowledge + ability + literacy" as the goal, we plan all aspects of the talent training program, and build a talent training system with "curriculum + practice" as the dual core. In other words, the training system is no longer based on the curriculum system, but also includes the practice system. Under the requirements of CDIO Engineering Education Mode, practice system is more important. Starting from the needs of the industry, the sub objectives of the training objectives should be implemented in the specific courses and practical teaching links. All teaching links, such as course content, course experiment, course design, professional comprehensive training, production practice and subject competition, are mapped to the CDIO project practice, and students' engineering ability is cultivated in multiple "learning by doing" and "learning by doing" practice cycles. And establish the assessment mechanism and system of students' engineering ability, communication ability and professional quality, and refer to the subject competition results, we can scientifically and objectively evaluate the teaching effect of talent training, and improve the quality and level of school running through continuous improvement.

3.3 Based on the concept of CDIO Engineering Education, under the requirements of "curriculum + practice" and "practice". Completely change the traditional teaching mode of "teacher led, classroom indoctrination" to the CDIO teaching mode of "student-centered learning". The teaching mode characterized by "teachers, teaching materials and examinations" will be transformed into a new teaching mode characterized by "students, practical projects and learning effects". The conception, design, manufacture and operation of mechanical and electrical products run through all aspects of the teaching process, and help students systematize their knowledge and apply it to solve complex engineering problems through specific engineering projects and subject competitions. In the process of personnel training, not only knowledge and skills, but also process and methods, but also emotional attitude and values are emphasized. In the process of training, we should pay attention to building a learning environment and an experimental training environment jointly managed by teachers and students, so as to provide students with necessary tools, materials and workplaces for CDIO practice. In practice teaching, we should emphasize the process training, the learning method training, the promotion of autonomous learning, cooperative learning, group learning and so on.

3.4 Based on the "project driven" talent training mode, the evaluation system of talent training quality and effect in curriculum, experiment, training, internship and graduation project is reformed, the evaluation elements are reconstructed, and the students' ability and quality are more emphasized in the evaluation. In the talent training based on CDIO Engineering Education Mode, in addition to knowledge requirements, engineering practice ability, project ability, innovation ability and project and competition results should also be included in the evaluation system. At the same time, students' self-evaluation, team member evaluation and instructor evaluation in the process of project practice are organically combined, and process assessment in the process of practice is emphasized. Students' personal experience, team cooperation and communication, conflicts and problem-solving process in the process of practice are also concerned. In teaching practice, we should cultivate and develop students' leadership, technical cooperation and interpersonal communication skills, and cultivate team spirit in team operation. From the professional knowledge and ability, process and method, values and quality of multi-level, multi-faceted evaluation of the completion of teaching objectives, and through continuous improvement, improve the teaching effect of CDIO Engineering Education Mode.

4. EFFECTIVENESS OF PERSONNEL TRAINING

In recent years, the college has promoted the teaching system reform characterized by CDIO Engineering teaching mode, the quality of personnel training has been gradually improved, and the effect of personnel training has been significantly improved. Under the condition that the quality of students is basically unchanged, students' engineering practice ability and innovation ability are significantly enhanced. In the past three years, the college students have participated in all kinds of Subject Competitions and scientific and technological innovation competitions and won more than 100 awards at or above the provincial level. In the past two years, they have won more than 30 national awards. The employment rate of graduates of various majors is over 96%, and the professional counterpart rate is over 80%, which serves the national and local economic and social development well.

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The Guiding Role of Cambridge Business English Certificate (BEC) in the Construction of Business English Major in China

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Abstract: Cambridge Business English Certificate (BEC) is the first professional English certificate that enters into China. Such a certificate has been highly recognized by universities and foreign companies all over the world. With the increasing popularity of business English major in China's universities, more and more universities choose to introduce BEC course into teaching. Based on the authority of BEC, its related assessment and teaching resources have become wind vanes of the construction of business English major in China.
Key words: BEC; Business English Major; Business English Course

1.INTRODUCTION

Since 1993, NEEA (National Education Examinations Authority) and UCLES (University of Cambridge Local Examinations Syndicate) have jointly held the examination of Cambridge Business English Certificate (BEC). BEC examination is the first professional English examination that enters China and the most influential examination among students at well-known universities. BEC has a high degree of recognition in foreign companies, which is known as the pass of employment in business. At the same time, BEC is recognized by MBA programs of many universities and higher education all over the world.

2. ASURVEY OF CAMBRIDGE BUSINESS ENGLISH CERTIFICATE (BEC) EXAMINATION

BEC examination is based on actual needs of business work, testing the examinee's abilities to use English in business environment. BEC examination comprehensively examines four aspects: listening, speaking, reading and writing. And it is divided into three levels: BEC preliminary, BEC Vantage and BEC Higher. The biggest difference among three levels lies in the degree of the difficulty in listening part. Therefore, you are required to pay more attention to the training and improvement of listening ability. BEC is valid for life, that is to say, as long as you get a certain level of BEC, you will benefit from it for life.

3. A COMPARATIVE STUDY BETWEEN CAMBRIDGE BUSINESS ENGLISH CERTIFICATE (BEC) EXAMINATION AND OTHER TYPES OF ENGLISH LANGUAGE EXAMINATION

When it comes to BEC examination, it is necessary to compare and contrast such an examination with other types of English language examination, such as CET 4, CET 6, TOEIC, IELTS, TOEFL, etc.

3.1 BEC v.s.CET-4 / CET-6

The content of BEC examination is very different from CET-4 and CET-6. CET-4 and CET-6 mainly test English language ability of college students, while BEC focuses on actual English ability and business communication of candidates in real working environment, such as business English writing, business English document reading, workplace group discussion, interview, etc. Compared with CET 4 and CET 6, BEC is much more difficult in oral English. College students are more likely to take CET-4 or CET-6 for graduation and recruitment, and the certificate is the most widely recognized in China for building their resumes or being successful in selection process. However, for white-collar workers in the workplace as well as students who want to enter the top 500 global companies, BEC examination is undoubtedly one of the best choices and it has gained global recognition. After all, it is a global authoritative examination of business English.

3.2 BEC v.s. TOEIC, IELTS, TOEFL

From the perspective of cost effectiveness, BEC has more advantages than IELTS and TOEFL. In recent years, the results of BEC can be applied both in business area and academic field. As it was mentioned earlier, once the BEC is obtained, its results can be valid for life, once for all. However, the results of IELTS (International English Language Testing System), TOEFL (Test of English as a Foreign Language) and TOEIC (Test for English for International Communication) exams are merely valid for two years.

The above four types of examination are basically designed by two major language assessment organizations, Cambridge University Foreign Language Testing Office (ESOL) and American Educational Testing Service (ETS). ESOL as a non-profit organization has been engaged in examination research and development for 150 years. Now it is the largest language assessment organization in the world. And ETS was founded in 1947, also a well-known private non-profit organization, including the examinations such as TOEFL, GRE, GMAT, etc. The two organizations are located in the United Kingdom and the United States respectively. In terms of popularity, the two organizations are of no difference. However, ESOL that relies on University of Cambridge has a better R & D strength with a serious academic attitude.

3.2.1 BEC v.s. TOEIC

TOEIC is designed by ETS. In the beginning, TOEIC was tailor-made for Japan. Today, TOEIC is mainly used to

test English ability of non English native speakers in the international working environment. The first exam was held in Beijing and Shanghai in December 2002. The most outstanding feature of TOEIC is that it has been recommended by excellent students in Japan and South Korea. At present, Japanese and South Korean companies widely recognize the certificate. TOEIC focuses on daily English communication, and it includes local custom, etiquette, culture, etc. However, TOEIC merely consists of listening and reading parts, lack of speaking and writing parts, and all the questions in the exam are multiple-choices. Therefore, the degree of difficulty is relatively low. Compared with BEC, although TOEIC concerns business communication, it pays more attention to basic communication skills in business environment. And the business knowledge involved in TOEIC is not as comprehensive as BEC. Consequently, TOEIC is more suitable for candidates with weak English ability to attend. BEC examination is much more difficult than TOEIC.

3.2.2 BEC v.s. IELTS & TOEFL

IELTS is designed for students from "non English speaking countries" who plan to study and immigrate in English speaking countries (Britain, the United States, Australia, Canada, New Zealand, etc.) to assess their ability in English. In 2008, there were more than 200,000 examinees in China, making it the most popular overseas English examination in China. Compared with IELTS, BEC pays more attention to the assessment of business knowledge, and the scores of BEC exam can be mutually recognized and exchanged with the scores of IELTS exam. TOEFL is another English proficiency examination designed by ETS. Since 1965, ETS has been responsible for the management of TOEFL examination. TOEFL is similar to IELTS, but it is more widely recognized in North America. In recent years, the scores of TOEFL exam and the scores of IELTS exam can also be mutually recognized.

4.THE GUIDING ROLE OF CAMBRIDGE BUSINESS ENGLISH CERTIFICATE (BEC) EXAMINATION FOR CHINA'S BUSINESS ENGLISH MAJOR

Due to the authority of its issuing agency, BEC has been highly recognized by companies and enterprises in the UK, the Commonwealth countries and most European countries. It has become the preferred certificate to confirm the certificate holder's English proficiency. At the same time, it is also regarded as the "pass" to enter companies in all the countries and regions where the examination is held. Therefore, since the emergence of business English major in China, more and more colleges and universities in China are offering business English courses and introducing BEC course into teaching, so that business English majors can prepare for their future careers in advance. Some state-owned enterprises or foreign companies will give bonus or even more monthly salary to employees with BEC.

In terms of examination quality, BEC examination is all related to "occupation" in a broad practical working environment, such as asking personal information,

arranging appointments or talks, understanding office communication and communication skills, greeting foreign guests, inquiring information, making telephone calls, business negotiation and business contracts. Therefore, after obtaining the BEC, candidates can not only master business English language, but also have a good command of daily business activities that can really help their future work. And different levels of BEC can be very accurate and objective to reflect the examinee's business English ability.

Based on the above-mentioned characteristics of BEC and its popularity in China, more and more colleges and universities choose to introduce Cambridge Business English course into business English teaching system, and give students corresponding guidance and training. At the same time, students are encouraged to participate in BEC examination, so as to improve practical effectiveness of business English teaching and enhance competitiveness and workplace survival abilities of graduates in job market. As a result, BEC teaching materials and teaching resources have become wind vanes of the construction of business English major in China.

5.CONCLUSIONS

Business English major is the combination of English major and business major. English language is the basic requirement. English accounts for 40% and business accounts for 60%. However, the current situation in the real world requires colleges and universities to train more and more talents with the characteristics of "strong English language skills + professional business knowledge". China's entry to WTO provides the talents with a wider space of career development. Experts believe that, with the development of globalization, business English talents are much in demand in logistics companies and foreign trade companies. According to the statistics from National Labor and Personnel Ministry, the employment rate of business English major has been among the top 10 in all majors. China is participating in globalization with unprecedented depth and breadth. Even in recent years, in the situation of economic depression, the employment rate of most business English majors remains high, and more than 90% graduates in business English major can find a job, and the prediction of employment rate stays optimistic.

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Research on Problems and Countermeasures of Poverty Alleviation by E-Commerce Education

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Abstract: With the rapid development of science and technology in China, the rapid progress of e-commerce, rural economy has also been improved. The development of electronic commerce has greatly solved the problem of farmers' employment difficulties. Has lifted many rural areas out of poverty. E-commerce plays an important role in China's poverty alleviation policy, but in some areas, there are still many problems in the knowledge training of e-commerce. This paper conducts a specific study on the problems and countermeasures of poverty alleviation through e-commerce education.
Key words: E-commerce education; Poverty alleviation; Problem; Countermeasures

1.INTRODUCTION

With the development of science and technology in China and the arrival of the Internet era, Internet technology has been popularized in rural areas, which makes more and more farmers know about e-commerce, and e-commerce also makes more and more agricultural products get rid of poverty. Therefore, poverty alleviation through e-commerce education occupies a very important position in poverty alleviation policies. However, according to the actual survey results, many problems have been found in the poverty alleviation of e-commerce education.

2. PROBLEMS EXISTING IN POVERTY ALLEVIATION THROUGH E-COMMERCE EDUCATION

2.1 The course content does not conform to the actual requirements

Poverty alleviation through e-commerce education is one of the main ways of poverty alleviation through e-commerce, and it is widely carried out in the major poverty-stricken areas across the country. However, the content of e-commerce education is lack of pertinence, and the course content is single and lack of novelty. The courses for e-commerce training are basically based on Taobao. The main way to get rid of poverty is through farmers in the form of the establishment of online stores in the countryside, so that farmers out of poverty. However, in the process of training, the age, educational level and training purpose of the trainees are not the same, so the single training content can no longer meet the needs of the personnel, and the students have lost their enthusiasm for learning.

2.2 Lack of localized professional teachers

E-commerce is very different from other industries. It requires a high level of practical experience, rich professional experience and excellent language skills. But for poor rural areas, these requirements are relatively harsh, because there is a severe shortage of professional teachers. Therefore, to carry out poverty alleviation work through education in various poverty-stricken areas, the first thing to do is to employ professional e-business lecturers to explain professional knowledge to trainees [1]. However, because most teachers do not know the local conditions in rural areas, it is difficult to formulate targeted training contents, and there is no way to rationally use local resources to solve the practical problems of trainees. Moreover, the cost of teachers is relatively high, which is difficult for many poor areas to afford.

2.3 Problems in after-school tutoring

Because e-commerce needs a lot of practical activities, for the trainees who have no foundation, it needs a lot of practice to master the skills, but many farmers do not have computers at home, can only learn in the training course, leaving the training course will cut off the way to learn. For those who have computers at home, the time of professional teachers is limited and there is no way to give after-class tutoring, so the knowledge they receive is also limited.

2.4 Selection of training time period

Farmers generally do not have specific rest time. In the time of professional knowledge training, farmers do not have a general concept of the training time except for the national traditional festivals, so it is difficult for training institutions to gather all trainees at the same time.

3. TAKE GOOD MEASURES TO ALLEVIATE POVERTY THROUGH E-COMMERCE EDUCATION

3.1 Accurate classification of training objects and formulation of appropriate training content

According to the actual survey results, fully understand the specific situation of farmers in the major poverty-stricken areas, related personnel according to the age of the students, education level and training purpose for a clear division. Students with different learning purposes need to master different skills for e-commerce. In the specific training, targeted learning programs should be made according to the needs of students and the mastery of e-commerce. And according to the degree of cognition of e-commerce students, they are divided into groups: e-commerce basic class, e-commerce cognition class, e-commerce management class and so on, so that students can choose freely.

3.2 Design of trainer's mode and training mode

In the process of e-commerce education, it is often limited by time and space. At this time, two forms of offline and online education can be established. With the continuous development and progress of the society, the level of science and technology is also constantly developing. Relevant e-commerce teachers can use the form of the Internet to conduct e-commerce teaching and carry out e-commerce courses online. Students have enough time to study when they go home at night after work, which solves

the limitation of time and place in the training class. Students who study on mobile phones can use the way of the teacher live broadcast to ask the teacher the problems they encounter in the study. At the same time some foundation is relatively weak, there is no sufficient practice of the students can watch the replay to learn, so that the learning effect of the students become better.

At the same time the teacher in the process of looking at talent training. The mode of order can be used to find the cooperation between relevant industries of the local government and enterprises, find the needs of enterprises, carry out the order-type training, and formulate the corresponding training program according to the needs of the industry. In this way, the problem of poverty of farmers can be solved and the local enterprises can be benefited.

3.3 Improve related teaching staff and supporting facilities

Compared with the city, the countryside is relatively scarce of resources, which is not said to be easier to retain talent. In the introduction of e-commerce poverty alleviation, talents can be introduced from the outside for e-commerce teaching. In the introduction of e-commerce teaching, relevant e-commerce teaching staff can teach local people, so that students can learn to teach the rest of the people, which is the localization of teachers. And optimizing teachers should combine the local actual situation, using local resources to better serve the local people, localization of teachers on the one hand can make the local young people to master skills, better service in the countryside, on the other hand, the local teachers to actively participate in the enterprise in the process of social practice, teachers encourage positive learning electric company, Entrepreneurship of e-commerce [2]. In the process of waste, specific programs should be targeted, so as to give full play to the advantages of e-commerce poverty alleviation and make a contribution to China's poverty alleviation cause.

3.4 Strengthen publicity and cultivate excellent e-commerce talents

The government can vigorously publicize poverty alleviation education through relevant departments, such as rural committees and rural neighborhood committees, and the government should give strong financial support in the process of publicity. Since most farmers in rural areas attach more importance to money and are unwilling to increase the extra expenses of their families, the state can provide certain economic support to poor areas and help farmers sell local products with rural characteristics, so as to realize the current situation of poverty of farmers. In addition, e-commerce training courses can also be carried out locally, and professional technical personnel from other places can be introduced for training. At the same time, aspiring young people with lofty ideals and aspirations can be recruited locally, and certain help can be given in terms of policies. Make farmers really contact with e-commerce, promote the effective development of e-commerce poverty alleviation education, so that more farmers out of poverty, promote the continuous development of China's social economy. At the same time, the government should also strengthen the propaganda of e-commerce, and constantly inject fresh blood into e-commerce, meet the demand of poverty alleviation education of e-commerce, and promote the comprehensive development of poverty alleviation policy of e-commerce.

4. CONCLUSION

In a word, with the advent of the Internet era, people have more and more understanding of e-commerce, and poverty alleviation education in e-commerce has been widely carried out. Government departments should pay attention to the supportive policies in this respect, give certain financial subsidies to meet the internal needs of e-commerce. E-commerce poverty alleviation education has greatly improved the current situation of farmers' poverty, comprehensively promoted the development of China towards a well-off society, and made a great contribution to the prosperity of the motherland.

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Reasons For the Lack of Self-Management Ability of Students in Higher Vocational Colleges

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Abstract: This article from the micro, meso and macro levels three different explores the lack of vocational college students' self-management ability, the influence is pointed out that the motivation of individual internal conflicts, the weak link of traditional school education system and the absence of family education and the backwardness, influence of the structure of the values in the age of information explosion fragmentation vocational college students is the main reason for the lack of self-management ability.
Key words: Higher vocational college; Lack of self-management ability; Reason

1. MICROSCOPIC PERSPECTIVE: THE INFLUENCE OF INTERNAL MOTIVATION CONFLICTS

The individual basis of self-management is the need for a complete set of internal processes to initiate, direct and maintain physical and mental activities, which is the motivation. Due to the pursuit of any goal all need to invest time, attention and effort, and resources are limited, a person is committed to a goal must take other goals of time and resources, so that when the individual for two or more than two goals, and different goals require individuals to make different behavioral responses, the motivation will generate conflict. Higher vocational college students will get in touch with society faster than students in other colleges and universities. Their roles will change, and they will have a series of interrelated and complex goals such as "career", "family", "friend", "leisure" and "study". In addition, they will have motivation conflicts under the circumstances of limited resources. Among them, the main motivation conflict is the achievement motivation brought by learning and the happiness brought by leisure. For example, when a student is not sure whether he should go to the self-study room to review or go to the Internet cafe to have fun, this kind of conflict between learning tasks and leisure activities may occur. At the same time, motivation conflict will produce motivation interference and its negative effects, which will cause obstacles to the selected activities in cognition, emotion and behavior. The more attractive the activity an individual is currently engaged in, the less distracting the alternative activities are. On the contrary, when students' learning goal is not high and the sense of achievement motive is not strong, the happiness brought by leisure will show a strong interference effect. In the past learning experience of vocational college students, learning only corresponds to exam scores, so learning becomes their own disadvantage and they lose confidence in setting higher learning goals. Or because the environmental influence can not correctly view the importance of learning, and give up the high learning goal. It leads to the continuous reduction of learning and the accumulation of wrong cognition of learning objectives into bad emotions, which affects individuals in emotional experience, learning time, academic performance and physical and mental health, and leads to the disorder of internal procedures to promote self-management, which leads to the low self-management ability.

2. MIDDLE PERSPECTIVE: THE WEAK LINKS OF THE TRADITIONAL SCHOOL EDUCATION SYSTEM AND THE ABSENCE AND BACKWARDNESS OF FAMILY EDUCATION

On the one hand, the focus of education is often placed in the school, the school should assume an important responsibility for the cultivation of students' self-management ability, but in the current education mode of vocational colleges, the cultivation of self-management ability is still a weak link. First, the current teaching content is mostly centered on basic theoretical knowledge, with classroom teaching taking up a much higher proportion than practical teaching. At the same time, higher vocational colleges are in the period of rapid development, which requires the connection between teaching and posts. Therefore, higher vocational colleges lack the demand investigation, content cohesion and thought integration of self-management ability in posts. Moreover, the form of teaching is affected by many factors, such as the number of students, the content of teaching and the experience of teachers, which leads to a relatively single form of education, which leads to the lack of subjective initiative of students in learning. Second, the management mode of college students remains to be broken through. In the rapid development, there is still a large gap between the increasing demand of students, the number of administrators and the total amount of material basis. In the theoretical research on the cultivation of self-management ability in various vocational colleges, it can be found that the current training mode has not built a complete theoretical system. At present, the cultivation of self-management ability in higher vocational colleges mostly adopts the way of student organization, which cannot be popularized to every student, let alone personalized and targeted cultivation. On the other hand, most of the students in vocational colleges come from rural areas or remote towns. Many of the students are not

the only child, and some of them have the experience of left-behind children. As left-behind children, these vocational college students are in urgent need of their parents' care and positive guidance. However, parents of migrant workers in other places are unable to provide an effective environment and example for their children to cultivate their self-management ability. Although left-behind children are capable of living alone, they lack long-term guidance psychologically, and their self-management in terms of emotion and time has not been effectively inspired by their parents when they are children. Some students' parents have relatively low educational level. Although they consciously want their children to conduct self-management, they are unable to give their children correct guidance on self-management. In addition, some parents because of the misunderstanding of children's education, think that education is the school's business, has nothing to do with their own; There are also some parents who take the "do-nothing" approach, expecting their children to "grow up to understand", neglecting management education. There are more parents' educational ideas are extreme. In the present age, when the material life is more abundant, the expectation of students is too high or the extreme state of spoiling. The family education with too high expectation and relatively autocratic or spoiling family education will make students rebel or cannot be independent in college life. The above family education situation will affect the students in higher vocational colleges can not correct self-positioning, self-planning and self-management.

3. MACRO PERSPECTIVE: THE FRAGMENTATION OF VALUE STRUCTURE IN THE ERA OF INFORMATION EXPLOSION

In the process of cultivating self-management ability, in addition to personal factors, education mode and family background, the concept of self-management caused by the social environment is ignored and the effect is weakened. Students' learning takes place in a social context and reflects the values of their respective cultures. After the formation of values, the target things will be evaluated, looking for objects that meet the personal evaluation criteria, so as to choose the appropriate target. Values have a great influence on students' learning goals and behavior management goals.

In the age of information explosion, people will store a large number of short and unrelated things in cognition, thinking and memory, and gradually "fragment" them. Therefore, the "fragmentation" of cognition, thinking and memory will inevitably lead to the fragmentation of the value structure in memory. The consequence is a loss of the ability to evaluate more complex things. However, vocational college students who are in the period of rapid development of their independent consciousness and cognitive ability are more likely to be influenced by some disguised miscognition, vague information and extreme remarks, which will lead to doubts and confusion when choosing values and codes of conduct. Douyin App is a short video software aimed at music creativity, which is popular among young people. The average daily usage of short video in China has increased from less than 100 million hours to 600 million hours from April 2017 to April 2019, according to the 2019 Data Report released by Huanqiu.com on June 13, 2019. From the perspective of applied psychology, the higher vocational college students in self-perfection fulcrum is not stable, can't clear understanding of his personality, college students' daily will pass trill media so as to obtain a large amount of information, and through the fragmentation of value judgment, are more likely to pursue personality shaping and secular goals agreed upon, which can lead to some students moral value orientation deviation. In addition, China is in the period of social transformation, and the inclusiveness and openness of the society give students a different understanding of the direction of growth and the nature of growth. Vocational college as well as other universities, shift change roles in the society, to provide more high quality education service, more inclusive evaluation system, give students more choice, time and space for self management ability strong students, broaden the options for them, but for self management ability of low student will produce can't choose, Or the helplessness of being unable to choose.

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Research on The Incentive Mechanism of College Counselors

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Abstract: College counselors play an important role in the development and construction of colleges and universities. This paper studies how to mobilize the enthusiasm of college counselors, improve the management system of college counselors, and give full play to the leading role of college counselors.
Key words: University Counselor incentive mechanism; Management system

1.INTRODUCTION

College counselors play an important role in the development and construction of colleges and universities. This paper studies how to mobilize the enthusiasm of college counselors, further improve the management system of college counselors, and give full play to the leading role of college counselors

2.TO CONSTRUCT THE SPIRITUAL MOTIVATION BASED ON RESPECT AND EMOTIONAL MOTIVATION

Based on Maslow's hierarchy of needs theory, after the first two levels of needs, physiological needs and safety needs are met, counselors will further pursue higher-level needs. Therefore, to meet the social needs and respect needs of counselors is indispensable for optimizing the incentive mechanism of counselors.

2.1 Respect motivation.University staff must pay attention to the important role played by counselors in the process of training and taking care of students, fully affirm the work of counselors and give them respect.Based on the understanding of the importance of counselors; work, schools should constantly implement national policies related to education, and formulate a series of employment, management, incentive, salary, training and other systems in line with them.Make the position of counselor a position that everyone respects, envies and is willing to engage in, and encourage the enthusiasm of counselors.

2.2 Achievement motivation.

First of all, recognize the work of counselors, attach importance to the work of counselors, and its status is equivalent to student education, academic research and other work.Establish respect for the work of counselors, and constantly improve the commendation and reward mechanism. Counselors with a serious and positive attitude to work should publicize them through various ways to improve their status in the school.

Secondly, we should promote the professionalization of counselors, optimize the employment mechanism, improve the overall quality of counselors, and improve their management ability and scientific research ability in student work.Improve the level of student work in the school, so that the teachers and students of the school affirmed their work results, and gradually attracted the attention of the school, so as to establish a good development relationship between the two.

2.3 Emotional motivation.

2.3.1 Through the investigation, we can find out the real needs of counselors.

Each counselor has great differences in personality, age, education background, temperament, life experience, work ability and so on. Therefore, we need to clearly understand the counselors; inner thoughts, care about each Counselor;s career planning, interpersonal relationship and other needs, in order to realize the efficient incentive effect on counselors.

2.3.2 Pay attention to counselors; work and life

School leaders; care for counselors is mostly reflected in their work, often ignoring the concern of life.This way will make counselors feel the indifference of interpersonal relationship, and affect the enthusiasm of counselors.For leaders, timely care for counselors; work and life, and make counselors constantly overcome difficulties through active guidance, so as to establish confidence and enthusiasm in work.

2.3.3 Strengthen the exchange of emotional needs between counselors

A person feels mutual respect, trust, care, help and support in the collective, and enhances their feelings, which helps counselors unite and contribute to the cause of teaching aids.Therefore, the school should pay attention to the construction of counselor team, create a good communication environment for counselors, and constantly meet the emotional needs of counselors.

3. BUILDING PERFECT MANAGEMENT SYSTEM

Expectation theory holds that people are motivated to do certain things in order to achieve the goals set by the organization only when they expect that their actions will bring the established results to the individual and the results are attractive to the individual

3.1 Clear the role and responsibility of college counselors.

3.1.1The role of counselors.

Counselors have dual identities in Colleges and universities. First of all, they are the wishes of a teacher or a cadre. As a front-line education and cadre, counselors are an important force of ideological education.At the same time, it is also the main force in charge of all matters of the students in the school, and undertakes the important mission of carrying out the party;s guiding ideology and the school;s strategic development propaganda to the students.

3.1.2 Division of job responsibilities of Counselors

After improving the incentive mechanism of counselors and positioning the role of counselors, we should clearly divide the specific post responsibilities of counselors, and apply the post responsibilities to the performance

appraisal indicators. The responsibilities of counselors are divided into the following aspects.

First, ideological and political education.This is also one of the most important work contents of counselors, mainly the education of China;s national conditions and the party;s guiding policies, the education of students; three outlooks, psychological counseling, national laws and regulations, school rules and regulations, and safety system.

Second, student management.We should be familiar with the rules and regulations of the party and universities on the management of college students, standardize the behavior of college students, do a good job in the arrangement of subsidies for students; difficulties, ensure the fairness of awards and awards, criticize and educate students; improper behavior, and so on. We should also pay attention to the education of students; self-management, and be responsible for students; self-management,In the construction of school order and school spirit.

Third, guide the healthy and all-round development of college students.Only by organizing students; school practice and social practice activities, guiding students to carry out activities and showing their talents in all aspects, can we guide students; community growth and pay attention to training students; abilities in all aspects.

Fourth, plan the career development direction of college students.To arrange career planning training lectures for students, to provide the latest information of the government and society on career selection and further education for students; reference, and to lay the foundation for students; development after graduation.

3.2 Clear management subject

To perfect the management system and avoid the phenomenon of multiple leaders is an effective measure to put an end to the chaos of the management subject. Therefore, it is necessary to define the line manager of a counselor team.To set up a line leader in charge of the counselor team, we can let the vice president who has the management of students; Ideological and political work, or the Deputy Secretary of the Party committee of the school lead to set up the Counselor Work Management Committee.Counselors; work management committee can unify the management of counselors; personnel salary system, assessment, training arrangement, career development planning, theoretical research, etc.The work of counselors is directly managed by the organization and is responsible for the work of the counselor team. The counselor work management committee can also manage the work separately according to the division of counselors; work responsibilities, and reduce the problem of low efficiency of counselors; work operation caused by layers of jurisdiction, which leads to the sense of belonging of counselors.

4. RENEW MANAGEMENT IDEA AND METHOD

The management idea of university counselors should keep pace with the times, and use less mandatory and imperative means to manage counselors.Because this kind of authoritative way, for the counselors who have received higher education and pursue independence, there is actually resistance in their heart.This kind of mood for a long time has a great disadvantage to the development of school work.Leaders, party office, personnel and other related functional departments should think in different positions, adopt flexible management, psychologically encourage counselors to work, humanize management, and respect, trust and care.Adopt typical commendation and reward propaganda, and give typical Western suggestions.More competition between counselors.Leaders and counselors should sit together for discussion and conversation to increase mutual trust and understanding.The school can also invite senior counselors from other schools to carry out lectures and training and other interactive management means to promote counselors; self motivation and improve their work ability.

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Clinical Analysis of Traditional Chinese Medicine Combined with Interactive Music in Treating Anxiety Disorder in Children

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Abstract: Objective: To study the clinical effect of traditional Chinese medicine combined with interactive music therapy on children with anxiety disorder. METHODS: The subjects were selected from children with anxiety disorder admitted to our hospital, and the subjects were determined from April 2020 to April 2021, with a total number of 90 cases. In the use of combining traditional Chinese medicine in the process of interactive music therapy, in order to be able to clearly highlight the effect of this method, give priority to with contrast research way, use will be ordered with the computer, set up a group and control group two groups, 90 cases with average method (45 cases) assigned to two groups, and adopt different methods for treatment, The control group received conventional treatment + interactive music therapy, while the study group received traditional Chinese medicine treatment + interactive music therapy. After treatment, detailed information of the children, such as emotional scores before and after treatment, was observed, and the quality of life of the patients before and after treatment was recorded. The above data were statistically compared. Results: After statistical study, it was found that there was no significant difference in anxiety scores or quality of life scores before treatment (P > 0.05). After treatment, scores of both groups were well improved, and the difference was statistically significant compared with that before treatment (P < 0.05). Among them, the advantage of the research group was higher than that of the reference group, and the difference was also significant and statistically significant (P < 0.05). Conclusion: The combination of traditional Chinese medicine and interactive music was used to treat children with anxiety disorder. It can effectively improve the emotional state of children, has a positive effect on the improvement of their quality of life, and can be vigorously promoted and applied in the future treatment.
Key words: anxiety disorder in children; Traditional Chinese medicine; Interactive music; Clinical effect

1. INTRODUCTION

In order to improve the treatment effect of children's anxiety disorder, this study proposed the traditional Chinese medicine combined with interactive music treatment method, selected part of hospitalized children to receive this treatment method, and the other part to receive conventional treatment method, to complete the comparative analysis, and made the following report.

2. MATERIALS AND METHODS

2.1 General information

Children with childhood anxiety disorder were the main subjects of this study, and 90 cases were selected from April 2020 to April 2021. During this period, all children were assigned to different named groups on average, namely the study group and the reference group. The maximum age of patients was 13 years old, the minimum age was 10 years old, and the mean age was 11.02 years old. The above data were of comparable significance.

2.2 methods

The control group received conventional treatment. Mainly according to the actual situation to carry out health education, behavior guidance and psychological counseling and other aspects of treatment, and choose anti-depressant western drugs for treatment. On this basis, the research group adopted traditional Chinese medicine combined with interactive music therapy. The specific operation methods are as follows:

2.2.1 Music interactive therapy. First of all, music games that can attract children's attention can be played according to children's preferences, such as throwing handkerchiefs and beaming, etc. Through this method, good feelings can be established between children, carried out once a week, 1h each time, a total of 5 times [1]. Secondly, in the process of playing music for children, guide them to feel the implication of music, and guide them to express the content they feel through expressions or body language. The music should be cheerful, once every 2 weeks, 1h a week, a total of 5 times. Finally, play the background music of fairy tales for children, and explain the story with the music to ensure the emotional communication between children and children.

2.2.2 TCM treatment. To fully understand the syndrome type of the children, if the children belong to the dampness-heat type of the spleen and stomach, the use of Sanhong Tang, Huoxiang Zhengqi powder for treatment. If the child belongs to lung heat type, then choose Maxingshigan Decoction for treatment. At this time, observe the emotional state of the child. If the mood is poor, add Xiaoyao San on the basis of this prescription, take the medicine three times a day, the treatment period is 3 months.

2.3 Observation Indicators

The children's anxiety was fully understood, and the Hamilton Anxiety Scale was used for evaluation. In this study, the self-anxiety, mental anxiety and total anxiety scores in the measurement scale were evaluated, and the scores were proportional to the anxiety. The quality of life questionnaire made by our hospital was used to investigate the quality of life of children, which mainly included three

items, namely family life, school life and emotional score, and the score was proportional to the quality of life.

2.4 Statistical treatment

The emotional score and quality of life score of the children were the quantitative data of this study, while the basic data of the children were the enumeration data in the study. SPSS 23.0 software was used in the process of statistical analysis and comparison. (x±s) is the representation method for measurement data test, and % (percentage) is the representation method for enumeration data test. After data comparison, if there is a big difference, (P < 0.05) is used to represent it.

3. THE RESULTS OF

3.1 Comparison of emotional state scores between the two groups after nursing with different methods

As shown in Table 1, there was no significant difference between the scores of the study group and the reference group before treatment (P > 0.05). After treatment, it was better than the reference group (P < 0.05).

Table 1 Comparison of emotional state scores between the two groups after nursing with different methods (x±s, min)

group	The number of cases	Autoanxiety score		Psychoanxiety score		Anxiety scores	
		Before the treatment	After treatment	Before the treatmen	After treatmen	Before the treatmen	After treatmen
The team	45	12.23±1.55	4.09±1.52	8.89±3.24	3.13±1.24	20.23±2.58	8.39±2.17
Reference group	45	11.92±1.09	10.36±1.01	8.61±3.27	7.67±1.72	20.15±2.16	16.79±2.01
t		0.197	5.579	0.236	4.371	0.163	8.257
P values		>0.05	<0.05	>0.05	<0.05	>0.05	<0.05

3.2 After nursing with different methods, the emotional state scores of the two groups were compared

As shown in Table 2, there was no significant difference between the scores of the study group and the reference group before treatment (P > 0.05). After treatment, it was better than the reference group (P < 0.05).

Table 2 Comparison of emotional state scores between the two groups after nursing with different methods (x±s, min))

group	The number of cases	Family life		The school life		Emotional score	
		Before the treatment	After treatment	Before the treatment	After treatment	Before the treatmen	After treatmen
The team	45	14.26±4.27	16.24±4.62	24.29±3.24	26.31±2.61	59.23±4.49	65.19±6.32
Reference group	45	14.23±5.01	15.37±5.19	25.57±3.62	25.89±3.57	59.09±4.35	61.34±5.38
t		0.123	2.579	0.189	1.697	0.256	4.521
P values		>0.05	<0.05	>0.05	<0.05	>0.05	<0.05

4. DISCUSS

Clinical children will be divided into worries, excessive anxiety and other characteristics of the emotional disorders called children anxiety disorders. Currently, many pediatricians lack awareness of anxiety disorders in children and often confuse organic diseases with them. In this case, the treatment of the disease will be delayed and the optimal treatment time will be missed, which will lead to the continuous development of the disease of the children and lead to serious consequences [2]. Therefore, the disease should be diagnosed and treated in time in clinical practice. Only in this way can the symptoms of patients be alleviated and their physical and mental health and quality of life be effectively improved. In this study, Chinese medicine combined with interactive music therapy was used in the study group, and the results showed that the effect of this group was higher than that of the reference group (P < 0.05).

To sum up, conventional treatment of children with anxiety disorder can have a certain effect, but can not reach the ideal goal. However, after using traditional Chinese medicine combined with interactive music treatment, the clinical effect is significant, and it is recommended to promote the application.

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Construction and Practice of Communication Technology Specialty Curriculum System Based on CDIO

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Abstract: At present, the communication technology professional course is faced with a dilemma, need to strengthen the construction of the professional curriculum system, attach importance to the cultivation of practice ability of students, encourage students to realize their own professional ability deficiency, so as to actively into the CDIO communication technology professional course teaching, finally realizes the construction of the curriculum system. This paper will discuss the curriculum system construction and practice of CDIO communication technology major, hoping to provide valuable reference for relevant studies.
Key words: CDIO Communication Technology; Curriculum system construction; Practice

1. INTRODUCTION

In recent years, CDIO project has been widely paid attention to in the education industry, and its application in the talent training mode can achieve good teaching results, thus cultivating high-quality professional talents. Due to the strong practicality of communication technology major, the content and knowledge involved in the actual construction process are various, which requires a high level of professional skills, so as to meet the actual needs. In view of this characteristic, it is necessary to let students establish the correct professional knowledge concept, constantly improve the innovation ability and practical ability of students, and urge students to improve their comprehensive quality and ability in an all-round way, so as to give play to the educational value of the communication technology major curriculum system.

2. MAJOR CONSTRUCTION OF COMMUNICATION TECHNOLOGY UNDER CDIO MODE

2.1 Pay attention to the actual demand of enterprise positions

In the course system construction of CDIO communication technology major, it is necessary to fully consider the actual demand of the current enterprise positions and combine with the market demand for human resources to build the course system, so as to ensure the effectiveness and practicability of the course system construction of this major. In this regard, it is necessary to strengthen the analysis of relevant skill requirements of corresponding positions, and then analyze and design them one by one. At the same time, the direction should be defined according to specific talent cultivation specifications, so as to improve the overall level of communication technology major construction under the CDIO mode. After clarifying the direction of specialty construction, it is necessary to construct scientific talent training programs to ensure the targeted characteristics of talent training programs, so as to cultivate more high-quality professionals [1].

2.2 Focus on the logic of curriculum system construction

CDIO communication technology professional course involves the knowledge of the content is more, so need to pay attention to the logical when constructing curriculum system, strengthening the connection between the students' professional ability, basic knowledge, so as to fully arouse the students' initiative, make students can master the specific content of knowledge, to realize the improvement of their professional level. For the construction of professional curriculum system, practical engineering projects should be integrated with professional knowledge, and the effectiveness of communication technology curriculum system should be continuously enhanced to form a scientific and reasonable talent training program.

2.3 Strengthen the project engineering design of professional courses

In the construction of curriculum system, professional curriculum has a clear purpose, usually need to get the teaching project from actual engineering project, and then set two or more than two project teaching, the purpose is to cultivate students' practice ability, encourage students to further enrich their own practical experience, avoid caused due to lack of practice teaching quality. In this regard, it is necessary to strengthen the project engineering design of professional courses, so that students can take the initiative to participate in teaching projects, which can help students better understand the construction of engineering projects and further understand the implementation, completion and acceptance of engineering projects [2].

2.4 Build a teaching practice platform

In order to promote the construction of curriculum system of CDIO communication technology major, it is necessary to build a perfect teaching practice platform. Combined with the actual teaching situation, students can master the experience of project construction in the teaching practice platform and constantly improve students' practical ability, so as to realize the improvement of students' professional level. Through the construction of teaching practice platform, students can truly experience each link of project implementation, which is helpful to stimulate students' learning enthusiasm, which has a positive impact on enhancing the teaching effect of professional courses. Therefore, attention should be paid to the construction of

teaching practice platform.

3.COMMUNICATION TECHNOLOGY COURSE CONSTRUCTION UNDER CDIO MODE

3.1 Enrich teaching resources with the help of network technology

Communication technology major has the characteristics of rapid industrial development. In order to cater to the characteristics of this industry, it is necessary to enrich teaching resources with the help of network technology, constantly enhance the cognitive ability of students, and enable students to learn more professional knowledge, so as to construct a perfect professional curriculum system. Compared with traditional course construction, communication technology course construction under CDIO mode has more advantages. It can not only grasp the current market development situation in time, but also give full play to the advantages of network resources to avoid the phenomenon of lagging market status, so as to ensure the scientific construction of communication technology course. In CDIO mode, communication technology course construction can save a lot of design time, ensure that the course construction is in line with the industry needs, and help to broaden the field of professional teaching, so as to meet the current market demand for professional talents.

3.2 Optimize the practice system

Curriculum system to build the perfect communication technology, the optimization of engineering system, strengthen the communication technology of the system of practice is very important for construction, and connecting with the features and requirements for design, so as to improve the students' vocational skills, make it be able to post tasks, so as to lay a good foundation for the future work. Schools need to strengthen cooperation with enterprises, and to conduct basic training teaching project practice training bases in the school, pay attention to cultivate the students' practical ability, help to improve the students' ability of innovation practice at the same time, they can learn the standards of the industry, thus better regulate their own learning behavior, finally forms the serious, responsible work idea [3].

3.3 Improve the evaluation system

In the CDIO mode, the course construction of communication technology major also needs to improve the corresponding evaluation system, which is assessed according to the professional ability and comprehensive quality of students and pays attention to the scientific nature and effectiveness of the assessment, so as to give full play to the role of the assessment system. For colleges and universities, it is necessary to timely improve the original traditional evaluation system, improve the shortcomings of the previous evaluation system, and build a practice-oriented evaluation system, with the purpose of strengthening students' practical awareness, enabling them to give consideration to both theoretical knowledge and practical ability, so as to effectively improve their comprehensive quality and ability. In this regard, diversified evaluation methods should be adopted,

focusing on the examination of students' mastery of professional skills and their ability to innovate projects, and then scientific evaluation and analysis should be carried out, which is conducive to improving the construction of communication technology specialty curriculum system.

4. CONCLUSION

At present, under the CDIO communication technology of the construction of the professional curriculum system has made certain achievements, according to the actual situation to see helps to improve teaching effectiveness, so to strengthen the research and application of CDIO, in order to improve the effectiveness of the course teaching, help students to better grasp the professional related skills, students to exercise their ability of engineering practice. Communication technology based on CDIO professional curriculum system construction, the construction methods are diversified, will not be limited to the single mode and method, so how to build the perfect course system is an important subject, should have a thorough understanding of student evaluation mechanism perfect, enrich the teaching resources and with the aid of the network technology, at the same time to increase the support of capital, technology, To ensure the scientific construction of communication technology specialty curriculum system, and then cultivate high-quality professionals, to meet the needs of the current society for professional personnel.

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Study on Approaches to Integrating "Ideological and Political Education" into College English Teaching

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Abstract: To fulfill the task of educating students with proper moral values, this paper analyzes the significance of integrating "ideological and political education" into College English and further explores the effective approaches, including enhancing teachers' political qualities, adjusting curricular setup, and optimizing teaching contents and techniques.
Key words: Ideological and political education; College English; approaches; Teaching

1. INTRODUCTION

"Moral education" is the fundamental task of higher education, and ideological and political education is related to the realization of the goal of talent cultivation, the improvement of national core competitiveness and the great rejuvenation of the Chinese nation. Therefore, it should be reasonably integrated into the process of College English teaching [1-5].

2. THE SIGNIFICANCE OF IDEOLOGICAL AND POLITICAL EDUCATION

In recent years, according to the "College English teaching requirements" issued by the Ministry of education, "English language knowledge and application skills, cross-cultural communication and learning strategies" has already become the focus of College English teaching. In December 2016, about ideological and political education in Colleges and Universities, general secretary Xi stressed at the National Conference: "Ideological and political theory courses should be improved in process, so that all kinds of courses and ideological and political theory courses should be peer oriented and form a cooperative effect." It can be seen that the ideological and political work of college students should be integrated into all kinds of courses.

College English course focuses on English language knowledge, learning strategies and cross-cultural communication skills. It has both instrumental and humanistic attributes. The integration of ideological and political education can imperceptibly lead students to form correct outlooks on life, world and values, so as to ensure the smooth completion of tasks of higher education.

3. THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION

3.1 The lack of Chinese traditional cultural elements in textbooks

For College English courses, students' input of language knowledge and cultural informaiton mainly comes from textbooks. However, the proportion of Chinese culture and science and technology in teaching materials is seriously insufficient, and in some, these elements are basically missing, which is unfavorable to cultivate students to tell Chinese stories, spread Chinese culture, and establish Chinese cultural confidence. Taking *New Horizon College English* as an example, most information involves the characters, deeds, festivals and customs of British and American countries. Too much attention has been paid to foreign culture and naturally, the export of Chinese traditional culture has been greatly weakend, which may lead to students' blind worship of western culture and less recognition of Chinese traditional culture.

3.2 Teachers' backwardness in ideological and political education

College English teachers have always focused on the dissemination of language knowledge and culture, as well as the improvement of students' English language ability. They hold that the core task is to help students smoothly pass various language proficiency tests, which has a strong utilitarian color. Some teachers even think that the important task of students' ideological and moral education should be shouldered by professional teachers, General Secretary Xi pointed out that, "ideological and political work is the work around a person. We must constantly improve students' ideological level, political consciousness, moral quality, and cultural quality..."

Therefore, excellent teachers should have the awareness of integrating ideological and political education into foreign language courses. This will help form a joint force of language knowledge teaching, language ability training, quality improvement and value building, which will be more conducive to the all-round development of university education.

3.3 Students' excessive focus on the improvement of language ability

College students generally attach great importance to English learning, paying more attention to background knowledge of native English speaking countries, mastery of language knowledge, its flexible application, and hoping to make greater progress; similarly, in extracurricular learning groups, such as English corner, English Speech Club, English story competition, too much attention has also been paid to English language and culture itself, rather than infiltrating the ideological and political concept into College English learning.

4. APPROACHES TO INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO COLLEGE ENGLISH TEACHING

4.1 Optimizing textbook compilation and curriculum design

Teaching material is an important part of curriculum. Giving full play to the ideological and political role of College English Course, we must pay attention to the compilation and improvement of textbooks. At present, in order to realize Chinese culture going out, tell Chinese stories well, and establish cultural confidence, it is necessary to add articles on Chinese culture, history, philosophy, economy, etc. to textbooks, or introduce and interview Chinese heroes, thinkers, and politicians in history and contemporary times. In after-class exercises, teachers can also initiate discussions on comparison of Chinese and western cultures. Besides, in terms of curriculum design, in addition to compulsory courses, schools can also set up some English optional courses to expand students' cultural vision and cultivate students' patriotism.

On the one hand, these can cultivate students' cultural consciousness, that is, they can fully understand the origin and advancement of Chinese national culture, and rationally master the relationship between Chinese and foreign cultures. On the other hand, it can also cultivate students' critical thinking ability.

4.2 Bringing excellent teachers' leading role into full play
As students' leader and conductor, university teachers are the decisive factors to improve the quality of ideological and political education. We should guide students to establish the correct "three values" and integrate Xi's socialist ideology with Chinese characteristics, communist ideals and beliefs, socialist core values, Chinese traditional culture into classroom teaching. We should not only impart the knowledge of English language and culture, but also spread the party's ideological and political theory, hence achieving perfect combination of language learning and moral growth.

4.3 Stressing the importance of classroom teaching
Under the guidance of the ideological and political education, teachers should skillfully design the teaching schemes and reasonably blend the ideological and political content and language knowledge on the basis of cultivating students' the comprehensive language ability. Let's take *The Odysse Years* as an example. According to the text, contemporary young people bear the family's high expectations and dreams, and shoulder great pressure, thus becoming rebellious, irresponsible, confused and hopeless, which finds an echo in the hearts of many college students. Teachers can suggest that actually, every journey in life should be a time of struggles; unremitting efforts and never-ending beliefs will eventually lead young people to success and self growth.

5.CONCLUSION
To cultivate students' morality is the fundamental task of higher education and teachers are subjects of this ideology and political work. Teachers should not only transfer language skills, but also spread socialist core values, so as to make due contributions to students' all-round development in the aspects of morality and intelligence.

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Analysis on the Cultivation Path of National Security Awareness of the Students of Sino-foreign Cooperative Education Major in the New Era

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Abstract: With the development of The Times, Chinese-foreign cooperation in running schools has become a professional discipline, but in the study and future work of students majoring in Chinese-foreign cooperation in running schools, it is doomed to contact a lot of foreign people and resources. In recent years, a lot of espionage activities gradually started from college students. In many cases, the lack of awareness of national security leads to the infiltration of ideology and non-governmental organizations. In the new era, it is necessary for students majoring in Chinese-foreign cooperation in running schools to continuously strengthen the cultivation of national security awareness, so as to enhance self-prevention awareness and protect China's national security.

Key words: New era; Students majoring in Sino-foreign cooperation in running schools; Cultivating national security awareness

1.INTRODUCTION

System of higher education in the new era of chinese-foreign cooperation in running schools has gradually mature, has gradually become the important carrier of international culture and education exchange, has a broad market, but because of a lot of the time the students' self awareness is low, there are some problems in the ideological aspect, it is easy to be part of the anti-china forces, act against national security, In terms of ideology and security awareness, it is necessary to constantly strengthen prevention and control, and as a Chinese citizen, it is necessary to safeguard national security and assume civic responsibilities. Therefore, it is necessary to analyze the path of cultivating the national security awareness of students majoring in Chinese-foreign cooperation in running schools in the new era.

2. ESTABLISH A SCIENTIFIC CONTENT SYSTEM FOR CULTIVATING NATIONAL SECURITY AWARENESS FOR CHINESE-FOREIGN COOPERATIVE EDUCATION MAJORS IN THE NEW ERA

New era, chinese-foreign cooperation in running schools students in the aspect of national security awareness attention degree is not enough, in the aspect of national security awareness cultivation content cognitive deficiencies, to improve cognition in the aspect of national security awareness cultivation content, adhere to the marxist theory of learning to form the correct socialist ideology, the ideology gradually penetrated into work production study life, And constantly to the chinese-foreign cooperation in running schools students to consolidate national security awareness and guidance, help students to establish correct through sino-foreign cooperation in running schools, because most of the time the student to harm the national security behavior cognitive deficiencies, many breaches of security is not just a spy, husbandry, traitors, which has been widely involved in aspects of national security, It is involved in many fields such as economy, politics, culture and ecology, among which the most important issue is territorial sovereignty, such as the Diaoyu Island issue and the South China Sea issue before. Many lawbreakers or overseas anti-China forces maliciously fabricate rumors and distort the historical truth, posing a serious threat to the mainstream consciousness of China. Differentiation and national security in our country are many actual cases remind the importance of national security issues need to be gradually to the national security education to devolve spread to every citizen, in terms of chinese-foreign cooperation in running schools students learning and responsibility consciousness cultivation to national security consciousness, gradually improve the legal consciousness, Fully clear their own positioning and enhance the legal concept of education, through legal channels to achieve the purpose of safeguarding national security.

3. THE STARTING POINT OF THE CULTIVATION PATH OF NATIONAL SECURITY AWARENESS

3.1 Optimization of external environment for the cultivation of national security awareness of Chinese-foreign cooperative education majors

Different from students of traditional other majors, the learning environment and working direction of students of Chinese-foreign cooperation in running schools are relatively special. It can be said that the external environment has a great impact on students of Chinese-foreign cooperation in running schools. Therefore, it is necessary to start from the cultivation environment of national security awareness on campus and the surrounding society to optimize the national security environment. Can through the national consciousness of safety knowledge contest, and national security lectures improve professional chinese-foreign cooperation in running schools students' awareness of national security, and gradually blend in national security awareness

training life study and future work for the environment, gradually formed the perfect professional chinese-foreign cooperation in running schools, national security awareness cultivation system for national security awareness throughout all aspects of life.

3.2 Optimize the network environment of Chinese-foreign cooperative programs

Due to the particularity of their major, the network environment of students majoring in Chinese-foreign cooperation in running schools is very different from that of other majors. Students majoring in Chinese-foreign cooperation in running schools often need to contact the external network. However, many hostile and anti-Chinese forces will distort a lot of Chinese history and politics. Many criminals through the network platform for output of consciousness and many driven by the interests of chinese-foreign cooperation in running schools professional students pass a lot of spam, gradually guide the student to carry on the destruction of national security, so need to be targeted for chinese-foreign cooperation in running schools students to optimize the network environment and network education and the national security education to fusion, It has gradually formed a perfect legal system for network security, and provided a high-quality network platform for the cultivation of national security awareness for students of Chinese-foreign cooperative programs.

3.3 Optimize the overall social environment

The social environment of the students of Chinese-foreign cooperation in running schools is relatively complex, and the people they contact involve more political, cultural, economic and trade issues. Therefore, it is necessary to continuously control and regulate the surrounding society of the students of Chinese-foreign cooperation in running schools, and timely inculcate the correct ideology to the students of Chinese-foreign cooperation in running schools. Relevant departments actively use social resources and new media to guide public opinion and gradually optimize the social environment.

4. WAYS TO CULTIVATE NATIONAL SECURITY AWARENESS

4.1 Integration of cultural courses of Chinese-foreign cooperation in running schools and safety awareness education of Canada

Socialism must be combined with the masses of the people to form the socialist ideology, therefore need to be pay attention to the education guide for chinese-foreign cooperation in running schools students the importance of national security consciousness cultivation, in the teaching process should be targeted to develop national security awareness education public courses, gradually expand the national security consciousness channels of education and training channels, To ensure the diversity of the overall teaching, starting from interest cultivation and responsibility responsibility, with the help of some video resources and graphic resources combined with actual cases for education and guidance, so that students of Chinese-foreign cooperation in running schools gradually form a correct socialist ideology and national

security concept.

4.2 Continuously carry out national security practice activities with the help of social environment

For chinese-foreign cooperation in running schools students on national security awareness cultivation needs combining theoretical knowledge and social practice, actively use social resources for national security awareness training for example take part in expert lectures, social investigation, red cultural activities and so on, efficient needs continue to expand practice to avoid activities in the form of a single boring, and gradually to the red culture learning education, Through the spiritual study of revolutionary martyrs and listening to various patriotic deeds, emotional resonance and ideological resonance are gradually formed, and then a clear understanding of national security is sorted out.

4.3 Strengthen the construction of the network platform for national security awareness and strictly control the network environment

Chinese-foreign cooperation in running schools students contact network environment has certain particularity, in the information age a lot of outside information impact national security awareness training for students majoring in chinese-foreign cooperation in running schools significantly enhance difficulty, need to relevant departments according to the characteristics of the network is analyzed, using the mode of transmission of equality and compatibility to expand national security ideology cultivation network channels, For example, WeChat official account, Weibo, netease we-media, sohu new media and so on have gradually formed the normalization of education and cultivation of national security awareness for students of Sino-foreign cooperative education majors, so that national security awareness can be rooted in the concepts of college students, so that they can better safeguard national security and assume their responsibilities as citizens.

5. CONCLUSION:

Chinese-foreign cooperation in running schools students belong to a relatively special group, is also a national safety awareness is relatively weak link, to the chinese-foreign cooperation in running schools directly affects the student to carry on the national security awareness training for the construction of socialist harmonious and stable, so we need the special group for chinese-foreign cooperation in running schools students actively expand channels of national security awareness training, To ensure the security and stability of China's development.

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Analysis on The Curriculum Of Labor Education For Higher Vocational Students Based On Professional Quality

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Abstract: Under the background of the great age of education reform, higher vocational colleges to implement "overtaking corner" in the field of education, to inject more value of education teaching activities, realize the student ability quality "to improve", can't limiting gaze on the professional curriculum optimization, also should pay attention to the huge potential of labor education course. In this article, will begins with the core of the labor education course, while fully considering the premise of teaching practice and the era background, systematically expounded the difficulty in the labor education courses in higher vocational colleges at present stage in our country, and put forward feasible optimization on the basis of the improvement measures, thus further improving the professional quality of students.
Key words: Professional quality; Higher vocational colleges; Labor education

1. INTRODUCTION

For higher vocational colleges, their core educational purpose is to cultivate "professional" high-quality talents, help students master skills, can realize the value of life at the same time, to make greater contributions to social development. Especially in today's era, on the one hand, the problem of talent internalization is prominent, and the employment situation is more severe. Students are required to have stronger professional qualities, so as to be able to enter better jobs and have a higher career starting point. On the other hand, the wrong concept of labor also creates obstacles for students' employment, gradually forming the double dilemma of "difficult employment" and "difficult recruitment". Only by reconstructing labor education curriculum with professional quality as the core can we effectively solve these two educational problems.

2. DIFFICULTIES IN DEVELOPING LABOR EDUCATION COURSES IN HIGHER VOCATIONAL COLLEGES

2.1 Not enough attention has been paid to the labor education curriculum

Since the three industrial revolutions, the social productive forces have been greatly liberated, and the remuneration and social contributions made by individual physical labor have been significantly reduced. This is not only reflected in social life, but also reflected in the education system, especially for higher vocational colleges, where studies and careers are more closely linked and have a greater impact. In addition, under the influence of talent internalization, teachers pay more attention to the teaching and impart of professional courses in order to enable students to have a broader career prospect, hoping that students can master professional skills more skillfully, have a stronger career competitiveness, and occupy a dominant position in the market competition [1].

2.2 Students' labor concept is not mature, and the teaching effect is not good

In the contemporary student group, there are quite a few students are the only child, loved and cared by many families since childhood, lack of labor experience, did not develop a good labor concept; Even if they are not the only child, they have grown up in an environment of public support and are less involved in labor activities. In this case, students generally lack of interest in learning labor education courses, and even there is a certain degree of resistance, students are the main body of teaching activities, their subjective will directly affect the final results of teaching, will naturally lead to a reduction in the quality of teaching.

2.3 The labor education course teaching method is single, and it is difficult to stimulate students' internal motivation in learning

Although under the impetus of the wave of education reform, have produced a variety of teaching methods, and achieved a certain level of achievement in teaching practice, but for labor education curriculum, the edge of the area is in the education system, the impact is limited, also in the continuation of traditional unified teaching methods, and teaching content of a single, just mechanization of repetition of work. It will not only continue to weaken students' interest and motivation in learning, but also fail to effectively improve students' professional quality due to weak educational value [2].

3. METHODS AND MEASURES FOR OPTIMIZING AND IMPROVING LABOR EDUCATION COURSES IN HIGHER VOCATIONAL COLLEGES

3.1 Improve the evaluation mechanism and improve the degree of attention

The fundamental reason is that both students and teachers pay little attention to the curriculum of labor education, or the evaluation mechanism is not implemented in place. Only by further improving the evaluation mechanism, can we stimulate the teaching enthusiasm of teachers and mobilize the subjective initiative of students in learning through incentive measures, so that teachers and students can be more actively involved in teaching activities, and make concerted efforts to promote teaching activities to a higher level. And through disciplinary measures, the

establishment of minimum teaching standards and learning standards, can effectively eliminate the teachers and students slack mood, to the greatest extent to avoid teachers and students negative treatment of teaching activities.

3.2 Do a good job of publicity, correct the wrong labor concept of students

In the propaganda work, first of all, vocational colleges should carry out special reports to instill the idea of "labor is the most glorious" to students, and criticize the wrong labor concept by combining theory with real cases. With the help of teachers' authority, the propaganda work should be deeply rooted in the people's hearts. Secondly, we can add labor factors to campus culture and require students to participate in the construction of campus culture. On the one hand, campus is the place of students' daily life, which can have an imperceptible influence on students' thinking and cognition and promote students to gradually form a correct labor concept. On the other hand, students' personal participation will not only produce a deeper experience of labor, but also subconsciously identify and accept the underlying values [3].

3.3 Enrich teaching contents and adopt diversified teaching methods in parallel

Teaching content is the basis of all teaching activities, and will directly determine what students "learn", and then determine the direction of students' ability development. Therefore, in order to deepen the effect of education, we must first enrich the teaching content, closely combine labor education with vocational needs, highlight the characteristics of vocational orientation, not only focus on cultivating students' cooperation ability and competition consciousness, but also exercise students' vocational skills in this process.

At the same time, diversified teaching methods should be adopted to deepen the teaching effect. First of all, teachers can let students divide into groups to carry out labor activities, which can not only effectively exercise students' cooperation ability, but also make students realize the importance of "win-win"; Second, teachers can select labor personal "best" way, arouse students' competitive consciousness, build healthy competition in the classroom ecology, on the one hand allows students to adapt to the competitive life in advance, develop good

ecological competition, on the other hand also can effectively improve the students' working enthusiasm, more serious, more devoted to their Labour tasks; Finally, teachers should flexibly use the concept of encouraging education, so that while helping students realize their own shortcomings, they can cope with the next stage of learning activities with a high attitude [4].

4. CONCLUSION

In general, the optimization of labor education curriculum in higher vocational colleges, is not only an inevitable trend of education reform, the internal demand, the professional quality of ascension students only comply with the tide of The Times, keep up with the pace of social progress, to be able to improve teaching quality leap type, maximize to improve students' ability of literacy in the teaching activities, make it have more strong core competitiveness. However, it is worth noting that due to the lack of attention to labor education courses in the traditional teaching mode, some teachers may lack relevant teaching experience and cannot effectively play the due effect of labor education. They need to constantly summarize the experience and lessons in teaching practice in order to find a more efficient teaching path.

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Research on The Interaction Between the Construction Of Campus Culture And Ideological And Political Education in Colleges and Universities

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Abstract: With the development of our country, the interaction between the campus culture construction and ideological and political education in colleges and universities in our country is more and more frequent, so that the two can develop together. The promotion of ideological and political education plays an important role in promoting the construction of campus culture. But at the same time there are some problems in the process of development of the two, the author of this paper will be from the campus culture construction of ideological and political education in the synergistic development of the problems and the campus culture construction and ideological and political education of the interactive strategy of these two aspects to explore.
Key words: University campus; Cultural construction; Ideological and political; Education interactive

1. INTRODUCTION

With the continuous development of the society, the state of market competition in the society is becoming more and more fierce, and the development speed of higher education is getting faster and faster. In the process of talent training, universities have also thought of various methods. Campus culture construction is one of the key links of talent training in universities. Ideological and political construction is an important part in the construction of high-level colleges and universities. Through the infiltration of ideological and political education in colleges and universities, it also lays a good foundation for schools to cultivate high-quality talents, thus promoting the development of society.

2. PROBLEMS EXISTING IN THE COORDINATED DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION THROUGH CAMPUS CULTURAL CONSTRUCTION

2.1 Not strong ideological consciousness

In the process of education at the present stage, many schools have realized the relationship between campus culture construction and ideological and political education, the two are interdependent and inseparable, but also in the daily teaching work will closely combine the two teaching. However, some schools do not pay attention to the construction of campus culture and ideological and political education, ignore the positive role of the two complementary to each other, do not pay attention to its development, and do not carry out related activities. So that the teachers and students in the school are not aware of the interaction between the two, and this is not valued in the mind, let alone in the re-education process of its application. This kind of term does not recognize the importance of the construction of campus culture and ideological and political education in colleges and universities, so that there is no contact between teachers and other staff working in the school and their work is independent from each other, thus affecting the development of the overall level of the school.

2.2 Imperfect working mechanism

In the process of running a school, the school wants to combine the two closely for development, it is necessary to establish a reasonable mechanism in the process of development, as the saying goes: no rules, no square, in the promotion of the relevant work is also the case. However, in the process of establishing the relevant mechanism, most schools make no progress in promoting the relevant work because of the lack of comprehensive infiltration of ideas. It is also unable to establish a reasonable mechanism. Moreover, the construction of campus culture and ideological and political education in colleges and universities cannot be separated from the equipment of hardware facilities. When carrying out related work, the modernization of education level is also a big problem that hinders the development of campus culture and ideological and political education.

3. THE INTERACTIVE STRATEGY OF CAMPUS CULTURE CONSTRUCTION AND IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Pay attention to the cultivation of teachers and students' ideological consciousness

In order to establish a good interactive relationship between ideological and political education and campus culture, it is necessary to strengthen the understanding of teachers and students in this aspect. First of all, colleges and universities should strengthen students' ideological and political education, on this basis, improve students' spirit of patriotism, correctly understand the outlook on life and values, and promote the comprehensive development of students' comprehensive ability. Secondly, colleges and universities should pay attention to the school spirit and study style of the campus, improve the cohesion of teachers, conduct effective teaching on students' ideological morality and political thought, promote the formation of students' good behavior habits, and play the role of college model [1]. Secondly, colleges and universities need to build a rich cultural and natural

environment, improve the overall material and cultural level of the campus, build a harmonious and civilized campus environment, improve the cultural awareness of teachers and students on campus, and promote the interaction between campus construction and ideological and political education. Finally, colleges and universities need to add color to the cultural activities on campus, and add a series of educational activities such as ideological education and moral education in the activities, so as to promote the all-round development of students' morality, intelligence, body and beauty, which not only promotes the feelings between teachers and students but also promotes the all-round development of campus culture. Therefore, to strengthen the construction of university culture and the interaction of ideological and political education, need in teaching, environment, and improve the teachers' and students' ideology in the construction of campus, making correct understanding between teachers and students ideological education and the importance of the construction of campus culture interaction, raise the enthusiasm of teachers and students to participate in the relevant work, improve the quality of interaction of the two.

3.2 Clarify the relationship between the two

In order to strengthen the interaction between ideological and political education and cultural construction in colleges and universities, the prerequisite is to clarify the interaction principles [2]. The purpose of ideological and political education and campus culture construction is to train students to be useful talents for the society and provide help for students' future study and life. Therefore, in the process of combining ideological and political education with campus culture construction, colleges and universities should first follow the principle of modernization, take students' education as the goal of development, take students as the main body, and define development goals [3]. In order to strengthen the interaction between campus culture construction and ideological and political education, colleges and universities should attach importance to the cultivation of talents, combine modern and learning technology, and construct a modern education mode system. At the same time, in the construction of campus culture and ideological education of the interaction should be clear in the concrete teaching plan and method, and the positive innovation, the introduction of modern science and technology to apply education education in the construction of the campus, not only improve the quality of the campus culture, and to enhance the students' ideological education, the interaction between them, to promote the overall level of education in colleges and universities. Important local colleges and universities is the study of science and technology and cultivating the core position of technical talents, to cultivate outstanding technical talent, you need to refer to modern education principle, to create a harmonious education campus culture, to ideological education content as the basis of the construction of campus culture, promote campus culture and ideological

interaction between education, realize the sustainable development of education in colleges and universities.

3.3 Improve the interactive working mechanism

In the process of promoting the construction of campus culture and ideological and political education, colleges and universities should perfect the establishment of corresponding working mechanisms. The establishment of the working mechanism makes the work of the exhibition has a direction, in the work of the time also have evidence to rely on. Perfecting the interactive working mechanism can make the cooperation between the two more tacit and lay a foundation for the future development of colleges and universities. In the establishment of the mechanism, attention should be paid to its content and carriers, methods and principles so that the two can develop in synergy. For example, in the process of developing campus culture construction and ideological and political education, a dynamic mechanism should be established to drive the smooth progress of related work with interests, so as to achieve the purpose of benign interaction. The profit-driven goal can be to provide material or monetary rewards to teachers who perform better in the process of campus culture construction and ideological and political education construction.

4. CONCLUSION

In the process of campus culture construction and ideological and political education construction, the relationship between the two is interdependent and inseparable. When the relationship between the two has a benign development, the impact on the construction of the school is also very important, so the construction of colleges and universities should realize the importance of campus culture construction and ideological and political education, and try to analyze the relationship between the two, to solve the problems in a timely manner. At the same time, in the process of construction to enhance the importance of teachers and students, the development of a school can not be separated from the joint efforts of teachers and students, so as to better combine the campus culture construction and ideological and political education, promote the prosperity and development of society.

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On The Cultivation of Students' Social Adaptability In Higher Vocational Physical Education Teaching

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Abstract: Higher vocational college students are about to enter the society, is in a transitional stage, and for a mature student, it must have a good social adaptation ability. With the rapid development of the society at the present stage, high-quality talents are needed in all fields. By improving students' social adaptability, students can adapt to the cruel competition in the society more quickly. Studies have proved that physical education can help students improve their social adaptability. In this paper, the author explores how to improve students' social adaptability through physical education in higher vocational colleges.
Key Words: Higher Vocational Colleges; Physical Education Teaching; Social Adaptability

1.ARRANGE TEACHING CONTENTS REASONABLY BASED ON STUDENTS' PROFESSIONAL CHARACTERISTICS

In the physical education teaching of higher vocational colleges, if teachers want students to better grasp the knowledge, then they must base themselves on students' professional characteristics when carrying out teaching activities, scientifically and reasonably select the teaching content, so that it can meet the requirements of social development and meet the needs of students' learning. Not only that, based on the student's professional corresponding professional attribute is a very important thing, on this basis, but also fully take into account the professional attributes, what is the effect on the development of students' physical and mental health, in order to better design innovative sports training project, and its generation into the sports teaching activity, lets the student in the classroom can exercise their own physical quality, Master sports skills in an all-round way so that they can improve their comprehensive ability and quality and achieve good development. In addition, in the actual teaching classroom, teachers need to arrange some training programs that can help students recover their physical strength and improve their survival ability according to the actual situation of students, so that students can better adapt to the society and make contributions to the society after graduation. In addition to that, for some first-year junior students, teachers can use sports foundation teaching course to inspire the student to the physical education initiative and interest, cultivate their ability of independent learning, make its active and actively participate in physical exercise and training activities, fully excavate students' creative thinking, In order to provide a healthy and good learning environment [1]. Upper primary students, meanwhile, is no exception, because the senior grade students are graduating, have more contact with society, so the school must be to focus on this part of the students to carry out sports skill teaching, and will add some relief activities, help students better in the later work to the appropriate exercise, alleviate the pressure of work, Enhance the ambition of work and make more contributions to society.

2. CREATE MICRO-SOCIAL CLASSROOM TO CULTIVATE STUDENTS' TEAM SPIRIT

Teaching system in higher vocational colleges, the teacher can be a physical education as a small society, let each student to play different roles in society, and then teachers to effectively control the whole process, causes the student to be able to form a team with different partners, forming good relations of cooperation, complement each other, make progress together. In addition, in this teaching environment, there is not only cooperation and competition, but also to face success and failure, so that students can constantly adapt to new partners, continue to learn, in order to better improve their own comprehensive ability and quality, to achieve good development. Not only that, but this way belongs to create tiny social class, in this process, students will be able to fully understand the may encounter all kinds of people in the society, these people may be friends, may also be a rival, and the relationship between with others will be constantly changing, allow students to recognize reality, based on this, Teachers should also take the right way to teach students, according to the actual situation of the students to develop teaching programs, create a teaching situation, cultivate their cooperation ability, social adaptability and adaptability, let them adapt to the society in advance, exercise themselves, for the future development of the road to lay the foundation. In addition, the teacher must want to improve the teaching quality in the original basis, then with the help of student group to conduct the teaching activities is a very important link, this way is mainly according to the student's own actual situation to be divided into several groups, and to ensure that each group of students physical quality balanced, won't have too big difference, And then in the form of relay, the group to make its plays a different role, strengthen the team cooperation ability, enable it to have realized the importance of the power of the team and the team cooperation, as a result, both expanded student dating platform, improve the comprehensive ability of the students, which guarantees its way in future society.

3. INTEGRATE PE TEACHING WITH EMPLOYMENT CONCEPT TO IMPROVE

STUDENTS' SOCIAL CONSCIOUSNESS

Physical education itself is a discipline to exercise the body and strengthen the body. The reason why it can enter the quality-oriented education is that it plays a vital role in the physical health of students. In the physical education of higher vocational colleges, sports and exercise are activities with special cultural attributes, which depend on their own competitive nature. Therefore, in sports or project exercise, there will inevitably be related competition rules, competitive system and sports code, etc., to ensure the orderly development of competition. Based on this, teachers must guide students to understand the rules of various sports games and memorize and practice them repeatedly before formally carrying out teaching activities, so that they will not break the original rules and abide by the rules of the game field [2]. In addition, the use of this way can enable students to better understand and master the social norms and codes of conduct of all walks of life. As time passes, they will form good learning and behavior habits, which will lay a foundation for the future social road.

4. STRENGTHEN THE CONSTRUCTION OF TEACHERS AND IMPROVE THE PROFESSIONAL QUALITY OF STUDENTS

In modern society, quality-oriented education has been comprehensively popularized, and the status of physical education in the education system has been continuously promoted, so that every child can get a good education. Under the background of new curriculum reform and quality education for PE teachers put forward higher request, on its own should not only master professional skills, also should keep pace with The Times, and constantly learning, constantly innovative teaching ideas, and to break the bondage of traditional teaching concept, actively improve the teaching mode, providing students with a healthy, good learning environment. In addition, it is also a very important link for PE teachers to improve their professional quality, because the professional quality of teachers occupies an important position in the whole teaching system, which will determine the quality of teaching to a certain extent. Therefore, higher vocational colleges must strengthen the training of physical education teachers, regularly carry out training activities for them, at the same time, but also on the original basis to strengthen the construction of the teacher team, improve the quality of teaching, so that students achieve good development.

5. CONCLUSION

It can be seen that with the development of society, quality education in our country has been paid more and more attention, which has put forward new requirements for education. Under the background of the new curriculum reform, the physical education in higher vocational colleges has developed unprecedentedly and gradually attracted people's attention. However, according to the current actual situation, most PE teachers still use the traditional teaching methods, and the teaching goal is only to cultivate students' professional skills, which seriously ignores the cultivation of students' ability to adapt to the society, resulting in their inability to truly adapt to the society, which has an impact on the teaching quality [3]. Based on this, higher vocational colleges must solve the problems in time, and take the correct teaching mode to teach students, take the training of students' social adaptability as the goal, so as to cultivate more useful talents for the society.

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Semantic Categories of Negation

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Abstract: This paper classifies negation into two semantic categories, namely, denial and rejection. Based on content and attitude of a speech act, the former is further categorized into four subtypes and the latter is into two subtypes.
Keywords: Negation; Semantic Category; Denial; Rejection

1.INTRODUCTION

In terms of the relationship between negation, denial and rejection is contentious. As an orthodox view, some argue that denial or rejection should be understood as a special kind of assertion or belief which involves negation (Frege 1919; Geach 1965). It also reflected in the equivalence in Ripley (2011).

However, some propose another attitude towards the relationship. If the consensus is that to deny is to assert a negation, the idea should be that acts of denial can be analyzed as assertions of propositions expressed by negated sentences. In fact, denial can be realized by pragmatic means, such as irony, instead of any negated expressions. So, Rejectivism, defended by Price (1983, 1990), Rumfitt (2000) and Priest (2006), believe that negation is to be explained in terms of rejection or denial, rather than vice versa.

In order to avoid the debate on which one is prior to the other, this paper narrows the topic on a negative sentence or an expression with one negative marker that is equal to "¬" in logic. So, deny and rejection are seen as two parallel parts of negation[1-10].

2.CONTENT AND ATTITUDE IN DISTINGUISHING DENIAL AND REJECTION

Content and attitude of a speech act are adopted to distinguish two semantic notions of negation: denial and rejection. Frege (1960) points out the content and force of a speech act. Different utterances may share the same content but hold different forces. The content of all the three utterances in (2.1) are the same: it is raining outside. The forces are not: (a) is declarative; (b) and (c) are interrogative. Corresponding to (b) and (c), they differ from each other in attitude. In (b), one is not sure whether it is raining and raise a question, while in (1c), one believes that it is raining and doubt the listener's belief that it is not raining.

2.1 It is raining outside.
2.2 Is it raining outside?
2.3 Isn't it raining outside?

In this way, denial and rejection can be characterized differently. Denial is a certain type of a speech act that someone is engaged in when he or she denies something and rejection is a certain type of attitude that someone has to a content when he or she rejects it (Ripley 2011). Obviously, (2.2a) is denial and (2.2b) is rejection. Through the former utterance, the speaker denies the content that the door is shut. With the latter utterance, he or she expresses the attitude that he or she does not hope the listener to shut the door.

2.4 The door is not shut.
2.5 Don't shut the door.

However, in a more subtle way, not all the sentences in denial are characterized the same. Neither are those in rejection. Subcategories are in need. Before classifying them in a more detailed line, we cannot ignore another important principle. Negative statements are felicitous only in circumstances in which the corresponding affirmative proposition is under consideration (Wason 1965). It meets Russell's observation (1948) that a negative judgement is appropriate only when the correlative positive judgement has already been made or considered. So, in the following parts, negative utterances will be analyzed based on corresponding affirmative utterances or questions.

3. SUBCATEGORIES IN DENIAL

As for content, noun phrases in subject slot, in terms of theta role, can be classified into agent, experiencer and so on, while those in object position can be classified into theme, patient and so on. Based on different relationship between a predicate and a subject or an object, denial can be subcategorized into four different types.

As in (3.1), the negative utterance is the answer to a question on the agent's ownership of *lingqian* 'change' or the existence of *lingqian* in the agent. Here comes the first category of denial, denying ownership or existence.

3.1 Q: *ni you lingqian ma?*
you have change Part.
Do you have any change?
An: *wo meiyou lingqian.*
I neg change
I do not have change.

The second category is denying the state/identity of something/someone. In (3.2), the negative sentence (N for short) corresponds to an affirmative one which depicts a state or character of someone, *ta*. In (3.3), the affirmative sentence (A for short) determines the identity of an object by the verb *shi* 'is'. So the negative one denies the identity of the object, *qiche* 'cai'.

3.2 A: *ta hen gao.*
he very tall
He is very tall.
N: *ta bu gao.*
he neg tall
He is not tall.
3.3 A: *zhe shi qiche.*
this is car
This is a car.
N: *zhe bu shi qiche.*
this neg is car
This is not a car.

Apparently, (3.5) is discussing the ability of someone, *ta*. (3.5N) denies the ability to drive a car. Although ability is also a state of someone, it differs a little from (3.3). Once a man is tall, it is hardly for him to back to a previous state or be short again. But, if a man has not driven for some time, he may not be able to drive a car immediately. However, He is not deprived of the ability. In other words, he is likely to be back to the state of being able to drive after training. So, it can be sorted into the third category of denial: denying ability or inability, which differs from the second category.

3.4 A: *ta hui kai-che.*
he can drive-car
He can drive a car.
N: *ta bu hui kai-che.*
he neg can drive-car
He cannot drive a car.

From the affirmative sentence in (3.6), a listener or reader must get the information that the agent *ta* 'he' started an action *likai* 'leave' and has finished it. The negative sentence conveys the message that the agent *ta* did not do the action *likai*, but *ta* is still in the previous place. (3.8A) holds similar meaning to (3.6A): the agent start an action and achieve it. However, (9N) and (3.6N) are not equal to each other. (3.8N) is ambiguous. In one sense, the action may not start. In the other, the agent did not succeed in accomplishment although the action has been started. The divergence between (3.6N) and (3.8N) is clearly shown in the logic formulas in (3.7) and (4.1). The formula (3.7N) tells us that it is not the case that he left. In other words, it denies happening of the event that he left. The disjunction in the formula (4.1N) interprets ambiguity: it is not the case that the event that he opened the door does happen; or it is not the case that the state of the door has been already changed to being open. Therefore, the fourth category is summarized into two parts: denying happening of an event or denying a change of a state.

3.5 A: *ta likai le.*
he leave LE
He left.
N: *ta mei likai.*
he neg leave
He did not leave.
3.6 A: *left' (he)*
N: ¬*left' (he)*
3.7 A: *ta dakai le men.*
he open LE door
He has opened the door.
N: *ta mei dakai men.*
he neg open door
He has not opened the door.
3.8 A: *open' (he) ∧ open' (door)*
N: ¬[*open' (he) ∧ open' (door)*] = ¬*open' (he, door)* ∨ ¬*open' (door)*

4.SUBCATEGORIES IN REJECTION

There may be two different angles on the part of attitudes. One is of the speaker. As in (4.2Answer) which is the negative response to the question in (4.2Question), it expresses the attitude of the speaker who reject an invitation. Apparently, it should be called rejection.
The other is towards the listener. The negative utterance in (4.2Answer) means that the listener is prohibited from doing the action, *zuoxia*. It may be called prohibition.

4.1Question: *mingtian yiqi qu Beijing ma?*
tomorrow together go Beijing Part.
Will you go to Beijing tomorrow together?
Answer: *bu qu.*
neg go
I will not go (to Beijing tomorrow).
4.2 Question: *wo neng zuo-xia ma?*
I can sit-down Part.
Can I sit down?
Answer: *bu neng.*
neg can
(You) cannot (sit down).

5.CONCLUSION

As enunciated above, negation includes denial and rejection, which can be classified into three and two subcategories respectively: denying ownership or non-existence, denying the state/identity of something/someone, denying ability or inability, denying happening of an event or denying a change of a state and rejection, prohibition.

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Research on The Construction Of Three-Dimensional Teaching Resources Of Flight Attendants In Colleges And Universities Under The Background Of Application Transformation

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Abstract: China's higher education has undergone the transformation from mainly distributive training students to market-oriented training students, and the construction of applied colleges and universities is a profound change in the field of higher education in China. This paper research on the construction of three-dimensional teaching resources for flight attendants in colleges and universities, analyzes the current situation of flight attendant professional teaching resources, the necessity of the construction of three-dimensional teaching resources and how to construct integrated teaching resources. Finally, put forward relevant suggestions and thinking.

Key words: Transition period; Flight attendant major; Three-dimensional teaching resources

1.INTRODUCTION

In the process of application transformation and development of colleges and universities, local undergraduate colleges are the main body, and applied majors are the core. As a typical application-oriented major, there are many problems in the compilation and production, organization and design, presentation form and method of course teaching resources of flight attendant major. How to build a comprehensive, scientific and practical three-dimensional teaching resources is an urgent problem to be researched and solved.

2.THE CURRENT SITUATION OF FLIGHT ATTENDANT PROFESSIONAL TEACHING RESOURCES

At present, the development of flight attendant major is not mature enough, and there are mainly problems such as unclear orientation of the training level of undergraduate and junior college, insufficient standardized guidance in talent training mode, and low matching degree between teaching resources and professional requirements and students' mental characteristics. Among them, teaching resources are the "last kilometer" of talent training road, and the key elements of training programs and teaching activities. In general, the status quo of teaching resources for flight attendant specialty in China presents the following characteristics:

2.1 The research and practice of flight attendant professional training mode are in the initial stage.At the same time ,there is no standardized research method and language in the training mode of flight attendant talents, and the practice of talent training lacks the guidance of scientific theories;

2.2 The course system of flight attendant major has initially shown the tendency of modularization of ability. Most colleges and universities have formed a more unified tendency of ability modularity in curriculum design, and determined the relevant curriculum rules, but not implemented in curriculum resources, teaching methods and teaching;

2.3 There is less research and practice in the design of teaching resources for flight attendants.Most colleges and universities neglect the specific design of teaching resources, which does not match the basic position of teaching resources in the process of education and training, and urgently need to design teaching resources system that is compatible with the scientific curriculum system;

2.4 The application of flight attendants and the uniqueness of students put forward higher requirements for the design of teaching resources.The difference of mental characteristics, study habits and professional content of flight attendant students source requires a set of all-round and three-dimensional teaching resource system corresponding to the intellectual and psychological characteristics of flight attendant students, which conforms to the theoretical level and skill level of undergraduate talent training;

2.5 The three-dimensional trend of the study of traditional curriculum teaching resources is not balanced with the backwardness of the study of flight attendants' professional teaching resources.The three-dimensionalization of teaching resources has already penetrated into other traditional disciplines, but flight attendant majors as practical and applied disciplines are still using a large number of outdated and single teaching resources, which is a neglect of the application of flight attendants.

3.THE NECESSITY OF THE CONSTRUCTION OF THREE-DIMENSIONAL TEACHING RESOURCES

3.1 The concept of three-dimensional teaching resources

Teaching resources are the sum of all kinds of human and material resources serving the purpose of teaching. It is a comprehensive existence that integrates "entity", "relationship", "process" and "result", and its qualitative

characteristics and form combination are the framework of teaching resources. The so-called three-dimensional teaching resources refer to the "double-dimensional" teaching resources with both three-dimensional form and three-dimensional content, the length of explaining cause and effect, the width of radiating relevant knowledge and ability, and cover the theory of the source and practical experience of longitudinal length and depth of teaching resources.

3.2 Characteristics of three-dimensional teaching resources

3.2.1 Length refers to the context of the point of knowledge - enabling students to know not only the current state, but also the evolution history and trend of knowledge;

3.2.2 Width refers to the logical dispersal of knowledge points - to encourage students not only to know the isolated knowledge points, but also to form knowledge networks for practical use;

3.2.3 Depth refers to the depth of the knowledge point - to encourage students not only to know this layer of knowledge point, but also to understand the relationship between this knowledge point and the upper and lower levels.

3.3 Necessity

Flight attendant curriculum teaching resources in the preparation and production, organization and design, presentation form and methods often ignore the unique mental characteristics of flight attendant students, lack of in-depth understanding of professional application, one-sided pursuit of the content of teaching materials shallow, operational skills of the discipline, and the nature of the application of flight attendants - requires students to have scattered knowledge system into knowledge network, knowledge network internalization into ability, ability externalization into the basic skills of problem-solving strategy thinking is not deep enough.How to construct the teaching resource system with the ability combination relationship as the logic to solve the practical problem, the modular teaching material with the ability type as the axis, and the three-dimensional teaching resource guided by the characteristics of students' acceptance ability are the major problems that we urgently need to research and solve.

4. HOW TO CONSTRUCT THE ESTABLISHMENT OF INTEGRATED TEACHING RESOURCES

On the basis of Yang Xiaoqi's (2014) [1] three resource theories, this paper adopts the classification method of combining various classification standards and dimensions based on systematic dialectics, and can divide teaching resources into three main forms of substantive teaching resources, potential teaching resources and generative teaching resources, as well as related secondary forms.[2]
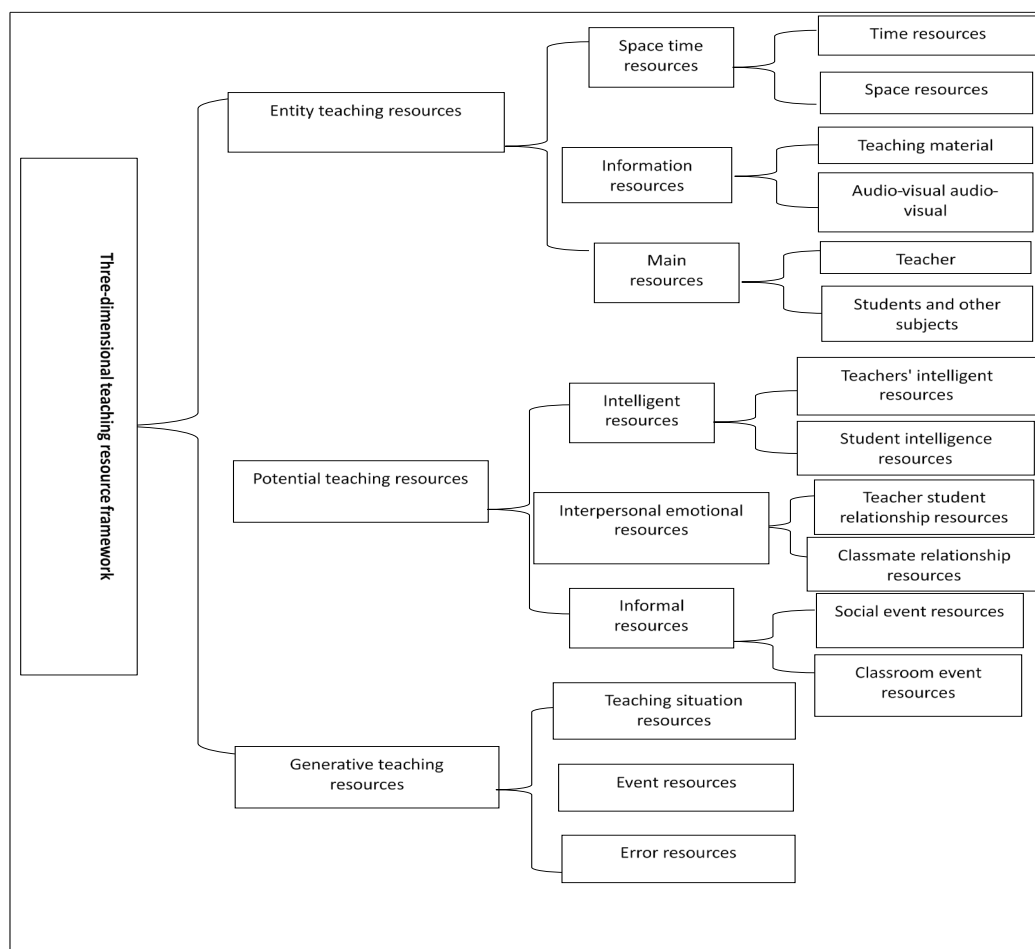
Figure 3-1 Three-dimensional education resource framework

5.ENLIGHTENMENT AND THINKING

5.1 Analyze the training of flight attendant talents from the point of view of teaching resources

There are two main priorities for the development of flight attendant talents, one is to cultivate positioning and programs, and the other is to train organizations and resources. The former is mainly conceptual, thinking and written, while the latter is practical, live and reality. Advanced training orientation and programs are easy to learn, transplant and copy, but effective management of training organization and educational teaching resources is the real nutrient of talent training. The concept of talent training is abstracted from the actual talent training process, therefore, only focus on the actual training of talents, focus on the training of talents needed education and teaching resources is the essential means to optimize the training of talents. The viewpoint of this paper falls on the teaching resources, which helps to clarify the foggy problem in the process of personnel training, and helps colleges and universities to examine their own short boards and strengths from the perspective of teaching resources, so as to help use resources development and optimization work to really improve the level of talent training.

5.2 Pay attention to the design and evaluation of all kinds of three-dimensional resources in the process of teaching resource construction

In the process of teaching resource construction, we should construct a diversified, modular, open and three-dimensional teaching resource system based on the combination of ability to solve practical problems, coordinate with ability type and orientation by the characteristics of students' ability to accept. According to the characteristics of various resources, the courses are guided by the practical ability and basic principles of teaching students, combining physical resources, potential resources and generative resources to achieve good learning results; The construction of three-dimensional teaching resources breaks the previous model of resources developed mainly by the curriculum, which mainly depends on the schools, colleges and teachers,and communicates and cooperates with various social institutions and individuals with an open view of teaching resource construction, with a view to obtaining abundant external teaching resources; The three-dimensional construction of teaching resources should grasp the key points under the guidance of the theory of teaching resource characteristics and classification theory, and guide the evaluation system of standard resources, with the weak points of students and other problems, and teachers can master the development and utilization level of their own opposite teaching resources according to the evaluation results.

5.3 Guide the development and application of teaching resources with three-dimensional thinking

China's existing teaching resources development ideas are mainly to carry out teaching materials as the center of the supporting resources construction system, in theory has adopted a narrow view of teaching resources, in practice led to the construction of teaching resources single, in the form of teaching resources development shows a flat feature. Based on combing, investigation and theoretical deduction, this paper puts forward the three-dimensional view of teaching resource development, expands the teaching resources viewpoint of teachers and researchers, expands the development space of physical teaching resources, potential teaching resources and generative teaching resources, and establishes the framework of integrated teaching resources and its supporting evaluation system with ability students as the main logical clues. Three-dimensional teaching resource development and applied thinking can help to solve the problem of flight attendant talent training ability scattered, easy to forget, lack of innovation, from the actual ability to enhance the flight attendant talent knowledge system level, ability combination effect.

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Research On the Integration of Humanistic Quality Education and Chinese Language and Literature and Countermeasures

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Abstract: Nowadays the era is constantly developing, the society is constantly progressing, our country has been in an information zed society, students' thoughts are susceptible to the influence of information. In this context, the education of Chinese language and literature can be innovated accordingly, so that students can understand what is right and what is wrong, and thus embark on a correct road. Humanistic quality education can train students to view life correctly, to view the world correctly, and to view values correctly.

Key Words: Humanistic Quality Education; Chinese Language And Literature; Fusion Game; Methods To Study

1.INTRODUCTION

Only by integrating the education of Chinese language and literature with the education of humanistic quality can our students' thoughts be set up and their comprehensive ability be improved to a certain extent. However, from the current actual situation, we can analyze the development of humanistic quality in Chinese language and literature education, there are still many problems, these problems will affect the implementation of education. So we should how to effectively solve these problems, and avoid the emergence of these problems, this is this paper to analyze and discuss the problem. This paper makes the following analysis and discussion on how Chinese language and literature should be integrated with humanistic literacy education, hoping to help relevant teachers to carry out the corresponding integration and draw lessons from the content of this paper to achieve better goals.

2.IT IS VERY NECESSARY TO INTEGRATE HUMANISTIC QUALITY IN CHINESE LANGUAGE AND LITERATURE EDUCATION

2.1 Humanistic quality education in Chinese language and literature can cultivate students' sentiment

In the process of education, the integration of Chinese language and literature with humanistic quality education can cultivate students' sentiment and make students have a clearer cognition of themselves. In the process of Chinese language education, the positive integration of humanistic quality education can not only enable students to master the relevant knowledge in the study of Chinese language and literature, but also can feel the charm of Chinese language and literature. Through certain cultivation and edification, students can have certain aesthetic ability, and can have correct judgment ability. When an event occurs in front of students, students can through their own learning, through their own understanding, clear determine whether it is just, whether it is evil, the students' moral sentiment in humanistic quality education and the Chinese language and literature education integration of the classroom, the train got comprehensive improvement.

2.2 Chinese language and literature can contribute to the smooth development of humanistic literacy

Humanistic quality education includes ideological and moral quality education on the one hand, and literary accomplishment quality education and comprehensive quality education on the other hand. Such as music education, art education, sports education and so on many aspects of education. Let the students can have a new cognition, can carry on the new reflection to oneself. Teachers in the process of education of Chinese language and literature, can carry out the cultivation of student's quality by many aspects, such as in the study of Confucius's literary accomplishment, the teachers can give students cite Confucius's literary works, lets the student has a new cognition about literature, have a new knowledge of Confucius, Confucius is also have certain achievements in the field of art, The idea that "success comes from music" presented by Confucius showed his concern for music, calligraphy and fine arts. Therefore, in the process of carrying out Chinese language and literature education, teachers should carry out the corresponding quality-oriented education from multiple aspects, so that students' humanistic quality can be continuously developed and comprehensively improved.

2.3 The development of humanistic quality can establish students' noble moral character and sentiment

Chinese language and literature education can help students to establish a noble moral character and sentiment, can let students have a positive and optimistic attitude towards life, have a correct concept of life. Traditional excellent literary works can always make the readers have a bright feeling, and can always let the readers learn some knowledge from reading. After reading excellent classic literary works, readers can not only get a certain sublimation in the mind, but also feel more relaxed in the body. Reading can play a certain guiding role in the life of readers. Students reading classic literature can get a certain development of thinking, broaden their horizon, and establish a noble moral character and sentiment, become more passionate about life, and become more positive.

3.THE CURRENT SITUATION OF HUMANISTIC CULTIVATION IN CHINESE LANGUAGE EDUCATION IN CHINA

3.1 There is a lack of perfect personality cultivation in some education

At present our country has a lot of schools of Chinese language and literature and humanism quality education for the integration, but some teachers don't know how to carry out specific education, don't know how to carry out the corresponding class, in the process of the interpretation of the classroom can not grasp the focus of the lecture, also don't know their lectures is there are some drawbacks. At present, many scholars in our country lack certain thinking and judgment in the process of learning. They do not have independent thoughts and pay more attention to the pursuit of interests in life. Some people are affected by the foreign culture of the West, and there are often some uncivilized behaviors in their daily life. Many factors affect the healthy growth of students. Some students' psychological endurance is relatively poor, their will is relatively weak, in the process of learning encountered difficulties in life, will always be depressed. They can't accept, even on a life of crime, unable to turn head, frequently, some immoral things in today's society is strong, such as frequent kidnapping, frequent theft of these events occur, the education can make a lot of colleges and universities colleges and universities have, some scholars thought become rotten, this is the error, education is education of sorrow, It's a social tragedy.

3.2 Some schools ignore the cultivation of students' humanistic quality

Some schools in the past Chinese language teaching process to meet the traditional teaching model, these schools in the specific process of education did not carry out the corresponding innovation in teaching. Actually the original teaching mode has been unable to adapt to the development of a new era, to carry out the corresponding Chinese language and literature education to let the students can get comprehensive development in the process of learning to make good progress, the teacher must pay attention to the innovation of the development of students' humanistic quality education, in the process of teaching can't be ignored to the cultivation of students' humanities accomplishment. Under the background of the development of the new era, the teacher must pay attention to carry out the right way of education, social development and in teaching for the students to carry out the corresponding humanistic quality education, pay attention to the education of the knowledge theory basis to cultivate students' ability to analyze problems, to Chinese language and literature can be integrated with the actual life accordingly, And change the inadequacies in the previous educational model.

4.THE INTEGRATION OF HUMANISTIC QUALITY EDUCATION AND CHINESE LANGUAGE AND LITERATURE CAN BE CARRIED OUT FROM THE FOLLOWING ASPECTS

4.1 The construction of cultural environment can be carried out to better integrate the two

Schools can provide students with a humanistic environment, so that students can learn relevant knowledge in a good environment. In the process of carrying out Chinese language and literature education, teachers should also pay attention to carry out the corresponding development outside class. Teachers should not only carry out the corresponding education in class, but also pay attention to carry out the corresponding cultural infiltration outside class. Teachers should encourage students to participate in the organization of Chinese language and literature, or join the poetry community, so that students can study the application of the organization and community, to carry out the corresponding discussion of Chinese language and literature knowledge. In order to encourage students to participate in the learning of Chinese language and literature, to cultivate humanistic quality better experience the charm of learning, so teachers should actively in class for students to organize some literary game, for the students to carry out some of the poetry competition, lets the student in literature or poetry reading of the game, to feel and profound of Chinese literature. In the specific teaching process, teachers should pay attention to improving students' comprehensive ability. There are related psychological education chapters in Zuo Zhuan, Policy of the Waring States, Records of the Historic Records and other works. Teachers can let students read these works. For example, in an article of Mencius that we study, we cite the ancient Guan Zhong, Fu said, and others who endured all kinds of sufferings and were finally used by able men. These people are from humble backgrounds, but when they face difficulties and setbacks, they overcome the difficulties with their own firm perseverance and their ability to cultivate through hard study, and finally achieve certain achievements and complete the great cause. They always have optimistic in the face of setbacks in the suffering of the psychological, that the day will be down to the people, also will be the first suffering, work their bones. They have a correct view of life and know how to face the hardships in life. There are poems and plays that can teach people how to face life in the face of hardship, and how to resist temptation in the face of temptation. These ancient people all had a correct concept to resist temptation, and all had a positive attitude to face life.

4.2 Excellent teachers can be selected to carry out the integration of the two

The teaching level of some teachers is relatively low, so when they carry out the corresponding teaching, they cannot achieve a certain teaching results, and students can not learn the corresponding knowledge. The level of teaching quality is closely related to the level of teachers. Therefore, colleges and universities can choose excellent teachers to carry out the integration of the two, and the effect of the same article explained by different teachers is different. Excellent teachers explain the classroom effect can meet the needs of students, so that the quality of students can be improved. Excellent teachers have higher requirements on themselves, and master a wealth of knowledge, can improve students' enthusiasm for learning, and can make the classroom teaching efficiency better. When recruiting teachers, schools can improve the recruitment requirements, recruit excellent Chinese language and literature teachers, let excellent Chinese

language and literature teachers to explain for students, so that students' humanistic quality to lay a solid foundation.

5.CONCLUSION

Teachers can scientifically design the content of the class before teaching, so as to make the class more interesting. Students should participate in the corresponding discussion in the classroom learning and express their own understanding of ancient poetry. Students can learn about the life deeds of the ancients, and take the ancients as an example, so that when they meet difficulties in their future life or study, they can actively overcome them.

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The Use of Color in Stage Lighting Design

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Abstract: Stage performance is a more complex activity, he involves more content, in addition to the programming and actor requirements, lighting also has a certain standard demand, only to consider all the problems in order to perfect planning a high quality of the program. For stage design work, only the effective combination of light and color can improve the overall stage effect, but in the meantime, we need to pay attention to whether the color of light can correspond with the actors' clothes and the content of the program. Therefore, in order to promote the development of stage art, how to improve the rationality of the use of color in lighting design is a problem that relevant professional and technical personnel need to further consider. This paper first expounds the importance of the use of color in stage lighting design, and then discusses the practical application strategies of color in lighting design on stage, and puts forward personal opinions.
Key Words: Stage Lighting; Design; Color Application

1.INTRODUCTION

For the professional designers of stage lighting design, they should design and match the lighting color according to the actual situation, and consider the performance effect from the overall point of view. The first is that the use of color in lighting design can beautify the stage. Professional designers should use color elements in the process of stage lighting design in combination with the picture and effect of the stage, so as to effectively set off the emphasis of the stage and create a more reasonable atmosphere. In addition, the lighting design of the stage can make up for the deficiencies in the structure and shape of the stage and show a more perfect stage effect for the audience. For example, in the overall design of the stage, technicians use lights to highlight a specific part, which can also achieve eye-catching effect. In order to present a more complete show, the actor's performance when they are looking into the audience, so light, each part should be flexible, let the audience can see rhythm and stage before and after the attention to light color collocation can neither complex nor too single and simple, should be highlighted when the two changes of unity, This can further reflect the beauty of the stage.

2. IMPORTANCE OF COLOR APPLICATION IN STAGE LIGHTING DESIGN

The use of light color is also very important for the performance of variety shows. In order to further meet the stage effect, technicians must analyze and match the color according to the actual situation, and control the contrast and brightness of light color according to the requirements of the director, so that the audience can feel a strong visual feast. In fact, this way of lighting and color reflect the stage effect has appeared long ago in our country, and it is also in line with the development of The Times to use it now. For example, when the story of ancient war scenes is reproduced, lighting designers can use white light to paint some important scenes and things. With the effect of white smoke, a magnificent and tragic battlefield scene can be reflected. If some high music can be added, the audience will feel as if they are in the scene. The application of lighting color in the design of the stage should be based on the whole, which can fully mobilize the stage range and improve the artistic value of the performance [1]. It can also be seen from here that the lighting color designers must combine all aspects of stage performance and the overall environment as a starting point in the process of early design to provide the atmosphere for the performance. It is found in the survey that many stage performances have a variety of lights, sometimes bright and sometimes dark, and various colors will be added to create a gorgeous stage atmosphere, which can often attract the audience and make them linger [2].

3. APPLICATION OF LIGHTING DESIGN COLORS ON THE STAGE

The first is that the use of lighting and color needs to be based on a certain color, because in stage performance, the design of lighting and color is basically a foil to the script, and the story will have a main line, so does the color. In order to improve the tone effect of the overall stage, it is necessary to use some auxiliary color changes to achieve the requirements. For example, in a stage performance about tragic love, a love atmosphere can be created mainly through the red light color, thus further promoting the emotional integration of the audience.

The second is that the use of light color should have dynamic changes. In the process of stage light color design, the intensity and change of the light can highlight a certain image and three-dimensional sense. Based on the changes of the light, the stage effect can be more intense, and the performance of the characters and emotions that the actors want to express can be further improved. Design technicians will generally use white as the main tone to present the stage atmosphere, so that the audience can directly watch the actors' expressions and actions, which is undoubtedly the most intuitive experience.

The third is that the use of light color needs to reflect the color contrast. The content of stage light design is relatively complex in the process of work. The lighting design needs to keep pace with The Times, make scientific and reasonable use of various advanced technical means, and use the most appropriate method to reflect the stage effect, and pay attention to the color contrast. Generally speaking, stage lighting design must follow the level of light and shade, which can highlight the mood of the plot or character, including happy, depressed or sad. In fact, no matter what kind of color if added more beautiful than he color before the color will be dark, there is also a point when a certain color is filled with other colors, when the

surrounding color has changed so the middle color effect will also change.

The fourth is the use of light color must be combined with the change of the emotional, stage lighting color design personnel they take into account the color itself has a certain emotional color, just like the pure black is a symbol of the depression and the dark terror, white light generally represents the light and hope, the red light represents passion, green lighting is a symbol of life. From all these, we can see that stage features will be different with different lights, and the audience will watch the performance according to the color of these lights [3].

On the above analysis we can get the conclusion that the importance of the light color it goes without saying that it is diversity of art forms, so the light color design and technical personnel will need to use white gives priority to tone to reflect art, although the change of stage art performance in the process of color can add stage effect, but still there are many problems in the design, Need each a technician to have enough working experience and theoretical knowledge base, every detail in place, combined with the director, the plot and emotion to scientific collocation of colour such as performance, in order to meet the requirements of various aspects demand and stage performance between the audience and produce emotional resonance, which is under the background of the stage art development in the new period the inevitable demand of [4].

4.CONCLUSION

To sum up, the lights on the stage color design can directly affect the effect of the present stage, in order to further improve the charm of art, stage and stage work professional and technical personnel need to realize the importance of light color, professional design personnel shall be clear how to correct the collocation of color, the lights as a means to rendering stage atmosphere, Then meet the demand through diversified collocation. At the same time, when lighting design is carried out in stage performance, it will give the audience a psychological hint. Different lighting sets off different plots, so that the audience will be more impressed when watching and can have emotional resonance with the performance. Therefore, the application of stage lighting color is not only reflected in the stage art, but also can let people experience a better feeling, which is worthy of further research and innovation in the stage lighting design industry.

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Research And Practice on Teaching Reform of Environmental Design Specialty Based On Innovation And Entrepreneurship Capability

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Abstract: Under the new situation, the environmental art design specialty belongs to the practical application of the strong discipline, in the era of continuous development of the situation, on the innovation and entrepreneurship of college students with a new interpretation of the application of skills of talents, and put forward higher demand, enhance the corresponding practical ability. In the process of transformation from elite education to mass education, colleges and universities need to find the focal point of top-level design, improve the fit between knowledge and practice in market-oriented and social demand orientation, set up creative teaching, make practical teaching become an industry, and increase the good interaction between students' innovation and entrepreneurship education and society. Therefore, this paper first puts forward the content and problems to be explored, and then, according to the current integration status, it constructs a reasonable reform and practice path.
Key Words: Innovation And Entrepreneurship Ability; Environmental Design; Teaching Reform

1. PROBLEM PRESENTATION

With the continuous development of the market economy, the environmental design major under the traditional concept can no longer meet the current development needs. It needs to adhere to the "mass entrepreneurship and innovation" of chemical industry, and actively reform the curriculum of the construction of environmental design major, so as to reflect its own characteristics [1]. Environmental design major belongs to a branch of art design. In our numerous needs, we need to be market-oriented and maintain the training needs of "being creative, able to design, good at practical work and long communication". The environmental design oriented by innovation and entrepreneurship ignites the first fire, improves the practical ability and creative ability of college students, organically combines the school with students, and provides a new way of thinking for college students to start their own businesses. Especially in the process of accelerating urbanization, environmental art design has been rapidly developed and extended along with the rise of real estate, landscape engineering, interior design and other contents [2]. The specialty of environmental art design cannot meet the market demand, and the high-quality and skilled talents of environmental art design are even less. Innovation and entrepreneurship education reform can break the traditional teaching methods, integrate innovation and entrepreneurship into the two elements, and add practical elements to complete interdisciplinary teaching. However, in the process of practice, the teaching team is not perfect, the teaching content is not enough. The innovation and entrepreneurship education-oriented approach can effectively improve the employment quality of students, cultivate innovative talents, meet the national innovation-driven development strategy, realize the transformation and upgrading of local economy, improve the cultivation of innovative talents, and implement the construction of intellectual property rights [3]. In view of this, how to use the advantages of innovation and entrepreneurship ability orientation to reasonably establish the teaching reform and practice path of environmental design specialty? How to make college students' innovation and entrepreneurship education and society to achieve good interaction and communication? Under the current situation, many scholars need to explore the main content and problems.

2. TEACHING REFORM AND PRACTICE PATH OF ENVIRONMENTAL DESIGN MAJOR UNDER THE GUIDANCE OF INNOVATION AND ENTREPRENEURSHIP ABILITY

2.1 Create innovation and entrepreneurship parks

The establishment of innovation and entrepreneurship park for college students can, to a large extent, further provide practice and development approaches for students majoring in environmental design. In college students' innovation and entrepreneurship parks, many of them are mentors with entrepreneurial experience, who play the role of "practical mentors" in practice. The undertaking of senior employees and even managers can not only improve practical ability and innovation ability, but also transform it into knowledge innovation teaching, providing inexhaustible power for the development and progress of the nation [4]. Innovation and entrepreneurship parks can also provide cheap places for enterprises to start businesses, reduce start-up costs, and present the main value and role of science and technology business incubators to everyone's vision. From the traditional perspective, lectures, scientific research projects, skills competition and other projects are waterproof training existence. For the construction of innovation and entrepreneurship park, it not only contains these contents and projects, but also, to a large extent, provides a good foundation for the development of students and evolves towards innovative and technology-based entrepreneurs [5]. After the agreement is signed between the university and the enterprise, the school can provide the enterprise with a suitable site. At this time, the enterprise can combine its own actual situation to provide

more practice platforms for the enterprise. In the science of logic thinking, as a whole development, strengthen infrastructure construction, keep the development of science, establish different practice platform, combine enterprises and schools, establish innovative entrepreneurial incentive system, according to their own actual situation, a reasonable set up credit, and improve the practicality, provide good foundation for the development of future innovation practice. In addition, also need to plan as a whole development of colleges and universities, strengthen infrastructure construction, promote the patent of invention and autonomy of entrepreneurship, find the right platform for the art, gives different opportunities, according to the situation of students' performance, set up the innovative entrepreneurial credits, maximum improve students practical, more efforts to innovation, enhance their own businesses of mild. Such a paradigm can not only establish innovative and entrepreneurial practice activities, but also narrow the distance between students and the society, increase the intensity of personnel communication, cultivate students' self-confidence, and find appropriate methods of willpower training.

2.2 Implement the dual tutor system

Each course is formed by a "theory teacher" and a technical teacher. One tutor comes from the school and the other from the society. The contents that need to be learned in school are all developed and developed by teachers in school, while teachers outside school are mainly responsible for the study of theoretical knowledge and practical knowledge. And politics, economy, culture, science and technology and other content organic combination together. Moreover, mentors of enterprises can also guide students to make their own career plans in a market-oriented manner, and adapt to the environmental design workflow of enterprises in the shortest time. It not only narrates the barriers between students' theoretical knowledge learning and practical knowledge learning, but also, to a great extent, helps students sort out their entrepreneurial ideas and maintain a good construction of thinking logic. Under the brand-new knowledge concept, find the commonness of thinking, maintain effective coordination, find the focus of target construction, combine the professional knowledge with the practice of the enterprise, and maintain the scientific motivation for development.

2.3 Cross-boundary curriculum system shall be established

In the current situation, the teaching method under the traditional concept can no longer meet the needs of the current social development. Therefore, it is necessary to combine the contents of the teaching design of environmental art major with reasonable overall planning, maintain the construction of a good cross-border curriculum system, and implement the extension towards the development direction of new talents with new consciousness. In the establishment of the curriculum system, it is necessary to focus on training students to use the knowledge they have learned to solve the problems existing in real life or work. For example: in the

implementation of the environmental art design, colleges and universities can combine their own actual situation, sand table simulation game, and in the process of simulation of the construction, the enterprise may be a variety of problems, the students under the new experience, can be provided according to the enterprise operation environment, intensify the building of space, and perceptual arts and engineering of the continuation of [7] each other. At this time, colleges and universities can also integrate environmental art design major into the curriculum knowledge related to Architectural Design. On the basis of the original knowledge, students can not only consolidate their original knowledge, but also master the relevant theories of architecture and expand their cognition of excellent works. Under the influence of new media, teachers can also use MOOCs, netease cloud classroom and other ways to implement and deploy innovation and entrepreneurship planning, increase project training, and maintain scientific thinking logic.

2.4 Strengthen the construction of teacher team

Teachers are guiders, server and supporters of the college students' innovative undertaking, only will combine theory and practice, so can only be fully the use of these resources project, keeping the team construction, under the development of the multilateral, increase the introduction of local, establish demonstration base of cooperation, keep the connotation construction of cooperation, and, Implement the "1251" talent plan. Some old laboratory engineers can be hired to give guidance in the school and expand the international vision. It is also possible to use talents from enterprises to establish a flexible way of introducing talents, so that they can be presented to students in the form of part-time jobs or presentations. Go to the classroom and keep the level of cooperation content. In-service teachers can further deepen their study and improve the construction of key work of innovation and entrepreneurship on a team-based basis. Let the students work in the enterprise, deepen the foundation, expand the learning exchange, extend the spirit of innovation, meet the cooperation between the team, improve the overall business level. At present, environmental design professional education teachers are still in shortage. At this time, colleges and universities need to combine the actual situation, adhering to the main idea of the scientific concept of development, to carry out training in enterprises or other schools, and develop toward the direction of "mass innovation" teacher team. At the same time, it is also necessary to actively study classic successful cases, increase innovation ability, maintain scientific construction, enhance the ability of knowledge reserve, and maintain scientific path construction and development. To make up for the lack of experience of the teaching team, and the university, the society, the organic combination of students, to create a diversified teaching team, maintain a scientific development path, for the future development and lay a good foundation for the extension. In the process of practice into more results, fast results, a good result. To guide students to try various entrepreneurial projects, establish incubation projects, and put innovation and

entrepreneurship education into practice from the essence.

2.5 College Students Innovation and Entrepreneurship Park and Studio Teaching

Here, we can combine our own actual situation and draw lessons from the teaching situation of "Bauhaus" workshops to reasonably analyze and form a teaching practice platform. At the beginning, colleges and universities need to establish overall coordination and control by themselves, and increase the contact between colleges and universities to supplement the faculty. College Students' Innovation and Entrepreneurial Park is an important organizer of various activities. Teachers, according to the development law of students, integrate the foundation, improve discipline penetration, find co-prosperity for the integration of teaching resources. On the basis of teaching equipment, laboratory construction and entrepreneurship park, the main characteristics of the studio are presented to form an organic whole. The workshop is based on project practice to improve students' practical problem solving skills. For example, in combination with the development characteristics of students, a university has formed a practical workshop teaching process to promote the normalization of ecological practice teaching and research activities. The major of environmental art design needs to carry out reasonable transformation and optimization of an abandoned land in front of the building of the third classroom. You can see here that there are mainly places for parking bicycles and three garbage cans. These contents are a kind of damage to the overall image of the teaching building. In the process of environmental transformation, I spent two months collecting waste tires, applied reasonable painting and beautification on them, and cleaned the site. After that, I purchased flower materials and planted them. After the implementation of the project, not only students from other departments often come here to take photos, but also contribute to the transformation of the campus environment. Secondly, the "Internet +" workshop platform needs to be formed. With the help of the "Internet +" platform, division of labor and cooperation, and improve the intensity of innovation and entrepreneurship internship, the formation of innovative guidance, the establishment of multi-party collaboration, industry-university cooperation innovation design practice platform. The excellent works of the studio were uploaded to the website of the "Internet +" practice workshop, and the classic micro videos were presented to the students. It can not only enhance the spirit of innovation and entrepreneurship of students, but also further enrich the curriculum resources of the school and maintain the scientific construction. Finally, it is necessary to strengthen the practical teaching methods and summary of the workshop. Through the study of theoretical knowledge, improve the corresponding teaching practice, increase the study of network video, to guide and scientific way, promote teachers creative ability, increase the docking of theory teaching and practice teaching, keep the talent development achieve mastery through a comprehensive study, and improve the students' ability of independent innovation, increasing social

service ability construction, Realize the professional development path of "Internet +" and innovation. With the help of the platform of the workshop teaching mode, more interdisciplinary talents of environmental art design will be sent to the society, and the construction of task projects will be maintained, and the renewal efforts will be improved, and the basic framework will be established.

2.6 Constructing a multi-level practical teaching system

At this time, environmental art design major needs to increase students' "ability output" on the basis of innovation and entrepreneurship ability orientation. Optimize the professional curriculum system and implement the classified training mode. Actively build the curriculum system of "project progressive, module teaching". Through participating in the "mass entrepreneurship and innovation" and "Internet +" college students' innovation and entrepreneurship competitions, the students' familiarity with the process and process will be enhanced. Optimize the curriculum of environmental design to make a reasonable overall planning of teaching plan, course construction, practical teaching and other parts, and increase the transformation of results. Simulate enterprise operation and participate in enterprise practice. Practical courses will be added to gradually improve the ability of innovation and entrepreneurship. Students of different grades and levels need to introduce the key content of industry development in the process of imperceptibly, and maximize the improvement of students' innovative thinking, practical ability and independent analysis ability. We will formulate a management system and create an atmosphere for innovation and entrepreneurship from multiple perspectives. At the beginning of entering the campus, the content construction of quality-oriented education should be strengthened. In the second year, the effective construction of cognitive learning should be strengthened. During the internship, it is necessary to increase the construction of enterprise practical training, develop the second classroom, and establish entrepreneurship and innovation training. To create a multi-level innovative service platform to meet the needs of different students, its structure is pyramid-shaped. The evolution of the top layer is carried out from the perspective of elite students to improve the innovation and entrepreneurship course structure of environmental design major.

3.CONCLUSION

With the progress of society, in the process of teaching reform and practice of environmental design major, it is necessary to maintain a scientific development path on the basis of students' innovation and entrepreneurship ability, and carry out project teaching according to social needs. It is conducive to the development of students' creative thinking, so that students have a sense of distress, and actively explore the innovation and entrepreneurship of their major. In addition, in the process of practice, I will improve my ability to find, analyze and solve problems, improve the connection between professional knowledge of environmental design and social knowledge, maximize the employment rate of the school, and form a professional teaching framework of environmental design.

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Research On The Reform Path Of Vocal Music Classroom Teaching In Colleges And Universities Under The Cultivation Mode Of Applied Talents

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Abstract: Under the background of the reform in the teaching field, education pays more attention to the cultivation of applied talents. Based on this, vocal music teaching in colleges and universities actively responds to the cultivation model of applied talents and promotes the development of education reform. In view of the vocal music classroom teaching in colleges and universities, this paper analyzes the present stage of teaching, combines the present situation of contemporary vocal music teaching, and puts forward the optimization reform measures based on the cultivation of applied talents. The aim is to optimize the vocal music teaching mode in colleges and universities, switch to improve students' musical literacy and technology, carry out teaching through science, ensure students' interaction in class, constantly improve the artistic accomplishment, cultivate applied talents for the society, and improve the timeliness of teaching.
Key Words: Application-Oriented Talents; Cultivation Mode; College Vocal Music; Teaching Reform; The Path To Study

1. INTRODUCTION

The country has introduced new education policies continuously, and put forward requirements for talent demand types in the new era. At present, applied talents have become the key direction of education in the process of educational transformation. Among them, the development of applied talent in vocal music needs to ensure that talents can effectively master the basic music theory and techniques of vocal music, so as to effectively transform the learned knowledge into practical applications. Mastering a number of techniques to form a vocal music professional talents. Vocal music teaching, as a basic course of university teaching, integrates artistic and technical factors as a whole. Based on its strong practicality, it puts forward higher requirements for talent training. Traditional teaching has an impact on talent training in the new era, so it is necessary to change the training mode, carry out teaching reform in vocal music teaching in colleges and universities, and explore a new path of application-oriented talent training.

2. APPLICATION-ORIENTED TALENT TRAINING MODE

The training of application-oriented talents requires the talents to master the professional skills and meet the needs of modernization. For domestic education, the cultivation of applied talents should break through the limitations of traditional education and find a more effective way on the road of education development. Generally speaking, the cultivation of application-oriented talents cannot be separated from the professional and cultural qualities of talents themselves, which is also the basic requirement of the country and society for talents. In addition, talents need to have excellent technology and good practical experience in order to better meet the needs of social development. The training of talents should be compatible with the needs of social development to ensure that the training and development of talents are in line with the situation of social development. And in the process of training, improve the innovation ability of talents, use their own innovation ability, to provide new momentum for the development of social industries, bring social vitality.

3. EXISTING PROBLEMS IN THE APPLIED TALENT-ORIENTED VOCAL MUSIC CLASSROOM TEACHING

3.1 Applied talents training is affected by exam-oriented education

In the process of carrying out traditional vocal music teaching in colleges and universities, the influence caused by exam-oriented education is more lasting. As a result, teachers lack the correct theory and are difficult to integrate with practice in the process of cultivating talents in practice. As for the cultivation of talents, colleges and universities should not only focus on theoretical teaching, but also cultivate students' comprehensive ability of combining theory with practice. College education is also an important stage for enlightening students' future career. However, due to the influence of exam-oriented education, students seriously lack comprehensive ability and application ability in the teaching process. As a result, after students enter the society, their ability does not meet the social needs seriously and it is difficult for them to make contributions to the society.

At present, more colleges and universities are aiming at students' professional training and basic knowledge when carrying out art major in art training courses. Students lack of long-term learning experience accumulation, it is difficult to improve their ability through such teaching methods as crash class. The purpose of the art class is very clear, aiming at students' art examination, which leads to the phenomenon of students' lack of theoretical and practical experience. Faced with such a situation, it is difficult for teachers to improve students' comprehensive

ability by carrying out teaching, which leads to ineffective teaching.

3.2 Vocal music classroom teaching mode is traditional and single

The traditional education mode is too simple, and the transformation of accepting new ideas is slow, which leads to the traditional teaching thinking seriously affecting the teaching mode. At present, vocal music teaching in colleges and universities is carried out by teachers one-to-one and one-to-many. Both students directly appreciate the teacher's performance and learn the teacher's teaching content. The teaching method stays in the imitation stage, which is difficult to improve the ability of students. Students have been in this teaching mode for a long time, resulting in the imprisonment of thinking. They are more willing to wait for the teaching mode that teachers feed them directly, and they can't think positively. At the same time, students pay too much attention to the teacher's performance, unable to feel the harmony and expression of music by themselves. A good work is not only distinguished from singing and instrumental performance, but also a more perfect interpretation of the work on the basis of understanding. Teachers pay attention to skills in teaching and weaken students' autonomy and initiative in learning. In addition, regional and age problems of teachers lead to differences in teachers' teaching methods, which cannot adapt to the teaching methods of the new era, resulting in the difficulty of connecting teaching with the development of modern vocal music [1].

3.3 Disconnection between vocal music classroom teaching and practical application

The unity of knowing and doing is an important way to test learning. For art teaching, the teaching effect of vocal music needs to be achieved through continuous practice and feeling of music, so that students can internalize the knowledge they have learned into their own abilities. In the traditional teaching, teachers mainly carry out teaching according to the teaching materials or teaching plans, and provide less teaching practice for students. The content of vocal music teaching is also relatively limited, the repertoire is old, and the teaching resources lack of advanced nature. Students can not form personalized development in their own style, which affects students' interest in exploring vocal music. In addition, the teaching content of teachers cannot fit with the reality, and it is difficult to establish the consciousness of application-oriented talents for students. Students lack a correct understanding and positioning of their own future development, and they can't get a platform to develop themselves at ordinary times. As a result, there is no effective connection between learning and application, which affects the quality of teaching.

3.4 The deviation of talent training planning causes the employment channel to lag behind the actual demand

Vocal music teaching in colleges and universities pays more attention to the cultivation of students' skills, aiming to train students according to the goal of teachers. This kind of narrow consciousness causes the deviation of the goal planning of cultivating talents in colleges and universities. It will also cause a serious imbalance in the employment direction of students after graduation, unable to meet the needs of talents in the industry. Homogeneous talents cause a large waste of human resources and seriously affect the absorption of applied talents in the society. As a result, the supply and demand of school-enterprise resources do not match. From the perspective of current students' graduation and employment, a large number of students work in schools and become music teachers after graduation. Only a small number of students choose other jobs or have good career development. According to this proportion, the lack of vocational education concept in colleges and universities will limit the future development of students. It is a promising development for students. As a result, the potential and characteristics of students can not be recognized, and it is difficult to obtain benign development, resulting in the imbalance between the supply and demand of talents in society and universities.

3.5 Lack of diversified knowledge to support teaching

In terms of vocal music teaching in colleges and universities, more attention is paid to cultivating students' professional skills. In teaching, the label of specialty is also brought into the classroom. Professional students will also consider themselves art students, reducing their demand for vocal music culture, resulting in the lack of theoretical knowledge support for students, resulting in vocal music knowledge can not be deposited. Music, as a multi-disciplinary art type, requires students to master multiple knowledge and be able to integrate diverse knowledge to enhance professional knowledge level. However, under the influence of colleges and universities, students simply improve their professional ability, and it is difficult for them to realize their lack of comprehensive cultural quality, which hinders the cultivation of application-oriented talents in colleges and universities and affects the all-round development of students.

4.VOCAL MUSIC TEACHING REFORM MEASURES FOR APPLIED TALENTS

4.1 Optimize the vocal music classroom teaching mode

Based on the traditional vocal music teaching too single problem, we can introduce information technology into the teaching. Through multimedia and other resources to enrich the teaching classroom, realize the digital development of teaching. To carry out vocal music teaching in different colleges and universities, data websites can be established according to their own teaching characteristics, and teaching resources involved can be uploaded to the database to establish a perfect database website. Effective collection of data required by teaching can ensure that the database meets diversified teaching demands to the greatest extent, reduce the traditional teaching mode, change the teaching mode, carry out visual teaching based on the charm of music, strengthen the interaction between teachers and students, enhance students' vision, and enhance students' autonomy in music learning [2].

4.2 Establish an evaluation system for teaching effects

Vocal music teaching in colleges and universities needs to establish a teaching effect evaluation system to ensure that

the teaching can make a true evaluation. As a basis for students to learn, encourage students to make continuous progress. At present, the examination of vocal music discipline in colleges and universities is carried out at the end of the term, and the form is usually that students prepare performance works by themselves, and teachers evaluate the performance of students. However, in this way, it is difficult to accurately evaluate the actual situation of students' learning. For the teaching effect evaluation, therefore, should establish dynamic detection system, through the actual situation in the learning of students tracking, record the students' performance on a regular basis, performance results, etc., according to the study achievement and attitude of students during the period of school and factors, comprehensive evaluation, for student to study the effect of comprehensive assessment, and improve students lack, It lays a foundation for the cultivation of application-oriented talents.

4.3 Strengthen practical ability to achieve teaching innovation

Vocal music teaching should not be confined to the classroom, should be based on the classroom, promote the teaching to extend outwardly. Actively encourage students to participate in activities held on and off campus to enhance their confidence.

4.3.1 Cultivate students' practical ability and shorten the distance between teaching and stage. We should better combine teaching with activities, encourage students to participate in activities, exercise themselves in the process of activities, and promote their stage experience. Joint performance with other schools can further mobilize students' desire for the stage, constantly enrich themselves, and endue students with challenges and practicality.

4.3.2 In order to cultivate application-oriented talents, it is necessary to build a modern teaching mode centered on students. First of all, both hardware and software should meet the teaching needs. Build a special classroom for students to practice, equipped with professional Musical Instruments. Only on the basis of ensuring complete teaching infrastructure can we carry out teaching better. In the actual teaching process, the teacher should change the role of the past, no longer play the role of teaching subject, but promote the teaching from management to service, better serve the students, as the guide of students. Actively stimulate students' interest in learning and enhance their interest in learning. At the same time, perfect practice channels should be established to interact with the society and units, so as to lead students to participate in the society and experience social practice in advance. Through activities, students are encouraged to internalize what they have learned in class into their performance in competitions, so as to achieve better development.

4.3.3 In the teaching process, teachers should establish a student-centered teaching mode, lay emphasis on guidance and learning, and combine the two together through active guidance to improve the teaching effect. Teachers patiently guide students and lead them to discover teaching rules [3]. Through the active guidance of teachers, students can get some inspiration from it.

Teachers can constantly innovate on the basis of the original teaching and improve the flexibility of teaching. For application-oriented talents, the requirements for teachers to cultivate students are also constantly improving. Teachers should not only ensure the quality of teaching, but also fully understand the current social demand for application-oriented talents. The actual needs of the society will be investigated, the current situation of the industry will be fully analyzed, and the future employment guidance will be provided for students according to the actual teaching situation. Based on the market demand for applied talent in vocal music, the teaching method is adjusted scientifically to ensure that education and social talent demand are effectively consistent.

4.4 Teach students in accordance with their aptitude and expand employment channels

Vocal music teaching should be oriented to students' future employment and carry out scientific teaching. Because different students have certain differences in the degree of mastery of vocal music, teachers need to fully understand the characteristics of each student, according to the personality of the students, to develop a more scientific teaching program. For the students with strong performing ability, we can guide them to highlight their own advantages in the actual performance and strengthen the teaching content of singing and playing for them. Some students do not have outstanding personal advantages, but they can play a very good conducting role in the chorus. Teachers can provide students with the opportunity to conduct in the chorus performance. Teaching based on students' personal strengths can ensure that students can achieve personalized development and improve their abilities. In this regard, colleges and universities should also provide opportunities for students to open elective courses that can expand students' abilities, so as to ensure that students can learn their professional skills well, further realize the expansion of vocal music field, maximize their own advantages, and lay a foundation for their future employment.

4.5 Broaden the scope of knowledge and strengthen discipline construction

Under the background of education reform, colleges and universities need to realize structural transformation. This puts forward higher requirements for the cultivation of talents in colleges and universities, and it is difficult to meet the needs of society simply by relying on the cultivation of technical talents. Colleges and universities should strengthen the construction of disciplines and offer courses more suitable for social needs. When students learn professional courses well, they also need to ensure the interdisciplinary knowledge involved in vocal music, and constantly expand the scope of learning knowledge by combining their own knowledge. Based on this, it can effectively improve students' artistic literacy and pave the way for students to become applied talents.

In addition to vocal music art, applied talents are in demand for talents. No matter what kind of industry, teaching and practice should be combined [4]. In addition to teaching for students, the teaching under the new

situation also needs to improve students' ability of practice and performance. In the process of performance, he combines theoretical knowledge with practical performance to accumulate experience for himself. The teacher evaluates the student through the performance, which is more helpful to check the teaching achievement. The teacher carries on the dynamic supervision to the student, strengthens the communication with the student, guarantees the teacher and student common progress. Through practical performance, students can accumulate performance experience, improve their self-confidence, and gradually adapt to the stage and improve their ability in performances. Students can gain practical experience after practice, so that students' professional skills become better, improve vocal literacy. Therefore, under the mode of application-oriented talent training, colleges and universities need to pay attention to students' practice. Strive for performance opportunities for students as much as possible in the daily activity evening party, and strive for opportunities and space for students to perform and express themselves to the greatest extent. Enable students to immerse themselves in the good atmosphere built by colleges and universities, communicate with teachers and students about vocal music related issues, enhance the interaction between each other, and enable students to gain more from it.

5.CONCLUSION

To sum up, with the continuous reform and development of education in China, the current mode of higher education is no longer suitable for the current social needs. It is necessary to cultivate talents suitable for social development based on educational reform. Combine the new era education idea, enhance the students' artistic quality. The former teaching objectives should be changed to effectively promote the development of vocal music teaching mode in colleges and universities under the background of the new era, so as to lay a foundation for the cultivation and development of applied talents.

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Study On the Practice Of Teaching Reform Of Tourism Specialty From The Perspective Of Curriculum Ideology And Politics

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Abstract: Course education is an important reform direction of the current education industry, put forward the way for new times education to explore, in this context, how to integrate ideological concept into the tourism professional teaching, improve teaching quality, is worth exploring topic, therefore, in this paper, the course ideological perspective on the importance of tourism specialty teaching reform is analyzed, and put forward practical path, It provides reference for researchers on related topics.
Key Words: Curriculum Ideology And Politics; Tourism Major; Practice Of Teaching Reform

1. INTRODUCTION

With the continuous improvement of China's attention to the tourism industry, the teaching of tourism major is also gradually increasing the reform efforts. The in-depth exploration of curriculum ideology and politics can effectively improve the effect of the teaching reform of tourism major. The idea that curriculum ideology and politics take morality as the center to cultivate people is also of great significance to promote the reform.

2. THE IMPORTANCE OF TEACHING REFORM OF TOURISM MAJOR FROM THE PERSPECTIVE OF CURRICULUM IDEOLOGY AND POLITICS

2.1 To meet the needs of the development of The Times

With the development of society becoming more complicated, contemporary college students need to have the correct ideological guidance, in order to have the ability to distinguish right from wrong, and then adapt to the development of The Times. Tourism major students are exposed to a very complex level of social members, which requires them to have correct values in order to avoid being affected by the existing bad social atmosphere. The ideological and political courses can improve students' ideological and moral qualities, integrate patriotism and dedication into all fields of education, improve students' political literacy, and make students and tourism education adapt to the development of The Times.

2.2 Promote the sustainable development of the tourism industry

At present, the tourism industry has become one of the important driving forces of China's economic development, and has also made important contributions to China's poverty alleviation work. However, there are still some deficiencies in China's tourism industry, such as insufficient professional quality and service quality of employees, which affect the further development of tourism industry. Under the background of cultural integration with the tourism industry, new requirements have been put forward for the quality of teaching in the tourism industry. Only high-quality teaching content can cultivate more high-quality talents in the tourism industry for the country and make contributions to the sustainable development of the industry. The idea of curriculum ideology and politics has pointed out the direction for how to improve students' comprehensive quality. Therefore, only by taking curriculum ideology and politics as the research object of reform and development can the tourism industry reach a new height.

2.3 It is conducive to improving the comprehensive quality of talents

The current recruitment of talents in enterprises has not only set out from the perspective of professional knowledge, but also has strict requirements on the comprehensive quality of talents. Therefore, in the training of talents, schools should pay attention to the ideological and moral education and professional knowledge training have the same status. Nowadays there is a big part of the school, only pay attention to the cultivation of the professional knowledge, and ignore the importance of comprehensive quality, causes students out of the campus after although have sufficient professional knowledge, but lack of the spirit of the bear hardships and stand hard work, for their no strict life planning, adrift in the society, social development foreground of independent consciousness, no discretion make it difficult to adapt to the needs of the society. When curriculum ideology and politics are integrated into education and cultivation, comprehensive quality will also become the consideration standard for learning outcomes, enabling students to master professional skills and knowledge while strengthening ideological and moral construction, thinking about how to contribute to the society, so as to adapt to social development [1].

3. THE PATH OF TEACHING REFORM AND PRACTICE OF TOURISM MAJOR FROM THE PERSPECTIVE OF CURRICULUM IDEOLOGY AND POLITICS

3.1 Improve teachers' ideological and political teaching ability

With the excellent results of the reform and opening up, the national consciousness is constantly improving. Chinese and western cultures are influencing and merging with each other, and the national ideology is also changing towards the direction of diversified development. Under this background, students need to have a higher ideological and moral consciousness to adapt to the social

development. In the teaching process, teachers have a direct role in guiding students' thoughts and are the disseminators of knowledge. Therefore, teachers' ideological and moral consciousness as well as their own moral accomplishment level have a very important impact on students' educational results. Only by correct three views can teachers ensure that the teaching quality reaches the standard. As the main force of teaching, teachers should first of all have a deep understanding of the ideological and political significance of the course, deeply study relevant knowledge and ideas, grasp the new political ideas issued by the country in time, and then spread them to students in the teaching process. School teachers should strengthen communication frequency, through mutual discussion, find out tourism professional education and ideological education present problems, the direction of the lacking of school teaching, through discussion, find a solution, by this way can effectively use course education teaching fusion, improve the teaching effect. From the perspective of the school, it should also provide a learning channel for teachers to learn the ideological and political ideas of the curriculum. For example, to carry out ideological and political teaching lectures, make more use of the development of information technology, and set up a special ideological and political learning platform for teachers online, so that teachers can have more ways to learn ideological and political teaching methods.

3.2 Expand the depth and breadth of ideological and political teaching

At present, although many tourism majors have introduced the ideological and political ideas of curriculum, the depth of the exploration of the ideas is not enough, so that the teaching can not keep up with the pace of social development. In practical application, some schools just forcibly combine ideological and political education with professional course teaching by embedding it. This mode of ideological and political teaching is too rigid and lacks sufficient scientific support. If it goes on for a long time, it may even cause dislike of learners. Therefore, only by digging into the ideological and political elements in the courses of tourism major and broadening the depth and breadth of ideological and political teaching, can students more easily adapt to the way of ideological and political teaching, understand the significance of ideological and political teaching to their existence, and play the corresponding effect.

3.3 Introducing innovative teaching methods of ideological and political content

Innovation is an important support force for sustainable development, and innovation elements must be included in the actual teaching reform, so that the reform can achieve results. Therefore, new teaching models can be introduced to integrate curriculum ideology and politics with reform practice and promote each other. We can use the four-step method in teaching to improve the learning effect. First of all, teachers can tell students the learning direction of the ideological and political content they are going to talk about before class, so that students can find relevant materials and prepare in advance, so that students can quickly understand the teaching content in the class. In class, teachers can let students teach by means of identity exchange, which can effectively improve the activity of the class and help improve students' psychological quality and other comprehensive abilities. The third step is to answer questions. In this process, students can not only improve the professional knowledge and ideological and political content that they do not understand, but also the teachers can pass on their understanding of the learning content and thinking mode to students, so that students can have more perspectives on problems and enhance their thinking ability. The fourth part is the practice exercise. Practice is the most direct consideration of the innovation results. Through the exercise, students' learning content can be consolidated and integrated to improve the learning effect.

3.4 Establish the institutional guarantee of ideological and political evaluation system promotion

As teachers in the new era, only by recognizing the responsibility and mission of students' education, understanding the importance of ideological and political teaching, and constantly improving their professional ability and political ability, can they better disseminate the ideological and political ideas of the curriculum. The construction of the ideological and political evaluation system can effectively regulate teachers' self-inspection behavior, which plays a very high role in promoting teachers' continuous improvement of their ideological and political teaching ability. Through the evaluation system, teachers can also know their own teaching effect in time, so as to make continuous improvement. The system should be student-centered and the ultimate goal should be to improve students' ideological and political ability, so as to make the evaluation system more perfect [2].

4.CONCLUSION

Integrating the ideological and political ideas of the course with the teaching reform of tourism major can effectively improve the ideological and moral ideas of students, so that students can have a clear cognition of the value system of the society after leaving school and entering the society, which is helpful for students to continuously improve their comprehensive quality. Therefore, schools should continue to explore the breakthrough point between ideological and political teaching and professional teaching to provide more directions for the study of ideological and political ideas in curriculum.

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Practicing And Thinking on Network Ideological and Political Education of Counselors In Post-Epidemic Era

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Abstract: With the improvement of the domestic epidemic environment and the normalization of epidemic prevention and control, we have entered the post-COVID-19 era. University network ideological and political education in the outbreak time facing the new situation, new environment of college counselors work content and the ability to put forward the new requirements and challenges, how to do after the outbreak of the era of network ideological and political education, actively explore the network ideological and political education under the background of the outbreak path and channels, to play the unique function and responsibility of the network ideological and political education, It will become one of the important tasks for college counselors in the future.

Key Words: Post-Epidemic Era; The Counselor; Network Ideological And Political Education

1.INTRODUCTION

College students, mostly "after 95" and "00" mainly young students, their study, work, life and other aspects have the shadow of the Internet everywhere. Since the outbreak of COVID-19, young students' stickability to the Internet has increased. In the post-epidemic era, the combination of online and offline has become the new normal in college students' life. Their values, moral awareness and behavior patterns are also changing quietly, and they have realized deep integration with the Internet. Therefore, college counselors should change according to the situation, so that the ideological and political work in colleges and universities should be paid close attention to by college students, make full use of and give full play to the advantages of new media, and make the ideological and political work in colleges and universities truly alive from three aspects: forming soul, building platform and strengthening supervision.

2. IN THE POST-EPIDEMIC ERA, NETWORK IDEOLOGICAL AND POLITICAL EDUCATION FACES NEW OPPORTUNITIES

Affected by the epidemic, face-to-face ideological and political education cannot be carried out, we must rely on the network to carry out the specific work of ideological and political education. The great struggle against the epidemic has provided a rare practical opportunity for college students' network ideological and political education.

2.1 The demand for ideological and political education on the Internet is stronger

During the epidemic period, college students' extensive use and dependence on the Internet leads to the stronger demand for ideological and political education on the Internet. First, during the epidemic period, the face-to-face teaching mode of colleges and universities has been changed to online teaching. The smooth development of online teaching also depends on students' self-discipline, which requires counselors to immediately follow up, improve class teaching management system, and strengthen the function of online teaching and education. Second, with the development of epidemic situation, looking at the daily growth of the number of confirmed and suspected cases, plus full of all sorts of false information on the network, the cause some college students such as anxiety, panic psychology, therefore, with the help of Internet + opened the epidemic psychological hotline counseling platform and network, in time for the classmates to disabuse, is a trend. Third, affected by the epidemic, some enterprises have laid off employees because of the large economic losses caused by the delay in returning to work, which has a greater impact on the lives of students from poor families. This requires college counselors to conduct precise grid investigation and timely understand the living conditions of students from poor families caused by the epidemic, so as to achieve accurate assistance.

2.2 The content of ideological and political education on the Internet is more abundant

Since the outbreak of the epidemic, the country has attached great importance to it, the society has united as one, and the individual has been the most beautiful rebellious person. The whole country has stuck to a game of chess, stood together through thick and narrow, and strengthened its confidence in combating the epidemic. This has drawn a picture of an era in which unity is strength, and provided vivid material for ideological and political education on the Internet.

The general secretary personally directed and deployed the epidemic prevention and control struggle, coordinated the national human, material and financial resources, and fully supported Hubei and Wuhan, highlighting the leadership level and ruling ability of the Communist Party of China and the significant advantages of the socialist system with Chinese characteristics. The whole society moved at the command, donated money and materials, and made great efforts to form a strong joint force. The whole society gave full play to the role of medical workers, community workers, Party members and volunteers, actively carried out the epidemic prevention and control work, and emerged the most beautiful rebels, such as

Zhong Nanshan and Zhang Dingyu. They stuck to their posts, went retrograde to fight, sacrificed their lives to fight in the first line of the fight against the epidemic, and emerged the life first, the whole nation united, sacrificed their lives to die, respect science, respect science, and so on The great anti epidemic spirit of sharing destiny and destiny provides rich era materials for network ideological and political education.

2.3 The function of network ideological and political education is more prominent

Network ideological and political education under the COVID-19 epidemic is a specific and special form of ideological and political education, which is carried out in a variety of ways and means. The function of network ideological and political education is more prominent, which enhances the pertinence and effectiveness of ideological and political education.

First, after the outbreak of era, the network ideological and political education can play to the moral education function, and advanced through the story of epidemic disease resistance during the typical propaganda, guide students to set up the correct world outlook, the outlook on life, values, train their consciousness of the youth's social responsibility consciousness and bear, firm the ideal faith, strengthen the value guidance. Secondly, network ideological and political education can spread positive energy by encouraging college students to speak out actively. Since the outbreak of the epidemic, the environment of online public opinion has become more complex, with online rumors and irrational voices often appearing. By judging and guiding online public opinions, counselors can stimulate college students' positive spiritual motivation in the face of the epidemic, encourage them to take the initiative to speak out and dare to fight against wrong opinions. We should view the current epidemic prevention and control work with a broader mind and a more rational vision, and promote the cultivation of law-abiding netizens. Finally, the network ideological and political education can help college students consolidate their existing emotions and cognition through various means, and realize the healthy development of body and mind. After the long-term test of the epidemic, the effective network ideological and political education can cultivate the university students' indomitable will, indomitable quality and the spirit of hard struggle, help them to establish a correct and scientific view of life, guide them to care for their physical and mental health, and promote the physical and mental health of the university students and the sound personality.

3.A NEW APPROACH TO NETWORK IDEOLOGICAL AND POLITICAL EDUCATION IN THE POST-EPIDEMIC ERA

3.1 Bacon Casting Soul: Highlight the guidance of ideology and politics

"Whoever wins the Internet wins the youth," the general secretary pointed out. It is very important to carry out network ideological and political education for college students during the epidemic prevention and control period. On the one hand, the outbreak to let all people see is "" there are countries, college counselors must be good

at the new era of socialism with Chinese characteristics in jinping ideological education and patriotism education, using the Internet clear the" beginner's mind "with the mission of national policy, speaking new live fight disease" good story ", show the Chinese people unite and cooperate spirit, Gather people's will to become a powerful force against the epidemic. [1] Guide college students to strengthen "four self-confidence", "four consciousness" and "two maintenance" in the experience of "Chinese speed, Chinese scale and Chinese efficiency"; In the warm action of feeling the most beautiful rebellious people, stimulate the patriotic enthusiasm, cultivate the feelings of home and country, and set up the correct world outlook, outlook on life and values. Great resistance to disease, on the other hand, the struggle made the great spirit of the resistance to disease, and college counselors will, strong "casting the soul of engineering", using the Internet to fight it clear to the students "epidemic" of Chinese institutional strengths, understand "epidemic" of Chinese value, inspire students from mental nourishment, grasp the core values of China bear, Respect for life first, the nation as a whole, sacrifice their lives, respect science, the great spirit of sharing a common destiny in the fight against the epidemic.

3.2 Building Platform: Build the "Internet + Ideological and Political" system

In the post-epidemic era, the combination of online and offline has become the new normal for college students. College counselors must take the initiative to change their methods to carry out online education work, conform to the system construction of "Internet + ideological and political", fully achieve "offline material, online intelligence", and turn the "biggest variable" of the Internet into "the biggest increment". On the one hand, epidemic prevention and control in normal times, the counselor to give full play to the advantages of network new media platform, improve network using ability, to follow the law of information network, to learn the power, the school and the school's website, officer, WeChat group, QQ group, such as network platform for important positions, at the same time to absorb and draw lessons from trill, quickly, such as bi li bi li platform of beneficial factors, Through in-depth exploration of the stories and advanced examples of "people and events around us" during the epidemic prevention and control period, an online education platform for epidemic prevention and control has been established, and rich, profound and vivid online thematic education activities have been carried out. On the other hand, it is necessary to guide college students to make excellent online cultural works of fighting "epidemic", combining pictures, texts, sounds and images, so as to timely convey the voice of the Party and the government, increase emotional input, and turn the Party's theory into the language that college students can easily accept, which is both nutritious and delicious. As Marx said, "Once a theory has mastered the masses, it becomes a material force." Create a good educational situation, start from the "formula", "technology" and "packaging", make the network cultural works both ideological and interesting, and create the network ideological and

political atmosphere of uniting "arts" and heart to fight the epidemic.

3.3 Strengthen supervision: create a good environment for online education

The General Secretary pointed out: "To do a good job of online public opinion is a long-term task, we should innovate and improve online publicity, use the law of online communication, carry forward the main melody, stimulate positive energy, vigorously cultivate and practice the core socialist values, and grasp the timing, degree and effectiveness of online public opinion guidance. Make cyberspace clear." [2] In the post-epidemic era, the task of guiding various social trends and the struggle between international public opinion is still very heavy, and the struggle in the field of ideology will still be fierce. Therefore, it is imperative to regulate and optimize the network environment. Therefore, delivering positive energy, carrying forward the main melody, and creating a clean and positive network space are the important contents of network ideological and political education in colleges and universities in the post-epidemic era. On the one hand, counselors should strengthen the supervision of network operation, grasp the initiative of network, and strive to solve the problems of network ideological and political education such as loss of voice, marginalization and absence. Counselors in respect the principal position of students at the same time, more to strengthen network education under the rule of law, raises the student good network literacy of the rule of law and the rule of law behavior, lets the student understand network space is not outside the law, any Internet users shall comply with the law, the rational to the Internet, consciously resist all kinds of network illegal phenomena and behavior, and do not rumor, not tale, do not believe a rumor. On the other hand, counselors should tighten the strings of network public opinion monitoring. Since the outbreak of the epidemic, the patriotic enthusiasm of college students has been rising, but the "rejection" and stigmas of the Western anti-China forces represented by the American government cannot be ignored. They advocated the Novel Coronavirus "Theory of Chinese Origin", which seriously damaged the international image of China and easily caused the ideological chaos of college students. In the face of these false speech transmission and rumors, counselors must keep good network ideological and political education main position, seize the opportunity, dare to speak, have the courage to strong-arm reaction, make full use of weibo in time, WeChat, QQ, class, and error expression and ideological confrontation, the truth, for disease prevention and control provide a thought of war's final victory.

Epidemic prevention and control work has a long way, in epidemic prevention and control of the big background, the ideological and political education in colleges and universities should enhance the political stance, expand the connotation of the work, innovative working methods, useful during an important period of excavating material, realize the organic integration of ideological and political education and network, pays special attention to the practice of college students' education and management, improve network ideological and political education work.

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Research On the Cultivation of Students Educational Practice Ability of Physical Education Major Based on Pe-Pck Theory

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Abstract: PE-PCK is the core of PE teachers' teaching knowledge, which affects teachers' teaching understanding and teaching practice. In this paper, using the method of documentary, questionnaire, investigation of the current situation of sports education professional education practice ability of students, analyzes the problems existing in the training process, put forward to set up correct concept of practice ability, based on the theory of PE - PCK constructing curriculum system, develop countermeasures, in order to provide theoretical reference to promote the development of the sports teachers' professional and practical guidance.
Key words: PE-PCK theory; Major of Physical Education; Educational practical ability; To cultivate

1.INTRODUCTION

Teachers are the primary resource for the development of education and an important cornerstone for the prosperity of the country, the revitalization of the nation and the happiness of the people. PCK(Pedagogical Content Knowledge) is the core of teachers' Pedagogical Knowledge, which affects teachers' teaching understanding and teaching practice. The concept was first proposed by Shulman, which refers to a new teaching knowledge generated by the integration of teachers' subject content knowledge and pedagogy knowledge. After continuous improvement and development by Grossman, Cochran and other scholars, a relatively complete theoretical system has been gradually formed. In this paper, the English initials of the subject are added in front of PCK to form the subject PCK, namely Physical Education- Pedagogical Content Knowledge (PE-PCK for short). The physical education major is responsible for the training of PE teachers and coaches in primary and secondary schools. Therefore, it is of great theoretical and practical significance to study the cultivation strategies of PE students' educational practical ability based on the PE-PCK theory according to the cultivation status quo of PE students' educational practical ability.

2. RESEARCH OBJECTS AND METHODS

2.1 Subjects

The students majoring in physical education of Taishan University in Grade 2018 and Grade 2019 and the practice instructors of some practice schools were investigated.

2.2 Research Methods

2.2.1 Literature method

A large number of books, papers and other relevant materials related to PCK theory and educational practical ability have been consulted to lay a foundation for this study.

2.2.2 Questionnaire survey

The Questionnaire for Assessment of Students' Educational Practical Ability of Physical Education Majors (Student Questionnaire) was distributed to students majoring in physical education of Grade 2018 and Grade 2019 of Taishan University, with a total of 65 copies. The Questionnaire for Assessment of Students' Educational Practical Ability of Physical Education Majors (Questionnaire for Instructors) was distributed to the instructors of some practice schools, with a total of 32 questionnaires. The distribution and collection of questionnaires are shown in Table 1.

Table 1 Statistics on the issuance and recovery of questionnaires

	Number of questionnaires issued (copy)	Number of questionnaires returned (copy)	Questionnaire response rate (%)	Number of valid questionnaires (copy)	Questionnaire effective (%)
Student Questionnaire	65	65	100	63	96.92
Teacher questionnaire	32	32	100	30	93.75

2.2.3 Expert interview method

According to the research needs, we interviewed the front-line physical education teachers and experts from Shandong Normal University, Qufu Normal University and Taishan University, as well as the guidance teachers from each practice school, to understand the problems existing in the training of physical education students' educational practice ability, and to listen to their opinions and suggestions.

2.2.4 Mathematical Statistics

The collected data were statistically processed by Excel 2015 and SPSS20.0, and the results were taken as the basis for analyzing the current situation of physical education students' educational practice ability and solving problems.

3.RESULTS AND ANALYSIS

3.1 Current situation of physical education major students' educational practice ability

As can be seen from Table 2, in the evaluation of students' educational practical ability of physical education major, 88.5% and 82.9% of the instructors believe that students' physical education teaching ability and extracurricular sports organization guidance ability are at "average" or above level, and 44.8% and 51.3% of the instructors believe that students' performance is "good/good". The

results show that the students of physical education in Shandong Province generally have high teaching ability and extracurricular sports organization and guidance ability; 40.1% and 54.1% of the instructors thought that students' sports training ability and sports scientific research ability were at the "poor/poor" level, which indicated that a large part of the sports training ability and sports scientific research ability of the students were at a low level. In terms of educational ability, 73.5% of the instructors thought that the students' educational ability was "average" or below, and 47.3% of the instructors thought that the students' educational ability was "average", indicating that the physical education students' educational ability was insufficient and needed to be improved. Comprehensive analysis shows that the overall level of the development of physical education students'

educational practice ability is not balanced, the level of physical education teaching ability and extracurricular sports organization and guidance ability is high, the level of education ability is insufficient, the ability of physical research and sports training ability is insufficient.

In terms of physical education teaching ability, the self-evaluation of the students who think their performance is "good/good" is 9.3% higher than that of the instructor. In terms of physical education scientific research ability, the self-evaluation of the students who think their performance is "poor/bad" is 7.7% lower than that of the instructor. It can be seen that the students' evaluation of their own educational practice ability is too high. There are limitations in the cognition of professional practice ability.

Table 2 Evaluation of the Educational Practice Ability of Students Majoring in Physical Education (n1=30, n2=63)

First-level index	Secondary indicators	Instructor Evaluation (%)			Student self-evaluation (%)			Instructor Evaluation-Student Self-evaluation (%)		
		Good/better	ordinary	Poor	Good/better	ordinary	Poor	Good/better	ordinary	Poor
Physical Education Professional Practice Ability	Physical Education Ability	44.8	43.7	11.5	54.1	39.2	6.7	-9.3	4.5	4.8
	Sports training ability	25.9	34	40.1	27.9	37.7	34.4	-2	-3.7	5.7
	Extracurricular Sports Organization and Guidance Ability	51.3	31.6	17.1	56	29.3	14.7	-4.7	2.3	2.4
	Sports research ability	21	24.4	54.6	23.3	29.8	46.9	-2.3	-5.4	7.7
	Educational ability	26.5	47.3	26.2	27.7	50.3	22	-1.2	-3	4.2

3.2 Problems in the cultivation of physical education major students' educational practical ability

3.2.1 The concept of talent training is divorced from the training goal

To meet the new curriculum reform after the implementation of talent demand, development of sports education professional personnel training target for training, mastering many skills while specializing in interdisciplinary talents with high practice ability and innovation spirit, but in the actual training process, a single "movement skills" ChengCaiGuan still dominant orientation, talent cultivation too theoretical knowledge and sports skills teaching, Ignoring the training of professional practical ability, the training of talents gradually deviates from the training goal of physical education professionals, resulting in students' educational practical ability does not meet the social needs.

3.2.2 Insufficient attention is paid to the cultivation of students' practical ability

For a long time, in the physical education colleges (departments) teaching, pay attention to the technical level and subject knowledge, basically adopt the "prescribed curriculum education, a small number of education practice and graduation thesis research" mode, lack of opportunities to improve in more practice, affect the quality of college students training. For teachers, "empiricism" leads to a single repetition of the teaching process and a lack of originality, which leads to the professional tiredness of teachers and at the same time dulls their research consciousness and innovative spirit. To the student, fetters the student's autonomy, the

creativity, causes the study process to become dull, monotonous.

3.2.3 Lack of rationality in curriculum setting

The curriculum is the embodiment of the content of talent training. Both teachers' teaching and students' learning revolve around the curriculum. The existing problems are as follows: the subject structure of the curriculum is not balanced; The development level of students' professional practice ability is uneven; Lack of sports training ability and scientific research ability; The courses of technical subjects mainly focus on competitive events and lack of practical courses. Students lack of professional practice ability such as learning guidance ability, teaching method selection and application ability, and emergency handling ability. The reason lies in the lack of practical curriculum setting, the lack of opportunities for students to convert theoretical knowledge to ability, and the difficulty in internalizing knowledge.

3.2.4 Outdated teaching model

3.2.4.1 Inaccurate teaching objective setting

In the teaching process, the teaching objective is the basis for the PE teachers to set up the teaching content, choose the teaching methods and means, and has a guiding role in the classroom teaching process. In the setting of teaching objectives, teachers pay too much attention to students' special skills and theoretical knowledge, ignoring the requirements of students' teaching, training and other related abilities, which restricts the development of students' professional practice ability.

3.2.4.2 Single teaching method

Physical education major students lack of scientific

research ability, physical education teaching ability in the choice and use of teaching methods and self-improvement ability is insufficient, the reason is restricted by a single teaching method. The single teaching method for a long time causes students to have a thinking pattern, which restricts the development of students' ability to use teaching methods and choose teaching methods.

3.2.4.3 Educational practice content is not comprehensive
Educational practice is one of the important ways to cultivate the practical ability of students majoring in physical education. In the process of practice, students focus on classroom physical education teaching, and have little contact with sports training, extracurricular sports activities, scientific research and other related school physical education work, which restricts the development of students' related practical ability.

3.2.4.4 The content of teaching assessment lacks integrity
In the process of training physical education professionals, there are the following problems in the teaching assessment and evaluation: the evaluation content is lack of integrity, the evaluation content is mainly the basic theoretical knowledge and sports skills, the lack of students' teaching ability, sports training ability, sports research ability and other practical ability assessment and evaluation.

3.2.5 Students have insufficient cognition of their own educational practice ability
Students' cognition of educational practice ability is insufficient, which is manifested in two aspects: students' lack of self-improvement ability, and their enthusiasm for the development of educational practice ability is low; Students' cognition of their own professional practice ability is biased, and the connotation of professional practice ability is not clear.

3.3 Countermeasures to cultivate educational practical ability

3.3.1 Establish the correct concept of practical ability cultivation
Colleges and universities should renew the concept of training students of physical education major, abandon the single "sports skills" orientation of the concept of talent development, establish a comprehensive development view of talent training, and strive to achieve comprehensive development in sports skills, theoretical knowledge and professional practice ability, so that the quality of talent training and training objectives fit. Teachers should make clear the importance of educational practical ability in physical education teaching, and stimulate students' motivation for the development of educational practical ability through reasonable means and methods. Students should be fully aware of their subjectivity in the training activities, with a positive attitude to self-improvement.

3.3.2 Develop educational practice ability training objectives and standards for students majoring in physical education
The prerequisite for the cultivation of educational practical ability is to make clear and perfect the structural system of educational practical ability and to establish the cultivation target. The target system should include two

aspects:
3.3.2.1 Determining the specific training content of educational practical ability to provide theoretical basis for teachers' setting of classroom teaching objectives, selection of teaching methods, curriculum setting and teaching plan formulation.
3.3.2.2 Clarifying the specific standards for each indicator of educational practical ability, so as to provide a basis for the formulation of teaching assessment and evaluation.

3.3.3 Establish curriculum system based on PE-PCK theory
Curriculum system is the core part of training activities. PE-PCK is the teaching knowledge of physical education teachers, which is the knowledge that physical education teachers can understand and transform the specific technical knowledge of physical education they already have and use appropriate teaching strategies to solve students' learning difficulties. Therefore, in order to cultivate students' educational practical ability, it is necessary to construct a curriculum system based on PE-PCK theory. Based on the training goal of physical education professional practical ability and the social demand of educational practical ability, the course system of practical ability training is optimized to meet the needs of the development of students' educational practical ability.

3.3.4 Optimize the teaching mode
Optimizing the teaching mode includes: setting up the teaching concept of training teachers' educational practice ability; Improve the classroom teaching mode; Using flexible teaching methods; To compete in basic skills; Establish and improve the probation system; Improve the evaluation mechanism of students' practical ability.

3.3.5 Improve educational practice
Education practice ability is a long-term process, in order to satisfy students' demand for the development of education practice ability in different periods, arrange internships at various stages of the training process, increase the number of students the education internship, enlarge the breadth of internship time, to the development of the education practice ability of students to provide a chance to self reflection, self adjusting; In the form of practice, colleges and universities should give full play to the advantages of in-post practice, concentrated practice and dispersed practice to increase the flexibility of practical activities. In the aspect of practice guidance, teachers should strengthen the management and guidance of students to ensure the quality of students' practical activities.

3.3.6 Organize social education practice activities
Educational practice is an important way to develop students' educational practice ability. Colleges and universities should make full use of social resources to increase the opportunities for students to participate in social practice and improve students' ability of extracurricular sports guidance and other aspects. We should strengthen the information exchange with employers and practice bases, construct the talent information feedback mechanism between universities and the society, and adjust the training direction of

educational practice ability according to the change of social needs.

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Research On the Innovation of Enterprise Management Mode In The Era Of Big Data

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Abstract: With the rapid development of Internet technology, the advent of the era of big data and began to penetrate into all walks of life in society, and more and more in the enterprise management mode to play a positive role. After entering the new century, the huge data and changeable market environment have formed a new situation of economic development, which puts forward higher requirements for enterprise management. Under the influence of big data, various advanced technologies have improved the informatization level of enterprise management. It has become the default consensus of all walks of life to use various information technologies to innovate enterprise management mode. As the era of big data has a certain impact on the traditional management mode of enterprises, only by following the trend of the development of the times to innovate the enterprise management mode can we make full use of the advantages brought by the era of big data, quickly help enterprises identify massive information, increase their own reform and innovation, and make more contributions to the society. Based on the reality, this paper first gives a brief overview of the concept of the era of big data, then discusses the problems existing in the management mode of enterprises in the era of big data, and finally puts forward effective strategies for the innovation of enterprise management mode in the era of big data, so as to create more favorable conditions for the development of enterprises.

Key Word: Big Data Era; Enterprise Management Mode; Innovation Research.

1.INTRODUCTION

At this stage, Internet technology has achieved rapid development and wide popularization. At the same time, big data technology based on the background of modern information also shows a vigorous trend, showing an explosive trend in various fields. Therefore, we are currently facing the impact of the era of big data [1]. Since the reform and opening up, China has been using the traditional enterprise management mode. However, under the current development background, if enterprises want to achieve greater success, they should consciously reform the management system. Innovation can not meet the development needs of the era of big data. Therefore, although enterprise management is facing the reform of traditional mode, it also meets new opportunities of innovation management mode . Therefore, as enterprise managers, they should have the courage to seize the opportunities and meet the challenges brought by the times. In order to ensure the stable pace of enterprises,

they should make full use of the advanced technologies in the era of big data, promote the innovation of management mode, and provide internal support power for the development of enterprises.

2.OVERVIEW OF THE CONNOTATION OF BIG DATA ERA

First of all, big data is a new concept derived from the development of the times. It was first put forward by Macintosh, a silicon company in the United States, to describe the massive data generated in the era of information and knowledge explosion. The concept of big data technology is gradually extended from the concept of big data technology, which is used to extract from the high-efficiency data again to improve the efficiency of the whole database information utilization. Secondly, McKinsey information consulting company of the United States believes that big data is an indispensable factor of production in all walks of life. It uses conventional software tools to extract, manage and process the content that appears in a specific time, and comprehensively express the integrity [2]. Finally, according to the treatment of the life cycle of big data, it is usually divided into big data collection and preprocessing, big data retention and management, big data calculation methods and systems, big data mining and extraction, big data influence calculation, big data security and confidentiality. The emergence of big data technology optimizes the processing mode of massive information and improves the speed and efficiency of data utilization. China's enterprises have not fully adapted to the changes in the era of big data, and they are still at a loss in many cases.

3.ANALYZE THE CURRENT SITUATION AND EXISTING PROBLEMS OF ENTERPRISE MANAGEMENT IN THE ERA OF BIG DATA

3.1 enterprise managers ignore the application of big data

The era of big data brings huge amounts of business information, including the speculation of economic development trend of all walks of life and the importance of extraction and application. However, it is obvious that the enterprise managers have not started from the overall situation consciousness, and have not found the invisible business information in the big data information, so they have ignored the problems in the era of big data. Most enterprise managers in our country think that big data era is just the complexity and diversification of data. They can only simply process and summarize the data in this case. They have not found what kind of role and value will be produced to the enterprise in the actual application process. Some enterprises even think that the massive business information contained in the era of big data has not come

from financial statements and enterprise profit and loss statements. This kind of short-sighted enterprise managers' simple vision hinders enterprises from launching an impact to a higher direction and higher status. They only use big data to expand access to information, and lack of attention to the hidden value behind the era of big data [3].

3.2 the intelligent and automatic level of enterprise management is not high enough

The advanced technologies used in the era of big data include data preservation, data sorting and data collection. However, with the rapid development of Internet information technology, a variety of new technologies are gradually applied in various industries, such as cloud computing technology, which has been integrated into the social enterprise industry. The intellectualization and automation of enterprise management is the comprehensive application of various advanced technologies and tools in the era of big data. Under the background that Chinese enterprises are not familiar with, Gartner Group has proposed the definition of business intelligence in the last century. The core of big data era is to provide the latest management methods and basis for enterprises with the help of advantageous resources in the development process of the times. As the core content, it is involved in various advanced industries, including finance, mobile, Internet and other mobile e-commerce fields. However, the enterprise automation and intelligent management has not been widely popularized. Therefore, in the face of the development characteristics in the era of big data, enterprises can not make effective adjustments, resulting in problems in the operation process.

3.3 the scientific concept of big data era has not been established

According to the current situation of social development, the arrival of the era of big data has shown a massive growth trend for the processing capacity of enterprise data. Although there are many types of enterprise management data, mainly including pure digital text structured data and semi-structured and fully structured data mode, these data types composed by most industry enterprises can not adopt unified processing mode [4]. According to the current semi-structured processing mode in enterprises, the data processed by enterprises has accounted for more than 80%, and there is no effective management mode to improve. The problem of data integration in the era of big data is that the system platform constitutes different information systems, and it is difficult to truly realize data sharing in various business modules. Therefore, enterprises do not establish a scientific concept of the era of big data, which affects the work of all aspects of the enterprise, as well as the problem of safe storage of enterprise data, which is also the lack of current enterprise management. If the network hacker divulges the confidential information of enterprise management, it will cause a catastrophic threat to the enterprise.

4. EFFECTIVE STRATEGIES FOR INNOVATING ENTERPRISE MANAGEMENT MODE IN THE ERA OF BIG DATA

4.1 establish enterprise operation decision-making mechanism based on big data

Under the background that all walks of life in the whole society are facing the influence of big data technology, banning the traditional enterprise management mode has become the inevitable trend of the development of the times. Only the effective measures to implement the innovative enterprise management mode is the key to win the development of enterprises at this stage To understand the disadvantages of traditional management, enterprises should establish a suitable set of operation decision-making process in the era of big data, so that the decision-making of enterprises can have an objective position. Specifically, it is to obtain a large number of reference information through the use of Internet technology [5], and arrange professional personnel of enterprises to classify and screen the information in the information, and find out the information in the data in the process of sorting out Value, as the main reference information for enterprise decision-making and operation, ensures the scientific and efficient decision-making process, so as to better meet the consumption and management in the form of big data era.

4.2 enterprises introduce and cultivate big data talents

China is in the background of big data era development. If we want to complete the exploration and innovation of enterprise management mode, we need to supplement the fresh blood of enterprises and introduce big data talents. Therefore, as an enterprise manager, he is not only responsible for the processing and collection of various data of the company, but also for the dynamic prediction of the development of social industry in the market. It is necessary to introduce big data talents instead of traditional thinking to treat the changing society. In addition, for a large number of employees of the enterprise, regular training and assessment of big data era and big data technology is not enough. It is not enough to only introduce big data talents, but also improve the processing ability of big data for all employees. Enterprises can select well-known scholars and experts in the industry according to their own conditions and qualifications to popularize the awareness of the era of big data in the form of lectures, And strengthen the exchange and learning of personnel, and make self coping strategies.

4.3 improve the hidden business value of managers in data

The impact on the development of enterprises caused by the era of big data is inevitable, and the enterprise management mode will be reflected in the process of reform and development. The effective use of big data for enterprises to achieve higher benefits is a positive significance. If we want to make big data technology work for us, we must deeply understand the connotation, characteristics and significance of big data [6]. On the one hand, it is necessary to make use of the value of big data for decision-making and operation in enterprise management to ensure the implementation of decision-making is scientific, reasonable and objective; on the other hand, in the process of developing business intelligence, enterprises need to consider effective communication with decision makers, and look at the problems encountered in the construction of large-scale data from all aspects and

angles, so as to analyze the large-scale data for the smooth construction of enterprises The system makes effective reference.

4.4 using the social networks of employees

As an important framework of enterprise management mode in the era of big data, the social network of enterprise employees is of great significance, which can not be ignored. From the perspective of current enterprise utilization rate, the lack of social network level of employees makes enterprise management in a decentralized mode. Enterprises should be good at using all available resources in the era of big data, which will not only greatly improve the overall and social benefits of the enterprise, but also help to maintain the passion of the employees themselves, identify with the corporate culture, and have good satisfaction and loyalty [7].

5.CONCLUSION

To sum up, China's enterprises are facing the stage of rapid expansion and development of big data, which affects all sectors of the society, and ushers in new opportunities for enterprise development while causing great impact. Therefore, in the face of this new situation, enterprises should consciously innovate the management mode, improve and improve the application of big data knowledge in enterprise management, so as to make effective reference value for promoting the sustainable development of enterprises. In the era of big data, the problems in enterprise management should be solved in time, and the management system should be optimized to provide the basis for the economic benefits and social values in the development of enterprises.

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A New Way of The Work Mode of College Students' Education Management

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Abstract: The education management of college students is an important part of the management system of colleges and universities, which plays an important role in ensuring the normal teaching order and improving the quality of personnel training. In the new situation, with the university students' education management gradually entering the open and diversified complex environment, colleges and universities should strengthen the innovation of the work mode of College Students' education management, scientifically handle the relationship between management and education, people-oriented and legal management, and constantly improve the quality of College Students' Education Management in the new era.
Keywords: College students education management; Pattern; New path; Explore

1.INTRODUCTION

College student management is a special management activity for college students in order to achieve the goal of education and personnel training, which has its unique educational connotation and value [1]. Under the new situation, with the changes of the objects and work of College Students' education and management, the work of College Students' education and management is facing many new situations and problems, which also puts forward higher requirements for the work of College Students' education and management in the new period. In order to better meet the needs of the education and management of College Students under the new situation, we must strengthen the work innovation.

2. CONNOTATION ANALYSIS OF COLLEGE STUDENTS' EDUCATION MANAGEMENT

The education and management of college students is an important part of the management of colleges and universities, and also an important part of the talent training work in Colleges and universities [2]. Therefore, the education management of college students not only has the general nature of management, but also has its own characteristics and essence. The main performance is that the management of college students is carried out in the specific environment of college campus, which is a special management activity around the task of education and cultivation of college students. Its purpose is to achieve the predetermined goal of talent cultivation in Colleges and universities, promote the all-round development of college students, and at the same time, promote the overall development of college students, The essence of College Students' education and management is to effectively use all kinds of resources in the school to provide guidance and services for the growth and success of college students. The task of College Students' education and management is to provide guidance and services for the smooth completion of their studies and healthy growth and success of College Students in all aspects, including the guidance of group behavior and individual behavior of college students In order to provide financial aid services for families with financial difficulties and provide employment management and services for graduates, it is necessary to make scientific decisions, organize and effectively use various resources of the University, including human resources, material resources, financial resources and information, It is a purposeful, planned and special management behavior to promote the all-round development of college students and effectively use all kinds of school resources.

3. THE NEW PATH OF COLLEGE STUDENTS' EDUCATION MANAGEMENT MODE

With the changes of the internal and external environment faced by the education and management of college students in the new era, the education and management of college students has been facing many new situations and new problems. We must speed up the innovation of the education and management of college students, and constantly improve the quality of the management of College Students under the new situation.

3.1 Give full play to the role of College Students' self-management

Management without self-management is not real management [3]. Self management is an important part of the education and management of college students. Improving the self-management ability of college students is also one of the important goals of the education and management of college students. It is an objective fact that the initiative and autonomy of contemporary college students have been significantly enhanced. Especially with the development of information technology, the channels for contemporary college students to obtain all kinds of information have been further expanded, They are no longer the role of being educated and managed, while the traditional education management in Colleges and universities is just a top-down one-way management. This kind of management is easy to work in the short term, but its role in the new era has been very limited. With the further enhancement of the subjective consciousness and individual consciousness of contemporary college students, College education management work must timely adjust management thinking and management mode, effectively strengthen the cultivation of College Students' self-management ability, and provide necessary conditions and stage for college students to participate in education management, so as to further enhance and play the role of College Students' self-management, and constantly improve the quality of College Students' Education management in the new period. In this regard,

colleges and universities should further play the role of College Students' grassroots party organizations and class and League organizations, especially the advantages of classes in realizing college students' self-education and self-management. On the one hand, it is necessary to strengthen the construction of students' grass-roots party organizations and give full play to the leading role of students' Party branches. On the other hand, it is necessary to focus on the work of Youth League branches, highlight the service and education functions for college students, and provide various opportunities for college students to understand the society and enhance their knowledge by holding various colorful activities, To ensure the normal life and study of college students smoothly, and constantly enhance the collective cohesion and sense of belonging, through the role of the collective to strengthen the consciousness and ability of College Students' self-management.

3.2 Using modern carrier equipment to strengthen the management of College Students

The rapid development of modern information technology and the increasingly close combination with the education and management of colleges and universities provide a good carrier for colleges and universities to strengthen and improve the education and management of college students, especially for some special groups of college students, such as students with financial difficulties, sometimes some popular management methods may not be suitable for them, College education administrators can actively use modern means of information communication to solve this problem. For example, counselors and college students can actively use wechat and campus BBS to strengthen the communication and exchange of relevant information. Counselors can use these information-based means to solicit college students' opinions and suggestions on education management and understand their ideological trends, In addition, e-mail and QQ are good

ways of communication. The most important thing is that counselors should fully understand the characteristics of these information media and make effective use of them according to different situations, so as to effectively improve the quality of College Students' education and management.

4. CONCLUSION

In a word, as a kind of work with strong transactional and regularity in Colleges and universities, the education and management of college students has the characteristics of strong complexity, operability, practicality, etc., especially under the background that contemporary college students show new characteristics different from previous college students in ideology, psychological quality, thinking, behavior and other aspects, Educational administrators in Colleges and universities should actively adjust their management concepts and methods, effectively strengthen the innovation of management modes and methods, and further improve the overall quality of College Students' educational management at the theoretical and practical levels.

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Development of Visual Environment Art Design Based on Virtual Reality Technology

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Abstract: Virtual reality technology is a combination of computer, 3D and other technologies. Through the integration of a number of technologies, virtual synthesis provides real sensory experience for the experiencer. The technology has a good application in many fields, including art design. Based on the combination of virtual reality technology and visual environment art design, this paper expounds its concept and analyzes its application, aiming to promote the development of modern art.

Key words: Virtual reality; Visual environment art; Dynamic vision

1.INTRODUCTION

Visual art is based on painting, sculpture and other arts, and developed under the influence of modernization. To a certain extent, the development of visual art reflects the development of art creation tools, and the change is inseparable from technological innovation. According to the characteristics of virtual reality technology, this paper analyzes its innovation and visual presentation, fully shows the advantages of dynamic visual art in modern art, and promotes the new development of art design.

2. OVERVIEW OF VIRTUAL REALITY TECHNOLOGY

2.1 Virtual reality technology

Virtual reality technology refers to VR technology. In the early stage of our country, it was regarded as a virtual reality technology, which is a comprehensive technology formed by combining computer and artificial intelligence technology. This technology fully demonstrates the achievements of scientific and technological development, and brings people the most real three-dimensional experience. Through the positioning function to give people a sense of direction, and through sound transmission and perception technology, bring people different sensory experience. Through three-dimensional interaction with people to achieve close interaction, we can effectively predict people's feelings based on three-dimensional calculus technology.

2.2 Characteristics of virtual reality technology

2.2.1 Immersion

Immersion usually refers to scene immersion, that is, people's sense of presence in the scene. With the help of virtual technology to bring users the feelings and experience of the virtual world, with the help of technology and users to produce real experience of environment, senses and other aspects, people make real behavior feedback to the scene based on the virtual environment, and the scene makes corresponding changes accordingly. On the technical level, the more complex the simulation algorithm of virtual technology is, the more simulation variables are given to the environment. Based on the processing speed of computer, it can bring better simulation effect experience for users.

2.2.2 Interactivity

Interactivity is based on virtual reality technology, users perceive the virtual world through technology at the same time, the reaction, and the interaction with the environment.

2.2.3 Initiative

Initiative is based on the user's own production, is through the experience of the virtual world, according to the perception of the virtual world for all-round knowledge acquisition, so as to produce relevant ideas, to solve the problem. Due to the three characteristics of virtual reality technology, English words begin with I, which is also known as 3I characteristics [1].

2.3 Common virtual reality technology

2.3.1 Dynamic environment modeling technology

According to the actual design requirements, using the obtained data to establish the corresponding model, the virtual environment is generated.

2.3.2 Real time generation of 3D graphics

From the development to the present stage, 3D graphics generation technology has gradually matured. In the development, it is more important to ensure the real-time generation of graphics. In order to achieve this goal, the refresh rate of graphics should be kept at least between 15-30fps, and the quality of graphics higher than 30fps will be better.

2.3.3 Stereoscopic display and sensor technology

Virtual reality technology relies on sensor and display technology. At the same time of application technology, virtual reality technology is used to interact. Through the two technologies, the image is displayed stereoscopically. At the same time, sensors are used to monitor the user's indicators to achieve effective technical interaction.

2.3.4 System integration technology

Because virtual reality contains a lot of perceptual information and models, it is necessary to manage all kinds of information and models based on this composition integration technology. Integration technology includes information synchronization, data management and identification, which can effectively control the virtual reality technology.

3. THE APPLICATION OF VIRTUAL REALITY TECHNOLOGY IN VISUAL ART

3.1 Application of creative methods

3.1.1 Application of creative tools

In the process of creation, the traditional visual environment art design relies more on the creator's own imagination and visual display techniques, with the help of various tools to achieve different visual experience and bring different feelings to the audience. Creative tools

depend on the professional ability of the creator. Only through long-term practice and exploration, and accumulated a lot of experience, can they form their own unique and complete working system. The use of virtual reality technology, in the process of visual art creation, can be integrated with the creator's creation, for its work processing. It can also generate graphics automatically with the help of virtual reality technology, use dynamic environment modeling, and automatically generate visual art works after setting parameters. Based on the inspiration elements of creation, we can set them randomly to obtain professional works.

3.1.2 Application of creative techniques

In terms of creation techniques, combined with virtual reality technology, creation is no longer limited to tool creation. Instead, it optimizes and upgrades the creation techniques, reducing the professional requirements of creation. Even if the professional foundation of the creator is not good enough, the composition is not enough and the painting foundation is not enough, the creation can be realized according to the setting module of the technology. Automatic generation of their own mind works, visual art and works of integration, show to the audience, reduce the threshold of creation, give creative flexibility.

3.1.3 Application of creation object

In traditional visual creation, the objects need to be objective things, such as some visible still life objects. However, the application of virtual reality technology can expand the scope and break through the limitations of the original creation. We can create virtual objects, manage data and models by integrated technology, and create in the face of virtual environment, which can effectively improve the efficiency of creation and avoid the phenomenon of creation failure.

3.2 Application in visual presentation

3.2.1 Application of presentation media

Virtual reality technology gives the design more diversified development, and through the three-dimensional graphics generation technology of virtual reality technology, the visual art design will be virtual display, using three-dimensional technology, the creativity will be entity display, realize the breakthrough of people's perception.

3.2.2 Application of scene presentation

Virtual reality technology can be based on visual design for scene display. With the help of VR technology, it can bring users immersive experience and visit scenic spots or famous places. No longer limited to visual viewing, but through the body's various sensory sensors to deepen the feeling, get a similar visual experience, feel stronger impact, and create a good appreciation scene [2].

3.3 Application in education and training

3.3.1 Application of teaching methods

Visual art creators need to have higher artistic quality, give consideration to professional knowledge, and have a deep grasp of different materials. The existence of virtual reality technology can simplify it and modularize knowledge in teaching without extra consideration. It can be called directly when needed. Students based on the virtual system of continuous practical learning, learning experience, more effective grasp of knowledge.

3.3.2 Application of teaching standards

For the teaching standard of visual environment art design, it can be based on virtual reality technology. Through this technology, we can establish a complete series of subjects for image recognition, editing and other aspects, and formulate different teaching standards. It is difficult to show the significance of guidance because the standard is limited to writing. It is more helpful for students to understand the learning standard by visualizing the standard through virtual reality technology.

4. CONCLUSION

To sum up, although virtual reality technology is more regarded as technology, but the use of this technology to give people experience, and the connotation of visual art is the same. The use of immersion technology to enhance the visual impact of art, improve the creativity of art. Although the current development of virtual reality technology is not perfect, but the application of its visual effects, for the development of visual art, has a positive role in promoting.

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Research on "online and offline" intelligent teaching mode based on Engineering Graphics Course

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Abstract: With the rapid development of information technology, great changes have taken place in the teaching mode, including the gradual increase of intelligence, information and other colors, which has led to the transformation and upgrading of the education system. Taking engineering graphics course as an example, this paper explores the "online and offline" intelligent teaching mode, in order to give full play to the advantages of comprehensive teaching based on the characteristics of the discipline, improve students' interest in learning, and ensure the intuitiveness of engineering teaching.
Key words: Engineering graphics; Online and offline; Intelligent teaching mode

1.INTRODUCTION

For the engineering graphics course teaching, the traditional course mode is offline teaching, students and teachers communicate directly, indoctrination teaching often results in the overall course activity is not high. With the application of "online and offline" intelligent teaching mode, it can not only alleviate the disadvantages of traditional teaching to a large extent, but also improve the intuitive content explanation through the cooperation of various technologies. Therefore, it is necessary to strengthen the curriculum development.

2. ADVANTAGES OF "ONLINE AND OFFLINE" INTELLIGENT TEACHING MODE

First, compared with the traditional teaching mode, the "online and offline" hybrid intelligent teaching mode can expand teaching resources to some extent and realize targeted supplement to the content of teaching materials. Secondly, online teaching breaks through the limitation of teaching space and time, especially in the epidemic period, many schools use the way of stopping and not stopping classes, and ensure the normal teaching progress through online teaching. Finally, the hybrid teaching mode can significantly improve the students' ability of induction and integration of knowledge, and encourage self analysis and digestion in the process, and achieve the breakthrough in engineering graphics teaching. At the same time, the joint development of "online and offline" teaching can give full play to the advantages of online management and establish the foundation for the improvement of teaching efficiency. Such as online credit hour statistics and check-in system. On the other hand, based on offline teaching, students can be ensured to have the ability of practical operation.

3. THE EFFECT OF "ONLINE AND OFFLINE" INTELLIGENT TEACHING MODE ON ENGINEERING GRAPHICS COURSE

3.1 Realize effective improvement on theoretical teaching

For the teaching of engineering graphics, the "online and offline" intelligent teaching mode breaks the previous teaching methods, and promotes the steady improvement of teaching efficiency through the application of new teaching tools. In the process of online teaching, teachers can extract and push teaching resources through PPT, micro class and other carriers to help students do a good job in pre class preview activities, so as to form good learning habits. While offline teaching, we should pay attention to the activity of the classroom to ensure that students participate in the construction of the course. It is worth noting that online teaching and offline teaching are equally important. We should not ignore one thing and lose the other. Especially for the use of information resources, we should ensure the rationality of teaching activities, take simple content as the foothold, and gradually drive the development of the classroom [2].

3.2 Realize the effective promotion of practical training courses

According to the characteristics of course teaching, we can use the functions of information technology to build a virtual factory with rich engineering content, and use the adjustability of plug-ins to realize online operation and teaching. Students can set up an independent account according to their own learning needs, enter the virtual factory anytime and anywhere, and learn the document content and composition skills of the engineering drawing library. Usually, virtual factory includes common mechanical drawing resources and standard parts forming drawing library, and can enhance the understanding of engineering graphics through the conversion of three-dimensional drawings, so as to ensure the learning efficiency and learning quality. Because the engineering graphics course needs certain practical application, so online teaching just makes up for the one sidedness of offline teaching and prevents too theoretical.

4. STRATEGY ANALYSIS BASED ON "ONLINE AND OFFLINE" INTELLIGENT TEACHING MODE OF ENGINEERING GRAPHICS COURSE

4.1 Accelerate the application of virtual factory in Engineering Graphics

Engineering graphics teaching should be based on the content of teaching materials, improve the simulation degree of virtual factory, and continuously improve the relevant knowledge content, so as to ensure that the online teaching information platform has sufficient educational

resources. At the same time, in order to strengthen the understanding, students can use their own fragmented time to enter the virtual factory for learning after offline teaching, so as to ensure the application of the learned knowledge and realize the effective integration of engineering graphics content. For example, for three view teaching, firstly, teachers can display relevant knowledge points through various media software. Secondly, virtual factory is used for drawing and projection demonstration. Finally, after the completion of teaching, students can use information-based teaching resources for self-examination and learning, and complete specific learning tasks with corresponding engineering and technical level.

4.2 Speed up the pace of school enterprise cooperation

The ultimate goal of engineering graphics courses in Colleges and universities is to cultivate talents with professional quality for engineering enterprises. Therefore, the improvement of the authenticity of online teaching can create a good learning situation. Although online teaching has no physical object, it is intuitive. For this reason, in the process of building "online and offline" intelligent teaching mode, colleges and universities can enhance the contact through cooperation with enterprises. On the one hand, they can make use of various resources of production enterprises, such as product drawings, drawing software and various processing processes generated according to drawings, to facilitate students' online communication and offline learning. On the other hand, technical elites of enterprises can be invited to set up "craftsman class" in schools, so as to explain the relevant knowledge of engineering graphics from the perspective of practical work experience. At the same time, the cooperation between school and enterprise can not only improve the intelligent teaching mode, but also improve the pertinence of talent training, and establish the foundation for the stability of employment rate.

4.3 Give full play to the characteristics and advantages of big data

The development of "online and offline" intelligent teaching mode based on engineering graphics is closely related to the application of big data technology. First of all, in terms of teaching content, big data has rich teaching resources, including theoretical knowledge and video explanation, which improves teaching efficiency and reduces the time of pre class introduction. Secondly, big data retrievability is helpful for both online and offline teaching. As students may ask various questions in the learning process, such as structural analysis of engineering graphics, it is difficult to persuade students only by oral presentation, and the students' thirst for knowledge can be satisfied by on-site retrieval of relevant contents by big data. Finally, using the big data platform to make statistics and Analysis on students' stage learning achievements, we can find the weakness of teaching links, so as to make targeted improvement.

4.4 Innovative assessment mode

Assessment mode is very important for the teaching of engineering graphics. It is not only the detection of students' ability level, but also the evaluation of teaching mode. With the promotion and application of "online and offline" intelligent teaching mode, the traditional assessment mode has been difficult to meet the needs of the new teaching system, so it is necessary to make adaptive changes. On the one hand, we should enrich the composition of the assessment, including online learning hours, classroom performance and schoolwork. On the other hand, collect students' suggestions and add corresponding contents after discussion in the teaching and research group to maintain students' participation.

5. CONCLUSION

Based on the analysis and research of "online and offline" intelligent teaching mode of engineering graphics course, it is necessary to improve the engineering quality and technical ability of students, and then give play to the integration and Simulation of online teaching to realize the supplement of traditional courses. At the same time, teachers should take the textbook content as the guidance, reasonably choose online teaching resources, and use rich teaching methods to ensure the effectiveness of the classroom, and build a new engineering education system.

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On the Reform of The Talent Training Mode of Advertising Specialty in Colleges and Universities Under the New Media Situation

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Abstract: With the continuous development and progress of economy in recent years, it has brought new development impetus to all industries in China. The new development assistance has been continuously integrated in the education industry, which has promoted the reform and innovation of various specialties in the education industry, especially the advertising specialty in the major universities, With the development of the society, advertising has also emerged some problems. In view of the rapid development of new media, these problems are more obvious.
Key words: New media; Colleges and universities; Advertising major; Personnel training

1.INTRODUCTION

Advertising major has a long history in China's higher education, involving the cultivation of talents in the four fields of junior college, undergraduate, master's degree and doctor's degree. At this stage, many universities in China, including comprehensive, art, literature and history, have teaching courses for advertising major, so as to create a large number of advertising technical talents for the development and progress of society, With the coming of the new media era, the demand for talents is more serious in the new media advertising industry, which takes the Internet plus as the core.

2. PROBLEMS IN THE CULTIVATION OF ADVERTISING PROFESSIONALS IN COLLEGES AND UNIVERSITIES

2.1 Unbalanced development of theory and Practice

Although advertising is an interdisciplinary subject, it can develop well in different types of universities, but for a long time, universities can not strengthen the emphasis on advertising. In the course of education, they only instill basic theoretical knowledge for students and tell them the content of theoretical concepts, And in the process of education, there are often cultural courses of literature and history and educational contents of design. They only focus on theoretical learning, which is divorced from the practical teaching significance of advertising major. Teachers pay too much attention to the teaching links in the classroom, which leads to the content of the course too boring and unable to achieve the expected teaching objectives, The lack of practical courses in advertising education makes students have theoretical basis but can not be well applied to practice. The imbalance between theory and practice results in the lack of practical talents. Theoretical talents can not adapt to the actual needs of social development and can not create greater practical value for society.

2.2 Convergence of talent training mode

In the development process of today's society, the demand for talents only increases, which leads to more colleges and universities' increasing efforts to cultivate similar talents according to the needs of the society. However, this does not mean that these talents can create greater value for the development of modern society. On the contrary, they can create more value for the development of modern society, Too much assimilation of talents will cause more imbalance in the development of society [1]. In the process of advertising education, colleges and universities also integrate other types of academic types, including literature and history, art, economy, normal education and so on. Such a variety of teaching scope can reflect the nature of cross integration in advertising. However, according to the research on the results of talent training, for the training of talents, On the surface, advertising can also be divided into design, media and management. However, the teaching contents of these three categories can not reflect the substantive differences. Except for individual courses, the basic courses are all based on theoretical teaching, and there is no obvious development focus, Under the trend of the same type, the education mode can not create long-term development prospects for the advertising major in Colleges and universities.

2.3 Lack of development and application in the new media era

In the changing process of the times, the era of "Internet plus" has quietly come. This change has caused different degrees of influence to various industries in China. Especially the advertising industry which has been related to media information has changed the economic environment of the advertising industry, and the consumer market that it has been facing for a long time has also changed. Smart phones are gradually appearing in the media channels of the advertising industry. Facing the changes of environment, communication mode and audience, universities still cannot effectively recognize the position of new media in the advertising industry. In the course of advertising, no education courses related to new media are constructed, The construction of new media can not be cited to inject new development impetus for advertising specialty, which hinders the pace of talent training of advertising specialty.

3. STRATEGIES FOR THE CULTIVATION OF ADVERTISING PROFESSIONALS IN COLLEGES AND UNIVERSITIES UNDER THE DEVELOPMENT OF NEW MEDIA

With the development of new media, it has a great influence on the advertising industry. Facing the rapid development and change, the traditional advertising education mode can not meet the needs of modern social development for talents. Therefore, in order to provide higher quality talents for the development of society, colleges and universities should put forward reform strategies for their own education mode, Thus, we should strengthen the students' professional quality and cultivate comprehensive talents with comprehensive development.

3.1 Clear professional differences and consolidate teaching objectives

Advertising major in universities is a comprehensive discipline, which integrates the characteristics of other majors and can create comprehensive favorable conditions for its own development. In the process of talent training for advertising major, universities should build compound talents with more solid basic knowledge and stronger practical ability, When setting teaching objectives in Colleges and universities, we should first make clear the key points of advertising major teaching, not blindly follow the trend. We should fully consider the essence of advertising major construction and understand the connotation of advertising industry. We need to build a more clear education objective based on our own development and combined with the advantages of the discipline, Consider the economic development needs of the location of colleges and universities and the development characteristics of the advertising industry, so as to build more targeted high-quality talents.

3.2 Building a high quality teaching team

The most important thing to cultivate applied talents for the society is to have a strong teaching staff. For example, in what kind of education mode, teachers can play a positive guiding role. Relying on a high-level teaching team with rich theoretical and practical experience, we can cultivate more high-quality talents for the advertising major in Colleges and Universities [2]. In combination with the development trend of modern new media, we should communicate and cooperate with excellent media enterprises in the advertising industry, introduce teachers with rich theoretical knowledge and advanced practical experience, regularly send teachers to advertising media institutions for further study, learn the experience related to professional knowledge, and encourage teachers to apply for or participate in qualification examinations related to vocational skills, We should constantly promote the improvement of teachers' comprehensive quality under the new media situation, contribute a strong teaching force to advertising education, create a nearly perfect team of teachers, and create a good foundation for the training of advertising education talents under the new media situation.

3.3 Construction of new media teaching system

Through advanced new media technology, students' learning channels can be fully expanded, such as organizing training activities for well-known media in the industry for students. Through practical advertising activities, students can consolidate their basic advertising knowledge and better understand all kinds of information in advertising, such as being familiar with advertising symbols and specific details of advertising activity planning, So as to improve all aspects of knowledge and ability, further improve the level of practice ability on the basis of theory, integrate the development trend of new media into the daily course teaching, analyze the classic cases of advertising major under the development of new media and the general law of development, so as to realize the double progress of students' theory and practice.

4. CONCLUSION

To sum up, the arrival and development of the new media era provide opportunities for the development of all walks of life in the society, but in this process, it also faces many challenges, especially the advertising industry, which is inseparable from the new media, In the process of advertising professional education in Colleges and universities, efforts should be made to cope with the changes of market demand, so as to cultivate high-quality talents more suitable for the modernization process.

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On the Teaching Reform of English Interpretation Course Based on the Training of Applied Talents

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Abstract: Since the reform and opening up, China's economic development has made rapid progress, and the global integration model is more significant. English, as an international language, is urgently needed by the society. Undergraduate education also needs to cultivate students with practical application ability and practical ability. According to the market demand, the training of practical English interpreters needs to cultivate students with more professional quality, but there are many disadvantages in the existing English interpretation teaching, so the teaching reform of English interpretation is imminent and imperative.

key words: English; Oral Interpretation; Teaching; Reform

1. QUALITY REQUIREMENTS OF APPLIED ENGLISH INTERPRETERS

With the rapid development of the world, the demand for English interpreters is higher and higher. Compound and application-oriented talents with expertise, proficient in specialty and strong comprehensive quality are more competitive in the social development.

1.1 Solid basic language skills are the premise

As applied English interpreters, they should not only strengthen their knowledge of English grammar and vocabulary, but also have the ability to manipulate the language. In other words, they should have the ability of listening, speaking, reading, writing and translating on the basis of mastering the knowledge. In addition, they should meet high standards and requirements in the accuracy of using the language, Only in this way can we have a strong ability to meet the requirements of English interpretation.

1.2 Comprehensive cultural quality is the cornerstone

Language flows in the traditional culture of the nation like blood, and it is spread in all corners of society. Therefore, the applied English interpreters need to develop in all directions. They should have cultural reserves in humanities, social sciences, science and technology, culture, economic and trade knowledge. As an applied English interpreter, it is likely to engage in diplomacy, news, business, management In different jobs in various fields, such as economy and trade, the applied English interpreter should not be the tool of "speaking English", but a professional with knowledge and skills, thoughts and practice, and comprehensive development of culture and ability.

1.3 Interpretation skills are fundamental

The skills of interpretation refer to the skills of listening, memory, logic and translation. Acute listening and discrimination are the most important language skills in the process of interpretation. Excellent listening is the first gateway to the interpretation. Outstanding memory is the second gateway to interpretation. It is necessary to translate the speaker's content in a very short time. Although the notes of interpretation can be used to assist memory, memory still plays a very important role. Meanwhile, memory is also complementary to understanding, which helps interpretation go smoothly. Memory is not born with it, But through a large number of late training, exercise extraordinary memory ability. The clear logic ability is to re integrate and analyze the content produced after listening and recording, form the final target language, and then express it. Otherwise, it will cause logic confusion and unknown situation, which will affect normal interpretation. Note is a necessary training project for Applied English interpreters. Note taking skills are gradually formed in repeated practice. We should pay attention to introduction and logic. Most interpreters need to look back to notes when listening to the source language. If the notes are in a mess, what about translation? Therefore, note taking ability is an indispensable auxiliary ability.

1.4 Innovation ability is the core

Whether the applied English interpreters can become the real applied type depends on whether they have the ability of innovation. Innovation is not only the soul of a nation's progress, but also the inexhaustible driving force of a country's prosperity, but also the source of strength for a person standing at the forefront of social development. Therefore, the teaching mode of following traditional knowledge and paying attention to the existing knowledge can no longer meet the needs of today's rapidly developing society. Only the talents with innovative consciousness and ability can not be defeated in the tide. Innovative consciousness and ability have become the essential qualities of Applied English interpreters.

2. THE CURRENT TRAINING MODE OF APPLIED ENGLISH INTERPRETERS AND THE NECESSITY OF REFORM

After China's accession to the WTO, it successfully held the Olympic Games, and then put forward the concept of a community of common destiny for human beings. The economic, trade, ideological and cultural exchanges between China and other countries have become increasingly close. As a means of international exchange, English is more suitable for people's lives, and the importance of Applied English interpreters has become increasingly prominent. In this case, colleges and

universities have set up the major of English interpretation, but the actual teaching situation and talent training mode is not considerable, and even there are many problems.

2.1 Lack of professional teachers

Nowadays, most of the teachers who teach oral English translation in Colleges and universities are not from the translation major or engaged in the translation industry. Most of the teachers turn to this major because of the needs of this type of teachers. The vast majority of them are only graduates of English education or English language and literature majors, and they have not conducted systematic research and Study on English interpretation. They have no solid foundation in interpretation. Therefore, the classroom teaching of relevant aspects of students is only based on a gourd's gourd's gourd's gourd's gourd's gourd's gourd's gourd's gourd's gourd's gourd's gourd's gourd's gourd, As a result, students are unable to study English interpretation systematically. Moreover, some local colleges and universities engaged in English interpretation teaching teachers lack of practical experience, and these teachers are less involved in other professional fields, so their interpretation ability can not reflect the advantages. And the number of times they can actually participate in English interpretation is also very few. In a word, the current situation of English interpretation teaching staff in local colleges and universities is not optimistic. Due to their lack of practical experience, their teaching content can only stay in textbooks, and they lack the expansion of vocabulary and interpretation methods, which deviates from the orientation of employment and market demand, It is difficult to guide students in English interpretation, which is contrary to the cultivation of Applied English interpretation professionals.

2.2 The interpretation textbooks are not enough and the contents are outdated

At present, the teaching content of interpretation major is out of date and out of line with the actual industry. Its purpose is not obvious. Therefore, in the actual teaching, more attention should be paid to the comprehensiveness of the teaching content rather than the traditional literariness. So far, the teaching content of interpretation is mainly literary, including the articles in the exercises after class, which can't make students contact with rich knowledge and can't catch up with the pace of social development. In fact, when the students enter the society, most of them are engaged in business direction or other aspects of interpretation work, and the students are less exposed to these aspects of knowledge and practice in Colleges and universities, so it is difficult for these students to be competent for these jobs after graduation, which requires students to increase more pragmatic translation in the process of practice.

2.3 The teaching methods of interpretation are single and lack of practice and innovation

The traditional teaching mode of interpretation class is to introduce the written materials prepared in advance into the class, recite the materials by themselves, let the students listen and memorize, and then ask the students to answer one by one. This kind of teaching method is too simple and easy to arouse students' disgust and boredom. There is also a big gap between it and the real interpretation scene. Teachers occupy the role of commander in the classroom, students occupy the role of participants, lack of interaction and communication, the teaching of theoretical knowledge occupies most of the time, the content of the classroom has been known in advance through preview, there are very few practical opportunities for interpretation, and there is a lack of real on-site simulation. This traditional teaching mode is difficult to improve students, It also does not meet the market demand for Applied English interpreters.

3. THE PLURALISTIC REFORM OF TEACHING MODE OF APPLIED ENGLISH INTERPRETERS

3.1 Strengthen the construction of teachers team

First, teachers can be encouraged to participate in various English interpretation courses and encourage them to participate in the relevant academic conferences in English interpretation, so as to improve their teaching and academic level. Besides, other majors in English interpretation should not be slack, so as to broaden teachers' knowledge and make them become complex talents. Secondly, colleges and universities should actively establish cooperative relationship with local companies, so that teachers can get opportunities to interpret and exercise in enterprises, accumulate more practical experience, and enrich their life experience.

3.2 Innovation of teaching content

In the student practice data, the article on local economy, foreign trade investment introduction, legal documents and so on can be added. In addition, colleges and universities can properly integrate the characteristics of the school and the propaganda content of regional economy in the teaching process. Students' knowledge points are constantly improved, knowledge is widening and cross professional knowledge is deeply understood, so that the more and more close the road to become an applied composite talents.

3.3 Adjusting teaching methods

In terms of teaching methods, we can try to abandon the traditional teaching mode and take students as the main body in class. In teaching, students can be divided into several groups. Some interpretation tasks can arrange students to discuss and finalize the draft. In class, each group can send representatives to show the research results of the group, and then the teacher will judge and guide them after listening. Of course, the members of the group can also evaluate each other and provide at least two suggestions for the revision of the translation. Therefore, it is necessary to improve the enthusiasm of students to participate in the demonstration and exchange of classroom results, create a relaxed and pleasant learning environment for students, so that their most authentic ideas and opinions can be fully displayed and their opinions expressed. The group can also conduct competitions among members. Organizing interpretation competition can not only test the students' learning results for a period of time, but also make students enjoy learning. After class time can also be fully utilized. Besides arranging some English interpretation tasks, teachers can

also establish an online communication platform with students, which not only improves students' interest in learning, but also enhances communication and cooperation between students and teachers.

4. CONCLUSION

At present, China has been a great country in the world. The good international situation has brought a broad display platform and good employment opportunities to the applied English interpreters. In order to meet the urgent needs of the market for the applied English interpreters, colleges and universities should bear the burden of training more professional talents, The paper makes a concrete and powerful adjustment to the existing training mode and teaching system according to the development of the times, and focuses on English majors to cultivate multi-level, comprehensive, compound and Applied English interpreters.

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Discussion on Improving the Reliability of Electrical Automation Control Equipment

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Abstract: With the continuous development of China's social economy, its computer information technology has been widely used in China. With the development of computer information technology, its electrical industry has also ushered in a new development opportunity. In the development of electrical industry, electrical automation control technology has always been attached great importance. Now the level of electrical automation in China is also constantly improving, but there are still some potential safety hazards in the use of electrical equipment. In order to effectively protect the safety of users, This needs to strengthen the electrical automation control technology, in order to improve the safety of electrical automation control equipment. Its electrical equipment in use, good performance of the equipment, its use efficiency will be greatly improved, but also for the production of enterprises to provide good benefits.
Key words: Electrical equipment; Automatic control; Reliability

1.INTRODUCTION

At present, with the development of the electrical industry, in the process of the development of the electrical field, the most important thing is the reliability of electrical automation control equipment. In the production of electrical automation control equipment, there are still some problems in the process of using the equipment, but the demand of electrical automation control equipment in the market is increasing, so professional technical personnel are needed to improve the reliability of electrical automation control equipment. Electrical automation control equipment has been widely used in people's daily life. The production cost and work efficiency of electrical automation control equipment also have a certain impact on people's quality of life. With the continuous improvement of the reliability of electrical automation control equipment in the global market, electrical automation control equipment can better adapt to the development of the market, and also improve the quality of life of people.

2. THE IMPORTANCE OF RELIABILITY OF ELECTRICAL AUTOMATION CONTROL EQUIPMENT

2.1 Improve production efficiency

With the development of electrical industry, its manual production has been gradually replaced by electrical automation control equipment. At present, through the investigation of data and information, the production efficiency of the development of electrical automation control equipment is more than ten times higher than that of manual production. Therefore, the leadership of electrical production enterprises are inclined to the use of automation technology control equipment. China's electrical production enterprises in the production of electrical automation control equipment, the cost is higher, but in the process of operation, there are also some problems in capital, so China's electrical enterprises in production or manual production and machine production parallel use. But with the development of China's social economy, the development of China's small and medium-sized enterprises is also in constant progress, some enterprises have gradually moved to the international market, which also makes the production prospect of China's electrical industry also become extremely broad [1]. Among them, the use of electrical automation control equipment can better improve the service life of the machine, at the same time, it can save a lot of human resources, reduce the cost of enterprise production, and promote the sustainable development of the enterprise.

2.2 Improve product quality

The enterprise can develop for a long time, and the most important thing is to ensure the production quality of the enterprise. The production quality standard of the enterprise is to check the qualified rate and excellent rate of the product. At the same time, in the development of the electrical industry, the use of electrical automation control equipment can reduce the error in manual production, but also can effectively shorten the production time in manual production, improve the efficiency of production. The application of electrical automation control equipment in enterprises can effectively help enterprises to produce better, improve the production efficiency of products, and improve the production quality of products, so that the quality of products can meet the market standards, and drive enterprises to achieve better development. The improvement of product quality in electrical enterprises not only requires the introduction of electrical automation control equipment for use, but also requires professional technical talents and advanced scientific and technological knowledge, so as to better ensure the production quality and efficiency of products. In the process of production, enterprises need professional talents to supervise and operate. At the same time, they should integrate the design concept of professional talents into it, so that the products can have unique characteristics.

2.3 Control production cost

In the development of automatic production, electrical automation control equipment is the most important equipment in production. The application of automation equipment in the enterprise can better improve the production efficiency and quality of the enterprise, and the improvement of production efficiency can reduce the production time to the greatest extent [2]. At the same time, the use of electrical automation control equipment can

also effectively reduce the waste of human resources. The reduction of human cost in the enterprise makes the production cost effectively controlled. Therefore, the economic benefit of the enterprise has been improved to a certain extent, making the development prospect of the enterprise extremely broad.

3. FACTORS AFFECTING THE RELIABILITY OF ELECTRICAL AUTOMATION CONTROL EQUIPMENT

3.1 Unqualified equipment parts

Electrical automation control equipment has been widely used in various industries. Its equipment is composed of small parts. The quality of the parts in the electrical automation control equipment determines the quality of the equipment and the use efficiency of the equipment. At present, the supervision of domestic enterprises is not in place, which makes it easy to cut corners in the production process of parts. At the same time, the supervision of the market is not strict enough, which leads to the inflow of poor quality parts into the market, so that the quality of the equipment can not be guaranteed in the production of electrical automation control equipment. In addition to this phenomenon of deliberately cutting corners, in the production process of parts, the production staff are prone to errors in operation, which will also lead to poor quality of parts production [3]. This requires enterprises and the market to strictly control the quality of parts, so that it can control the quality of parts from the root, so that the quality of electrical automation control equipment can be effectively improved. The market should establish production standards for parts, and at the same time, enterprises and production departments should pay attention to strictly supervise the production of parts, so as to improve the quality of parts production.

3.2 Electromagnetic interference

In the process of using electrical automation control equipment, the electromagnetic waves emitted by different equipment and machines are different. After the electromagnetic waves are emitted, they will be disturbed by external factors, resulting in fluctuations. At the same time, the collision between different electromagnetic waves will also lead to problems in the process of using electrical automation control equipment, Cause accidents in the process of using the equipment [4]. This requires the electrical automation control equipment to understand the electromagnetic waves in the equipment in the process of using, so that the electromagnetic waves between the equipment can not repel each other. For some equipment with electromagnetic waves repelling each other, the equipment can be placed in different rooms to ensure that the distance between the equipment is sufficient, In order to improve the stability of electrical automation control equipment in use. At the same time, there are special equipment to isolate different electromagnetic waves, so that mutually exclusive electromagnetic waves can not be contacted, so as to improve the reliability of electrical automation control equipment in use. At the same time, in the process of using the electrical automation control equipment, the professionals who operate the machine should also have high professional knowledge, and their

staff need to have strong ability to deal with the unexpected situation in the use of the machine and equipment, so that they can minimize the loss in production and achieve higher benefits for the enterprise.

3.3 Mechanical force

In the process of using electrical automation control equipment, its mechanical force can also affect the stability of the equipment. This requires the use of electrical automation control equipment or equipment transport process, should strengthen its protection measures [5]. The implementation of the protective measures is mainly for the regular protection and maintenance of the machine, so that the machine and equipment can run normally, and at the same time, the operator should be protected to prevent the machine in use emergencies affecting the safety of the operator. But at present, the protective measures for electrical automation control equipment are not in place in our country. The equipment is large and heavy, which leads to the vibration of the equipment in the process of mobile transportation. At the same time, the inevitable collision between the machines in the process of transportation, which leads to some mistakes in the process of transportation, As a result, the equipment in use can not guarantee the production quality of the product, which affects the qualified rate of the product. However, serious collision between machines will lead to wear of parts, which requires professionals to check the machine regularly to ensure the integrity of the machine in use.

3.4 Natural conditions

The climate conditions in the natural environment will also affect the reliability and stability of electrical automation control equipment. The altitude or air pollution and other natural conditions will have a certain impact on the stability of electrical automation control equipment. The influence factors of this natural condition can not be controlled by human, which leads to the great influence of natural conditions on electrical automation control equipment [6]. In view of the influence of such natural conditions, it is impossible to improve the natural conditions, so protective measures should be adopted in the later stage to reduce the influence of natural environmental factors on the reliability and stability of the equipment in the process of using the electrical automation control equipment. At the same time, when selecting the equipment placement area, it should be placed in the area with lower altitude, which does not need to consider the air pressure, and the humidity is relatively moderate. This requires professionals in the placement of equipment, choose low altitude areas to carry out work, in order to improve the reliability of electrical automation control equipment.

4. METHODS TO IMPROVE THE RELIABILITY OF ELECTRICAL AUTOMATION EQUIPMENT

4.1 Selection of equipment components in principle

In the use of electrical automation control equipment, in order to improve the reliability of the equipment, it is necessary to make a reasonable selection of equipment components. In the selection of equipment components, we need to choose high-quality components, which can

better enhance the use value of the equipment. This requires professional personnel to select its components. In the process of selection, the actual needs of the enterprise should be taken as the main basis. At the same time, the operating environment of the equipment in the enterprise should be taken as the basis to select the components. When selecting the components, we should also select them in principle, so that the selected components have certain standardization. During the operation of electrical automation control equipment, if the quality of components causes equipment failure, the components need to be replaced in time to prevent more serious accidents [7]. At the same time, in the selection of components, it is also necessary to select the components with strong heat dissipation. High power components need to pay more attention to heat dissipation. Good heat dissipation can ensure that the temperature of electrical automation control equipment can be more appropriate during operation. Only under the appropriate temperature conditions can the normal operation of the equipment be ensured. The allowable temperatures of several components are also listed in the figure below.

Component name	Permissible temperature/°C	Component name	Permissible temperature/°C
Carbon film resistance	120	Ceramic capacitor	85
Metal film resistance	100	Silicon transistor	200
Aluminum electrolytic capacitor	85	Electron tube	200
Mica resistance	120	Choke coil	95

4.2 Strengthen the detection of equipment components and materials

The smooth operation of electrical automation control equipment not only requires strict selection of components, but also ensures the quality of component materials, which requires strict screening of component materials. In the process of screening, attention should be paid to the quality of materials, with the quality of materials as the screening standard. After screening the quality of component materials, before the equipment is put into use, it is necessary to test the equipment comprehensively, and at the same time, the aging experiment of materials should be carried out. Before the equipment is put into operation, the equipment should also be put into trial use, and the data parameters generated by the equipment should be analyzed through simulation to study whether the equipment can be put into production, so as to improve the reliability of electrical automation control equipment in the process of operation.

4.3 Solve the influence of electromagnetic wave on electrical automation control equipment

In the production of enterprises, the appearance of electromagnetic wave affects the operation of the equipment. The appearance of electromagnetic wave will affect the accuracy of the image presented by the electrical automation control equipment in use. In serious cases, it will cause the electrical automation control equipment can not operate normally, and at the same time, the calculation of its data information will also have errors. This situation leads to the reliability of electrical automation control

equipment can not be guaranteed [8]. In view of this phenomenon, we need to ensure that the electrical automation control equipment can run more smoothly. We should shield the electromagnetic wave first. We can install a metal cover outside the electrical automation control equipment to eliminate the interference of electromagnetic wave, or install an electromagnetic wave elimination device. These two methods can effectively shield the electromagnetic wave, In order to improve the stability and safety of electrical automation control equipment in operation.

4.4 Improve the climate protection and heat dissipation measures of electrical equipment

The natural conditions also have a great influence on the electrical automation control equipment. If the natural environment cannot be changed, the equipment should be protected regularly. In the environment with high humidity, with the change of time, the parts of the equipment will be corroded during the operation. This situation will lead to the influence of reliability and stability of electrical automation control equipment, which will seriously lead to the machine not working normally. At the same time, the heat dissipation of electrical automation control equipment is very important. If it is not handled properly, it will also cause serious consequences for the electrical automation control equipment. This requires that the humidity in the equipment operating environment is not easy to be too large. When the equipment is placed, the dry environment can be selected. At the same time, the temperature of the equipment operating environment is high, which will also lead to the failure of effective implementation of the thermal emission function of electrical automation control equipment. This requires that in the process of designing electrical automation control equipment, the heat dissipation function of the equipment should be strengthened, so that the heat dissipation measures can be improved, and the fan and other hardware can be added to the machine to improve the heat dissipation function of the equipment.

4.5 Improve the power supply quality

After the electrical automation control equipment is used for a long time, the power supply quality will also affect the reliability of the equipment. With the improvement of the demand for equipment, we have developed frequency converter and other equipment. This kind of converter equipment has become the component of electrical automation control equipment. However, due to its short probation period, the electrical automation control equipment is prone to problems in operation. This requires strengthening the treatment of power harmonic and reducing the components of harmonic, so as to improve the power supply quality.

5. CONCLUSION

To sum up, with the development of China's modern society, the application of electrical automation control equipment in industry is more and more widely. When the electrical automation control equipment is widely used, it is necessary to ensure the reliability and stability of the equipment, and its reliability can ensure the production

quality and production efficiency of products, so as to better promote the development of China's social economy.

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Research on The Teaching Reform of Introduction to Sociology in Colleges and Universities Under the New Media Environment

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Abstract: In the new media environment, the ways of information dissemination and access are more diversified, which brings impact and challenge to the teaching mode of traditional colleges and universities in China. Colleges and universities should keep pace with the times, constantly innovate teaching mode, improve teaching methods, improve the classroom quality of college teaching, and continuously transport excellent talents for the society Introduction to sociology is an important subject in college curriculum, which can help students better understand themselves and society. Based on this, this paper takes the introduction to sociology in Colleges and universities as the starting point, analyzes the teaching status of the introduction to sociology in Colleges and Universities under the new media environment, and puts forward the corresponding optimization measures, so as to explore a more effective new media sociology education mode.

Key words: Introduction to sociology; New media environment; University curriculum; Reform in education

1.INTRODUCTION

With the in-depth development of Internet technology and information technology, new media has been integrated into all walks of life, affecting people's work and study life to a great extent. The traditional teaching mode and teaching method in Colleges and universities are difficult to adapt to the teaching needs in the new media environment, which forces colleges and universities to pay attention to the innovation of sociology introduction teaching in the new media environment, make use of the new media in the classroom, enhance the interest and effectiveness of College Sociology classroom, improve the education level of colleges and universities, and cultivate comprehensive talents needed by the current society.

2. THE CURRENT TEACHING SITUATION OF INTRODUCTION TO SOCIOLOGY IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA ENVIRONMENT

Sociology is a basic discipline. The development of any person and any industry is inseparable from the society and must be rooted in the soil of the society. Learning sociology can not only help students understand society and themselves correctly, but also pave the way for students to learn other subjects. Setting up the course of introduction to sociology in Colleges and universities is the key content of College Students' moral education. The special contents of culture, system, relationship and interpersonal in the course can help students understand the relationship between people and between people and society, and lay a solid foundation for students to learn other subjects and step into society. At the same time, the system, responsibility and other contents in the curriculum can also strengthen students' sense of responsibility and moral standards, enable students to see themselves better on the basis of fully understanding the society, so as to correct their own shortcomings, make up for their own defects, and better adapt to the changes and development of society.

However, there are still some urgent problems to be solved in the teaching process of Sociology in Colleges and universities. In the new media environment, teachers do not correctly use new technologies, still use traditional teaching methods and teaching methods, blindly instill boring theoretical knowledge into students, resulting in students' low learning enthusiasm and initiative, The quality and effect of classroom are poor. In some colleges and universities, there are some problems in the curriculum arrangement of sociology, and there is no analysis and research. In order to save teachers, the same teaching materials and teaching contents are adopted for students majoring in sociology and non sociology. As a result, the classroom is more difficult, students can not absorb and understand well, and the teaching objectives of the course are not achieved. Secondly, in the new media environment, the speed of information dissemination and update is faster and faster, some teachers are conservative, do not make full use of new media technology in the classroom, do not timely update the teaching concept, update the curriculum content, resulting in students' learning knowledge and social actual needs do not match, not conducive to the overall development of students. Therefore, we should take corresponding optimization measures to introduce new media into the teaching classroom of Sociology in Colleges and universities, improve the quality of curriculum teaching, and promote the development of Higher Education [1].

3. MEASURES TO OPTIMIZE THE TEACHING OF INTRODUCTION TO SOCIOLOGY IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA ENVIRONMENT

3.1 Pay more attention to the new media teaching and enrich the course content

Introduction to sociology is a basic subject of sociology, which aims to help students understand themselves and the world correctly. People are living in the society, every day in the society will happen all kinds of events, arouse people's attention, arouse people's discussion. The traditional teaching mode of Sociology in Colleges and universities is only a single and boring theory teaching. Although it can deepen the mastery of students' theoretical knowledge and professional knowledge, it is lack of interest and practicality. It is divorced from the actual social life, so it is difficult for students to understand. In the new media environment, the speed of information dissemination is accelerating. College teachers should pay more attention to new media teaching, pay close attention to current political news, introduce hot topics or events into the classroom, conduct professional analysis of social events from the perspective of sociology, and explain relevant theories and knowledge of sociology to students in the form of cases, Teaching correct ideas, so that students will not be misled by the wrong evaluation of society, closely linked with the reality of life, the boring theory vivid, to attract students' interest in learning. It can not only enrich the teaching content of the course, integrate theory with practice, but also transfer the correct values and ideological understanding to the students, improve their attention to current affairs and social news, constantly enrich their spiritual time world, and improve their comprehensive ability.

3.2 Establish a new media platform in Colleges and universities, and actively grasp the network teaching

In the new media environment, colleges and universities should keep pace with the times, take the initiative, conform to the development of society, establish a new media platform for colleges and universities, timely release the latest information and current political news of colleges and universities on the platform, set up various professional directory plates, improve the plate content, and innovate the teaching mode. For example, create a section of sociology, which is divided into sociology professional teaching and non sociology professional teaching, upload electronic textbooks such as introduction to sociology, increase students' learning resources, and upload online courses of sociology teachers on the platform. Students can choose old teachers according to their favorite style, study anytime and anywhere, carry out online teaching, and attract students' interest in learning. Secondly, universities should establish a WeChat official account of sociology, publish and push regularly, release the latest information and hot news in the society, expand the knowledge of university students, and publish a case study of sociology to help students establish correct values and world outlook, so that students can understand the world better and understand the world. Lay a solid

foundation for students to enter the society. Therefore, colleges and universities should keep pace with the times, establish a new media teaching platform, constantly enrich students' teaching content and expand students' knowledge.

3.3 Enhance skills training and improve the security mechanism

With the development of information technology and Internet technology in China, people have higher and higher requirements for new media. New media will continue to develop and progress with the change of social needs. In order to ensure the smooth development of sociology teaching in Colleges and universities, we should strengthen the skills training for college teachers, constantly update the teaching concepts of university teachers, and improve the teaching ability and teaching level of teachers. If teachers in Colleges and universities can not adapt to the development of the times, and they can not update the concept of new media, then the students of their education will not meet the needs of the social talents in the new media environment, and can not achieve the teaching objectives of Sociology in Colleges and universities, and students and society are gradually derailed. Therefore, colleges and universities should constantly strengthen the training of sociology teachers, improve their professional ability and professional quality, increase the interaction between teachers and students, and pay attention to the hot topics of society and share discussions with students in time. Teachers should be teachers, actively integrate new media technology, let students take less detours, deepen their understanding of society, realize the teaching objectives of Sociology in Colleges and universities, and cultivate talents with comprehensive development required by society[2].

4. CONCLUSION

To sum up, in the new media environment, in the teaching process of "Introduction to sociology" in Colleges and universities, we should constantly carry out teaching reform, constantly innovate teaching ideas and teaching methods, fully mobilize students' learning enthusiasm, and improve the quality and level of college curriculum teaching.

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Research on Active Balance of Battery Management System for New Energy Vehicles

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Abstract: Nowadays, environmental pollution and energy shortage have become important problems that need to be solved urgently in human society. In the automotive field, the R & D and manufacturing of new energy vehicles have been strengthened, and the application of new energy vehicles cannot do without battery management system. As the core technology of new energy vehicles, battery requires people to do a good job in the optimization design of battery management system. From the perspective of battery performance, based on the principle of lithium battery and the corresponding mathematical model, this paper puts forward a scientific solution to the balance of lithium battery pack.

Key words: New energy; Electric vehicles; Battery management system; Active equilibrium

1.INTRODUCTION

In recent years, the awareness of human environmental protection has been increasing, the efficiency of green environmental protection resources has been gradually improved. The mechanical capacity and consumption in traditional manufacturing industry are too large. The pure electric vehicles in the new energy application can effectively solve the above problems. The battery management system of new energy vehicles needs to have the functions of data collection, charging control and safety management. The system completes the software and hardware design and the main control board design based on the active balanced demand, which provides security guarantee for the promotion and application of new energy vehicles.

2. BATTERY MANAGEMENT SYSTEM OF NEW ENERGY VEHICLES

In the operation of electric vehicles, the battery mainly plays the power allocation function, and according to the characteristics of the battery management system, the battery management system of new energy vehicles is mainly divided into several situations. The details are as follows: first, the battery management system collects all kinds of data dynamically in use. According to the battery information of different states, the data of battery group use are explored, and the corresponding indicators are mastered according to the starting condition of the vehicle. Second, the battery management system makes scientific management of battery charging and discharging, such as regulating voltage and current in charging management, ensuring the safety of line load. The system contains battery control function. The single battery needs to be calculated by SOC to understand the basic situation of charge and ensure that the charge meets the application requirements of battery pack. Finally, the evaluation results will be regarded as the evaluation standard for the performance use of battery management system. Thirdly, the battery management system has the function of fault detection. In case of abnormal situation in new energy vehicles, the detection system will understand the fault according to the trend of data change, monitor the battery line problems, scientifically query the route, form the action element of automobile protection according to the query results, and protect the fault problems. Fourthly, the battery management system has the ability of handling balance. Most of the batteries are lithium batteries, which provide power guarantee for electric vehicles, and have the distinction between single and multi groups of performance. In application, it consumes single battery and even leads to unbalanced power supply. The battery management system can balance the phenomenon, balance the battery power and play the role of saving power[1].

3. RESEARCH ON ACTIVE BALANCE OF BATTERY MANAGEMENT SYSTEM FOR NEW ENERGY VEHICLES

3.1 System hardware design

3.1.1 Hardware design of equalization acquisition board

The key points of the hardware design of the balance acquisition board of the battery management system of new energy vehicles are as follows: first, the voltage and temperature acquisition module. In the hardware design of the system, we need to make a reasonable design of the voltage and temperature acquisition module to ensure that each single battery can reach the active balance state, and the generated physical information can be transferred to the system through the Can1 bus in the acquisition board. After receiving the information, the system will evaluate the battery. If the battery is abnormal, the system will send the information to the user and cut off the circuit, so as to achieve the effect of protecting the battery pack. In addition, the system uses the reactance coupling filter of resistance and capacitance, which is fully connected with the equalization acquisition board to improve the accuracy of information acquisition and make the system deeply analyze the battery status. Second, active equalization topology circuit module. In the design of this part, metal, insulator and MOS tube are mainly used as switching materials. The battery needs to be charged due to insufficient voltage after operation, and the module can effectively control the MOS tube. When charging, the current will flow in the correct order to form a scientific charging circuit, and continue to supplement the current for the battery. When charging, if the power changes greatly, in order to avoid MOS tube breakdown and battery short-circuit problems, people will install high

current diodes in the branch when designing the active equalization topology module, so as to complete the rectification operation and effectively protect the battery. Third, constant current source module. When the system is running, the partial voltage of resistor R150 is amplified 24 times by the operational amplifier lm358, and then the lm358 secondary operational amplifier is checked. Through the comparative analysis of the inspection results, the level is obtained, and then the level is transferred to xl4016 by the FB at the end of the lead, and the switch control is done according to the information. If it is lower than 0.8V, the chip will turn on; If the voltage exceeds 3.3V, the chip will shut down automatically, and there is a constant current source in the system [2].

3.1.2 Hardware design of main control board

The main control board of automobile battery system contains many modules, which are divided according to their functions, such as communication module, charge discharge relay control module, storage module, real-time clock module, bus current acquisition module. The system will choose the processor with better performance in the design of the main control board; DS1302 chip is used in the design of real-time clock module, which has high accuracy and low power consumption; SDIO interface protocol is used in the design of memory module to facilitate the real-time storage of information; When designing the control module of charge discharge relay, Hall current sensor is used. With its closed-loop characteristics, the positive and negative current information in the circuit is effectively collected and transformed.

3.2 System software design

3.2.1 Software design of equalization acquisition board

After the software part of the system equalization acquisition version is powered on, all modules will be restored to the original state, and the whole part of the operation includes two aspects. On the one hand, after the modules are restored, the acquisition board issues instructions to the program, requiring the system to collect the battery voltage data, and pass the collection results to the electronic control unit. Through the comparative analysis of the collection results, the minimum value of the battery position can be found. For example, if the battery voltage is lower than 0.01V, the electronic control unit can effectively control the circuit to ensure that the unit is always in the on state, complete the balanced charging of the battery, and ensure the safe operation of the battery pack.

3.2.2 Software design of main control board

When the main control board of the system is powered on, each part of the module returns to the original working state. The software design includes the following points: first, according to the bus current, combined with the battery voltage to infer the remaining battery capacity; Second, after collecting the battery information, it will be transmitted to the communication program, and the data

will be sent to the charger; Thirdly, when the communication program of the main control board sorts out the information, it will manage the stored program uniformly, which is convenient to view the historical data; Fourth, the fault handling program can check the operation of the battery to determine whether it is abnormal.

3.3 Balance analysis of new energy vehicle battery management system

3.3.1 Parallel resistance equalization

This is the early application of energy dissipation equilibrium method, that is, parallel energy consumption resistance at both ends of each cell. If the energy of the single cell is too high, the energy consumption resistance can help to consume energy after the connection, so as to restore the average level of the battery group, and avoid overcharge. The system will collect battery information in real time. If the battery power of a single cell is too high, the system will turn on the battery switch, and the energy consumption resistance will be involved, so that the excess power is consumed to ensure the balance of the battery pack.

3.3.2 Switch capacitance type equalization

The energy transfer of different single cell is accomplished by using capacitance as the carrier of energy transfer. The capacitor is connected with the switching capacitor, and the capacitor is led to generate a circuit with the adjacent battery. The switching capacitance equalization is to effectively control the capacitance continuity by using the diode, so as to achieve the goal of battery equalization.

4.CONCLUSION

In a word, based on the characteristics of new energy electric vehicles, a battery management system is proposed for electric vehicles, which can detect the operating parameters of batteries and improve the active equilibrium efficiency of the system. Through the design of software and hardware, the balance of switch capacitance and parallel resistance is brought into play, so as to save energy consumption.

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Thinking About BIM Technology Applied in Construction Safety Management

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Abstract: As an important link in the process of modern urban construction and social development, the construction industry has a great influence on people's daily work and living standards; While in the construction process of construction, its safety determines the quality and benefit of construction; Therefore, in the actual construction process, the construction unit and personnel need to change the traditional ideas and methods, strengthen the application of modern construction technology and equipment and facilities such as BIM, improve the construction efficiency and quality, promote the improvement of the quality, economic and social benefits of the project itself, and lay a solid foundation for the healthy development of the construction industry and society in China. The following mainly analyzes and explores the application of BIM Technology in the construction safety management.
Key words: BIM Technology; Building construction; Security management

1. SPECIFIC CHARACTERISTICS OF BIM TECHNOLOGY

1.1 Simulation characteristics

In general, due to a large number of different fields and specialties involved in the construction process of modern building engineering, the complexity of actual construction is increased, and it is vulnerable to external adverse factors, resulting in potential safety hazards and risk problems, which hinder the normal and stable construction operation in the later stage of the project; By strengthening the application of BIM Technology, construction and design personnel can first carry out a detailed field survey on the construction site, so as to simulate the actual construction process. Through a large number of experimental detection, it can avoid potential safety problems in the actual construction process, and ensure the normal and stable construction operation of the construction project [1].

1.2 Visualization features

At the same time, designers and technicians can use BIM Technology to create three-dimensional virtual model for the construction project, and integrate the data and information obtained from the preliminary survey into it, so that the construction personnel can intuitively understand the construction process and precautions, and avoid the quality and safety problems caused by personnel operation errors; On the other hand, through the application of BIM Technology, it can also promote the construction personnel to set up corresponding safety protection facilities to further ensure the safety of the construction process.

1.3 Coordination characteristics

In addition, when BIM Technology is applied in practice, it can promote designers to fully communicate with the actual construction personnel, and create corresponding communication channels and platforms to ensure the smooth progress of the construction process, and avoid the gap between the engineering design scheme and the actual needs due to the lack of communication and coordination among the personnel of various departments, This will affect the economic and social benefits of the project and the construction unit, and then promote the progress and improvement of the construction level and quality of modern construction engineering.

2. THE SPECIFIC STATUS OF BIM TECHNOLOGY APPLIED IN CONSTRUCTION SAFETY MANAGEMENT

2.1 Lack of understanding and attention to BIM Technology

Research shows that due to the influence of traditional ideas and other factors, some construction units and personnel lack sufficient understanding and attention to BIM Technology. When BIM Technology is applied in practice, relevant personnel can not operate skillfully, and there will be certain obstacles, which will affect the smooth progress of construction safety management, On the other hand, it hinders the overall operation and development of China's construction industry.

2.2 The professional level of relevant personnel is low

As we all know, professionals play a very important role in all walks of life and related work. Before the actual work, the management personnel of relevant units need to be equipped with enough professional and technical personnel, combined with modern technology and equipment and facilities, to ensure the smooth progress of the work; However, in the construction safety management of some construction projects, due to the neglect of the leaders of the construction units, the technical and construction personnel lack sufficient understanding and mastery of BIM Technology, and can not carry out the construction safety management with the help of BIM Technology, which affects the healthy development of modern construction projects as a whole.

2.3 Lack of perfect safety management system

In addition, the safety management system plays a key role in the construction safety management, which determines the level and quality of management; However, in the construction process of some construction projects, due to the lack of attention paid by the leaders to BIM Technology and construction safety, the safety management system in the construction process has defects and lags behind, and even some projects have not formulated a safety management system, which leads to potential safety hazards and problems in the actual

construction The safety of materials and other aspects poses a great threat, further affecting the overall construction, operation and development of the project [2].

3. STRENGTHEN THE OPTIMIZATION COUNTERMEASURES OF BIM TECHNOLOGY APPLIED IN CONSTRUCTION SAFETY MANAGEMENT

3.1 Strengthen the publicity and education of BIM Technology

In the current period, in order to strengthen the application of BIM Technology in construction safety management, construction units and personnel need to fully realize the importance of BIM Technology and safety management, and strengthen the publicity and education activities in daily work and life, so as to promote the internal staff to fully understand and skillfully apply BIM Technology, At the same time, it can also create BIM database and information platform, improve the convenience and efficiency of later construction, and lay a solid foundation for the overall healthy development of modern construction engineering.

3.2 Strengthen the improvement of professional level of safety management personnel

Generally, safety management personnel can guarantee the level and quality of construction safety management to a large extent; Therefore, in the actual work, the construction unit leaders need to strengthen the cooperation with relevant departments, actively organize training and education activities, promote the improvement of professional level, responsibility awareness and BIM Technology Level of safety management personnel, and ensure that they can skillfully use BIM Technology to develop the construction safety management and other work, and ensure the normal and stable construction operation of the construction project.

3.3 Strengthen the establishment and improvement of safety management system

In the past, due to the influence of traditional concepts and other factors, the construction safety management of construction engineering lacks a perfect and effective management system, which leads to the actual construction is prone to security risks and problems, thus affecting the overall construction progress and quality of the project; In order to change this situation, leaders and managers of construction units need to improve their understanding and attention to BIM Technology, create a standardized, perfect and effective safety management system, and clarify the specific process of technology application and management, so as to ensure the level and quality of construction safety management.

3.4 Strengthen the optimization of construction space management

In addition to the above measures, in order to strengthen the application and optimization of BIM Technology in the construction safety management, the construction unit and personnel can also strengthen the optimization of construction space management, so as to break through the characteristics and limitations of traditional construction confined space, and carry out static inspection and detection on the construction space and site Technology and construction personnel can find out in time, so as to optimize the treatment, fully improve the utilization rate of construction space application and management, and provide sufficient convenience and guarantee for the smooth progress of the construction process in the later stage of the construction project [3].

4. CONCLUSION

To sum up, BIM Technology has a wide range of applications in modern engineering construction and other industries, which can effectively improve the efficiency, quality and safety of engineering construction, and avoid the emergence of traditional construction problems; Therefore, leaders and managers of construction units need to actively change the traditional ideas and working methods, actively organize training and education activities, strengthen and improve the professional quality, technical ability and sense of responsibility of safety management personnel, so as to ensure that BIM Technology can be fully applied in modern construction safety management, And then promote the further development of China's modern construction industry and society as a whole.

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The Role and Practical Path of Grassroots League Organizations in Promoting the Construction of Campus Culture in Higher Vocational Colleges

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Abstract: With the reform and innovation of China's education, many schools pay more and more attention to the construction of campus culture, because campus culture can not only cultivate students' comprehensive quality, but also learn more about China's cultural content. The grassroots League organization in higher vocational colleges is a key link to promote the construction of campus. Through the promotion of grassroots League organization, the socialist core value system of our country can be integrated into the students' thoughts, thus bringing important help to the construction of campus culture in our country. In this paper, the author elaborates on how to integrate the socialist core values into the process of promoting campus culture by the grassroots League organizations in higher vocational colleges, how to enhance the leadership of the grassroots League organizations in campus culture, and how to innovate and promote the diversified development of campus culture activities.

Key words: Higher vocational colleges; Grass roots League organizations; Campus culture; Effect; Practice Path

1. INTEGRATE THE SOCIALIST CORE VALUES INTO THE PROMOTION ACTIVITIES OF GRASSROOTS LEAGUE ORGANIZATIONS

1.1 Carry out ideological and political education activities

Thought can be said to be a kind of leadership of action. A correct ideological and political education can not only guide students to establish correct three outlooks, but also help students to stimulate their inner action execution [1]. Therefore, when carrying out campus cultural activities in higher vocational colleges, it is necessary to help promote campus culture through the grassroots League organizations of higher vocational colleges. At the same time, it is also necessary to arm contemporary college students with Marxist theory, so as to help students develop a kind of socialist core values such as democracy, freedom, harmony, civilization, honesty and friendliness. Therefore, when carrying out relevant campus cultural activities, we can combine some large-scale events and anniversaries as the theme of campus cultural activities, which can not only provide more effective education, but also nourish and influence students in this activity environment. In addition, by strengthening the ideological and political teaching and research group to carry out relevant theoretical courses, such as speculative meeting around social hot topics, on the one hand, classroom teaching can be extended, on the other hand, students' theoretical self-confidence can be improved.

1.2 Carry out model education activities

China has known the importance of model education for thousands of years. Confucius, Mencius and Laozi are the key figures of model education in ancient times. Therefore, model education is the best way to carry out ideological and moral education for contemporary college students, This way can not only help students to deeply understand the growth process and spirit of some moral models, but also help students develop a kind of noble morality and habit of persisting and consciously becoming talents. At the same time, it is of great significance to create a positive, diligent and plain learning environment.

1.3 Give full play to the role of new media

Due to the rapid development of information technology, all walks of life are gradually transferring to information technology, so is the education industry, especially the rapid development of new media, which has become the most influential behavior culture of students. Because new media has the advantages of large amount of information and fast transmission speed, these contents are unmatched by traditional media, and new media also has the characteristics of openness, interactivity, quickness and so on [2]. Therefore, the grassroots League organizations in higher vocational colleges need to make rational use of new media, and be good at making use of the advantages of new media, so as to establish a sound network culture system, and use this new media way to help students in higher vocational colleges establish a positive topic interaction and ideological work new position.

2. STRENGTHEN THE LEADERSHIP OF THE GRASSROOTS LEAGUE ORGANIZATIONS OF HIGHER VOCATIONAL COLLEGES ON CAMPUS CULTURE

2.1 Optimize the team of grassroots League organizations to improve the talent strength for campus culture

The grassroots League organizations in higher vocational colleges mainly change the traditional cadre selection system in the past, actively explore new cadre selection mechanism, and promote more college students with both political integrity and ability and good mass foundation to leadership positions, which can help the campus culture construction of Higher Vocational Colleges and provide more available talents, Therefore, it is necessary for the grassroots League organizations in Higher Vocational

Colleges to carry out regular training activities to improve the comprehensive quality of the grassroots League organizations in the whole higher vocational colleges. At the same time, it is also necessary to focus on the ideological style construction and ability construction of grassroots League organizations, so as to strive to build a grassroots League organization with high quality, compound and strong ability, At the same time, it also provides a strong guarantee for the construction of campus culture.

2.2 Coordinate the League organization relationship at all levels to provide organizational guarantee for campus culture

At present, in the process of the construction of grassroots League organizations in higher vocational colleges, under the influence of middle-level colleges, departments and departments at all levels, they not only need to be under the command of the party and government of colleges and departments, but also need to be under the command of the school Youth League Committee. This kind of dual leadership has a great influence on the activities of grass-roots League organizations in various colleges and departments. Not only to undertake a lot of league work, but also by multiple leaders, so many levels of work to deal with the phenomenon is serious. Therefore, the grassroots League organizations in higher vocational colleges need to balance the relationship between the League organizations at all levels, integrate resources, and reasonably allocate power, so as to enrich the enthusiasm and initiative of the grassroots League organizations in higher vocational colleges, and finally form a united and progressive work situation.

3. PROMOTE THE DIVERSIFIED DEVELOPMENT OF CAMPUS CULTURAL ACTIVITIES

3.1 Give full play to students' subjectivity and design colorful campus cultural activities

Campus cultural activities have always been a place for students to show themselves and bloom. Therefore, when implementing campus cultural activities, grassroots League organizations in higher vocational colleges need to create more different activities and forms for students, such as debate games, basketball games, tug of war games, singing competitions and other activities, which can not only help students to exercise their abilities, It can also delight body and mind and cultivate sentiment [3]. Because the campus cultural activities themselves take students as the theme, students can greatly enrich their imagination, curiosity and sense of achievement in the process of experiencing campus cultural activities. Therefore, we should give full play to students' creativity and enthusiasm in campus cultural activities, so as to guide students and related society to better carry out cultural activities. In addition, in the process of designing related campus cultural activities, we need to guide and organize more vocational students to join in the construction of campus culture, Let more and more

college students get exercise and education in campus cultural activities.

3.2 Establish brand awareness and improve the quality of campus culture

In the process of promoting campus culture, the grassroots League organizations in higher vocational colleges need to give full play to the role and ability of League organizations at all levels, and greatly integrate resources, so as to realize the "major project responsibility system", "key project undertaking system" and "micro project declaration system". The implementation of this kind of related content can not only help colleges and universities to create interesting, artistic and innovative campus culture Scientific campus brand cultural activities can greatly improve the quality of off campus cultural activities. At the same time, we need help in teaching, such as strengthening the cultural construction of some humanities and arts, such as offering elective courses of public art, carrying out art popularization education, and carrying out elegant art activities through some social performing arts groups, so that college students can feel their artistic appreciation and discrimination in the process of viewing and experiencing, This is of great help to college students' ideological feelings and cultural guidance in campus cultural activities.

4. CONCLUSION

To sum up, in this paper, the author aims to carry out ideological and political education activities, carry out model education activities, give full play to the role of new media, optimize the team of grass-roots League organizations, improve the strength of talents for campus culture, and give play to the subjectivity of students, Design colorful campus cultural activities and other higher vocational college grassroots League organizations in promoting the implementation of campus culture.

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On the Importance of College Physical Education for Students' Lifelong Education

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Abstract: Lifelong physical education can not only meet the further development needs of college students, make them become comprehensive talents, better adapt to the future study and life, but also provide more favorable conditions for the sustainable development of modern society. The level of students' lifelong physical education ability can determine the effect of physical education teaching to a certain extent, so we must pay full attention to it. However, from the analysis of the actual situation, it is found that there are still some problems in college physical education, which need relevant personnel to develop appropriate measures to improve. This article briefly analyzes the importance of College Physical Education for students' life-long education, and explores the measures to improve the effect of college physical education, hoping to improve college students' physical literacy and make better contributions to social development.
Key words: College physical education; Student; Lifelong education; Importance

1.INTRODUCTION

From the analysis of the current situation, it is found that although China pays more attention to the development of physical education, and has issued relevant policies and regulations, due to the influence of many factors, there are still some problems in college physical education, which can not provide support for the smooth development of students' Lifelong Education. Therefore, relevant personnel must increase efforts to explore and improve the effect of college physical education, Make lifelong education play a role and promote the all-round development of students.

2. THE IMPORTANCE OF COLLEGE PHYSICAL EDUCATION FOR STUDENTS' LIFELONG EDUCATION

First, it can help students establish the concept of lifelong education. As a way of physical exercise, sports can make people's body function in a relatively stable state. In the process of people's life development, we can use different measures to carry out physical exercise, to ensure that they are in a healthy state, with high physical quality. In the new era, college students' learning task is relatively large, which is a great pressure for the body and spirit. Only with a strong body can they better participate in learning and life. Therefore, in the process of physical education teaching, colleges and universities can guide students to establish the concept of lifelong education and realize the importance of health for their own development. Only in this way can students participate in physical exercise more actively and form better sports habits, It can also improve students' mental health [1].

Second, lifelong education can be implemented. Physical education in Colleges and universities is very important for the development of students' lifelong education. It can not only transfer more theoretical knowledge to students, but also provide students with opportunities for practice. In the process of carrying out physical education, college teachers should start from the students' own preferences, sports ability, physical quality and other factors to provide suggestions for students, so that students can find the sports that are really suitable for their own development. In addition, teachers should also teach students, so that students can master more sports related knowledge and skills, to ensure that students have a certain self-help ability, which can provide more favorable conditions for the enhancement of students' sports ability as support, and help students form lifelong sports ability. Therefore, colleges and universities must pay attention to the development of physical education, and take measures to carry out lifelong education for students, which can effectively enhance students' sports spirit, cultivate students' sports thinking, and enhance students' Sports literacy.

Third, it can provide a more effective way for students' lifelong physical exercise. In the process of carrying out physical education, if we want to take measures to improve students' physical ability, we must recognize the important role of College Physical Education and choose the appropriate way to educate students [2]. This can make students realize the more effective measures of physical exercise in the process of learning, and avoid the situation that blind exercise has adverse effects on students' health. In the real teaching process, teachers can use this measure to make students understand the content of different sports matters, improve students' theoretical knowledge reserve, help students carry out daily physical exercise, and enhance students' lifelong sports ability from the source.

3. PROBLEMS IN PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Students have not established the concept of lifelong sports

At present, college students do not have the concept of lifelong sports when they exercise. Most students pay great attention to professional knowledge training and do not pay attention to their own sports ability. In the process of physical education learning, students are not focused and do not grasp teaching methods and measures in time. Even choose to take leave and other ways to avoid physical education, and the attitude towards physical education is not correct, which seriously hinders the formation of students' lifelong sports concept.

3.2 Lack of perfect teaching system in Colleges and Universities

From the current situation analysis, it is found that colleges and universities have not formed a perfect teaching system, which is also the key factor to hinder the development of current physical education. First, in general, there is only one physical education class in Colleges and universities, and the interaction between teachers and students is relatively small. However, students do not pay attention to the development of physical exercises due to the influence of many factors in class, which leads to the physical education teaching can not reach the expected goal and can not provide support for the development of students. Secondly, the number of sports activities carried out is relatively small and the interest is relatively low, which is difficult to attract students. Students are not willing to join them, which is not conducive to the improvement of students' physical ability[3]. From the overall perspective, the main reason for these problems is that colleges and universities do not build a sound teaching system. To solve the problems from the source, we must supplement the teaching system, make it more perfect, and provide guarantee for the development of students' physical training.

4. MEASURES TO IMPROVE THE EFFECT OF COLLEGE PHYSICAL EDUCATION

First, to help students establish the concept of lifelong sports. If you want to make students establish the concept of lifelong sports, you must update the teaching thinking, supplement the teaching design, make students form the consciousness of lifelong participation in sports activities, and summarize it into the assessment work, so that students' sports ability and performance are related, which can correct students' attitude towards sports learning, and more actively participate in sports learning. Second, from the reality of the students, reasonable arrangements for sports, so that students choose according to their own preferences. In addition, we should also evaluate the students objectively to make them realize their mastery of sports. And strengthen publicity, through radio and television, the Internet and other channels, so that students realize the key role of lifelong sports ability for their own development, actively cultivate their own sports ability, really love physical exercise, which can more effectively improve the effect of Lifelong Physical Education [4].

5. CONCLUSION

According to the above analysis, we can find that physical education in Colleges and universities plays a very key role in the development of lifelong physical education, which can determine the effect of lifelong physical education to a certain extent. Therefore, the relevant personnel must pay full attention to it, strengthen research, and find out the problems existing in the teaching process of physical education in Colleges and universities, And the development of appropriate measures to improve, so that college physical education to achieve the desired results, for the development of lifelong physical education to provide more favorable conditions as support, which from a certain point of view, can promote the development of China's sports, contribute to the stable development of society.

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On the Orientation and Training Strategy of Traditional Cultural Literacy of Chinese International Education Major

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Abstract: Under the one new situation, with one's "one belt, one road" strategy implementation and development, and the gradual return of Chinese traditional culture in the global discourse system, the demand for internationalized language has also risen to an important level. The major of Chinese international education also needs to strengthen the positioning of traditional cultural literacy on the basis of strategy, complete the "double harvest" of scientific knowledge and language ability, and lay a good foundation for future cultural and language output. At the same time, traditional cultural literacy also plays an important role and value in the external communication and exchange of traditional culture. Therefore, this paper first puts forward the main problems and contents that need to be explored, and then, combined with the current development situation, reasonable positioning, scientific development strategy.
Key words: Chinese international education major; Traditional culture accomplishment; Location

1. QUESTION RAISING

In essence, Chinese international education is a major with strong demand in an international society. In order to adapt to the current society, it is necessary to realize the bilingual combination of subject knowledge and language ability. Not only need to walk in the forefront of social history, but also need to explore the Western way of thinking, improve the practical ability of English. The major of Chinese international education is not equivalent to language teaching. In the goal building, it is not to locate language ability. Instead, we need to use English as a tool to penetrate into different fields, acquire the most cutting-edge knowledge, complete the dissemination of traditional culture, and compete for more world discourse power [1]. To meet the professional needs of internationalization, enhance students' cultural literacy and improve their bilingual expression ability. However, in the process of practice, there are still many problems to be discussed, such as: in our country, western festivals are more popular, but Chinese traditional festivals present a "depression" situation, and the national characteristics have not been well reflected. Young students, in particular, have a strong ability to accept new knowledge, but for some philosophical or ancient historical knowledge, the answers are limited to a few. Under the influence of western thoughts, many traditional things are missing. The teaching skills of traditional culture courses need to be enriched, and there are many changes in the curriculum of talent training program. In view of this, how to position

the traditional cultural literacy in the major of Chinese international education? How to cultivate cultural literacy? How to further expand the influence of traditional culture in the world? The presentation of these problems has become the main content that many scholars need to explore under the current state.

2. ORIENTATION OF TRADITIONAL CULTURAL LITERACY OF CHINESE INTERNATIONAL EDUCATION MAJOR

From the traditional perspective, traditional culture belongs to the five thousand year accumulation essence of the Chinese nation. It belongs to the wisdom and realm of the ancient working people, and is also an indispensable treasure of our country. In the land of the Chinese nation, it has a long history, and has diversified cultural products such as literature, thought, architecture, religion and so on. Traditional culture accomplishment is also a person's Chinese culture accomplishment, which can be achieved by a simple cultural talent show. Not only need to have high communication skills, but also need to have a deep cultural foundation. At this time, the major of Chinese international education needs to adhere to the main idea of the scientific outlook on development, improve technical skills, combine professional technology with traditional cultural literacy, and root in the profound concept of Chinese culture, so as to lay a good foundation for the future cultural communication work and extend to the direction of internationalization [2].

3. THE TRADITIONAL CULTURE LITERACY TRAINING STRATEGY OF CHINESE INTERNATIONAL EDUCATION MAJOR

3.1 Provide traditional culture literacy training mode through multiple channels

At this time, teachers of Chinese international education should adhere to the main idea of scientific development concept and integrate the construction of traditional cultural literacy into the actual curriculum. For example, teachers can set up some credits about cultural literacy in the course and adjust the proportion of class hours. After that, we need to provide more opportunities for communication, let students perceive the cultural differences between China and the West in practice, and skillfully carry forward their traditional cultural concepts in the communication. Next, teachers need to guide students to learn courses related to traditional culture, supplement knowledge reserve, and lay a good foundation for the future international development. Teachers can also combine the students' practice to establish recitation activities of ancient poetry and words, and to improve the

students' attention in traditional culture courses. Finally, teachers can combine theory and practice, hold lectures with traditional culture atmosphere regularly, so that students can feel the charm of traditional culture communication and truly feel the value and function of traditional culture.

3.2 Enhance the traditional culture teaching practice of Chinese International Education Major

From the above subject positioning, we can see that the practice of traditional culture is mainly divided into knowledge and skills. No matter which aspect, there is a big difference between traditional culture practice and classroom direct learning of cultural knowledge. Cultural knowledge is mainly based on the classroom, maintain the localization of teaching, and need to pay attention to practice, in practice, let students feel the existence of cultural literacy, and implied in everyone's side. For example, teachers can guide students to organize and collect folk culture, cultural works and other contents in combination with their own actual situation, and feel pleasure in the collection. And lead students to cultural museums or historical sites, to personally experience the unique cultural precipitation, to maximize the understanding of cultural heritage, and imprint it in the mind, to provide basic conditions for future cultural communication [4].

3.3 Guide students to actively approach traditional culture

For students majoring in Chinese international education, they should integrate their thoughts with their own cultural literacy and present them to everyone in the way of speech and behavior. Only by increasing their initiative can we get close to traditional culture, read more books and read good books from the practice inside and outside the school. At the beginning, students need to read some famous books and classic books of the contemporary times. In a large number of reading, students should improve their cultural confidence and acquire diversified traditional cultural knowledge. For example, Tang poetry, Song Ci, Chinese and foreign classical classics can improve cultural literacy and develop towards individualization. Secondly, students need to understand western culture, maintain bilingual construction, analyze differences and explore how to spread traditional culture in China. Finally, we need to build cultural exchanges, learn more about traditional culture and enhance cultural skills in the sharing of all of you[5].

4.CONCLUSION

With the progress of society, the students of Chinese international education need to combine the current development needs, learn the most cutting-edge cultural knowledge in the world, combine theory with practice, and develop a good habit of integration. Teachers need to integrate the proportion of traditional cultural content, choose textbooks suitable for students' development, establish special lectures, construct practical teaching, explore the comparative teaching between China and the west, analyze cultural differences, find the commonness between the two, enhance cultural inclusiveness, and establish bilingual teaching mode based on reality. In the long-term imperceptible process, we should improve our cultural quality and realize our common "Chinese dream".

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Research on The Integration of Production and Education and The Innovation of College-Enterprise Deep Cooperation Mode in Application-Oriented Universities

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Abstract: Firstly, this paper briefly analyzes the concept of industry education integration and school enterprise cooperation, and expounds the advantages of this mode. Then, it analyzes the background of the innovation of industry education integration and school enterprise deep cooperation mode in Application-oriented Universities from the aspects of the continuous adjustment of industrial structure, the increasing demand for technical talents, the increasing employment pressure of college students, and the unbalanced development, The paper also discusses the problems existing in the mode innovation of industry education integration and school enterprise deep cooperation in Application-oriented Universities from the aspects of backward education content, severe industry development situation, insufficient power of enterprise participation, insufficient depth of school enterprise cooperation and unequal distribution of risk and benefit. Finally, it puts forward the innovation strategies of industry education integration and school enterprise deep cooperation in application-oriented universities, From the perspective of the government, colleges and enterprises, this paper puts forward the innovation strategy of industry education integration and school enterprise deep cooperation mode of application-oriented undergraduate colleges.
Key words: Applied Undergraduate Colleges and universities; Integration of production and education; Deep cooperation between schools and enterprises; Model innovation

1.INTRODUCTION

The Application-oriented Undergraduate Colleges and universities refer to the academic colleges and universities corresponding to the application-oriented colleges and universities, which cultivate the research-oriented academic talents. Application oriented universities have the characteristics of strong professional training, high conversion rate of technological achievements and low applicability, while academic universities have the characteristics of high value training, slow conversion of technological achievements and wide application range. In the process of realizing the modernization of China's industrial system, a large number of application-oriented technical talents and a small number of academic professionals are needed. Therefore, application-oriented colleges and universities have made a major contribution to the cultivation of social talents.

2. INDUSTRY EDUCATION INTEGRATION AND SCHOOL ENTERPRISE COOPERATION MODE IN APPLICATION-ORIENTED UNIVERSITIES

2.1 Integration of production and education

As the name suggests, the integration of industry and education is the combination of industry and education. The main body of industry is enterprises, and the main body of education is colleges. Therefore, the integration of industry and education basically refers to the combination of enterprises in different industries and different majors in colleges. In order to improve the quality of personnel training, colleges and universities need to understand the demand of industry for talents through the integration of industry and education, so as to reform the existing teaching system, so as to ensure that the talents cultivated under the integration of industry and education meet the needs of industry and enterprises, so as to improve the social benefits of colleges and universities [1].

2.2 School enterprise cooperation

School enterprise cooperation directly refers to the cooperation between colleges and enterprises. The content of industry education integration includes part of the content of school enterprise cooperation, but the content of school enterprise cooperation includes more than the content of industry education integration. Therefore, there are some similarities between school enterprise cooperation and industry education integration, but they are not exactly the same. In the school enterprise cooperation, the cooperation between colleges and enterprises is reflected in all aspects. Talent cultivation and scientific research and development are the top priorities of school enterprise cooperation [2].

2.3 Advantages of industry education integration and school enterprise cooperation mode

The integration of industry and education and school enterprise cooperation mode can fully combine the resource advantages of the two, and can directly improve the quality of personnel training. At the same time, the integration of production and education can continuously promote the reform of teaching system, and teachers can continuously improve their professional teaching level under this mode, which is conducive to promoting the integration of production and education and the deep cooperation between schools and enterprises. The enhancement of teaching ability of colleges and universities and the obvious improvement of students'

employment situation can continuously accumulate the reputation of colleges and universities, which is conducive to improving the influence of colleges and universities [3].

3. THE BACKGROUND OF THE INTEGRATION OF PRODUCTION AND EDUCATION AND THE INNOVATION OF SCHOOL ENTERPRISE DEEP COOPERATION MODE IN APPLICATION-ORIENTED UNIVERSITIES

3.1 The state constantly adjusts its industrial structure

Under the background of comprehensive deepening reform, China's economic growth rate has slowed down obviously. The state adjusted its economic development policy in light of the national conditions, and decided to change from high-speed economic growth to high-quality growth. In the process of economic development, the first industry is constantly adjusting to the second and the third industries, which is booming in population advantage and China's second industry. However, the competitiveness of the industry can only be weak if the economic volume is developed without the development of economic quality. Therefore, the state needs to further adjust the economic proportion of the first, second and third industries so that the economic development of our country can improve the industrial competitiveness at the same time[4].

3.2 The demand for technical talents is increasing

China is a big manufacturing country, and the manufacturing industry has a large demand for applied technology talents. At present, new fields are emerging in the process of manufacturing development. Therefore, the demand for applied technology talents is on the rise. The number of top-end technical talents in China is still small, which limits the development and achievement transformation in the fields of materials, chemical industry and machinery in China. Therefore, the demand for technical talents in China mainly lies in the shortage of advanced technology talents and cold door technical talents.

3.3 Increase of employment pressure of College Students

At the end of 1977, the college entrance examination was restored. At that time, the number of college students was relatively small, and all industries were waiting for prosperity. Therefore, the country constantly increased the number of college students hoping to improve the number of college students. But there are so many college students in China. The demand for college students in various industries is gradually saturated. The pressure of employment is increasing. The quality training of college students should be paid more attention.

3.4 Unbalanced and inadequate development

At present, the main contradiction in our country is the contradiction between the unbalanced and inadequate development and the growing need for a better life. The unbalanced and inadequate development of industries and colleges is obvious. Some industries have a good momentum of development, which has led to the professional development, but the development forms of some industries are becoming more and more severe, and the number of professional students is becoming less and less, In this case, it is difficult for the majors with poor development prospects to carry out the integration of production and education and the deep cooperation between schools and enterprises.

4. PROBLEMS EXISTING IN THE INTEGRATION OF PRODUCTION AND EDUCATION AND THE INNOVATION OF SCHOOL ENTERPRISE DEEP COOPERATION MODE IN APPLICATION-ORIENTED UNIVERSITIES

4.1 The content of college education is backward

Applied technology talents are cultivated in Application-oriented Colleges and universities, but at present, the content of college education is backward, the applied technology knowledge learned by college students is out of touch with the times and enterprises, and even the teaching content of many colleges and universities is still the technology of decades ago, resulting in the ability of college students can not reach the standard of applied technology talents. The correspondence between educational content and the times is very important for applied undergraduate colleges. In the early days of reform and opening up, Xi organized professional teaching staff to buy textbooks abroad and revise teaching materials, which enabled the talents to accept the latest education contents. In this way, China has developed rapidly in recent ten years. The backwardness of education content directly limits the improvement of personnel training quality.

4.2 Severe development situation of the industry

Before setting up a major, application-oriented colleges consider the demand of the country and Society for talents in this field. However, the current severe development situation of the industry makes the number of talents trained by some majors too large, and the industry can not absorb all talents. Finally, some college students have to change careers in order to find jobs, so there is a great waste of teaching resources in application-oriented colleges. At the same time, the industry development situation is grim, and the enterprise situation is relatively difficult. In this case, it is difficult for enterprises to maintain the existing business scale, and even the economic benefits of enterprises are constantly shrinking. Therefore, the industry development situation is grim, which also limits the in-depth cooperation between schools and enterprises.

4.3 The motivation of enterprise participation is insufficient

In the mode of industry education integration and school enterprise deep cooperation, application-oriented undergraduate colleges need to use their own resources, but most colleges can only repay enterprises from the aspect of talent cultivation, which is not enough for enterprises. Enterprises must consider from the perspective of economic and social benefits. Only by making the integration of production and education and school enterprise cooperation meet the needs of these two aspects at the same time can they promote the deep integration of schools and enterprises. At present, most colleges and universities can only meet the improvement of social benefits, but can not directly improve the economic benefits of enterprises. Therefore, enterprises lack the motivation to participate in the integration of

production and education and the deep cooperation between schools and enterprises, Only state-owned enterprises, central enterprises and other state-owned enterprises can support some application-oriented universities to carry out the deep integration of school and enterprise without considering the economic benefits.

4.4 The depth of school enterprise cooperation is insufficient

Application oriented colleges and universities cooperate with enterprises in the integration of industry and education. Teachers of colleges and universities rewrite or revise the teaching materials in combination with the current production technology of enterprises, which improves the depth of the integration of industry and education. But at present, most of the school enterprise cooperation is only limited to personnel training, that is, enterprises communicate with colleges on their own talent needs in the next few years, and colleges adjust the enrollment number and training direction of some majors in combination with enterprise needs, industry needs and national needs, so that students can directly enter the enterprise after graduation. However, the in-depth cooperation between University and enterprise in scientific research is relatively scarce. There is no in-depth integration of enterprise resources and university resources. The advantages of high conversion rate and fast conversion speed of University achievements have not been brought into play, which leads to the shallow level of industry education integration and university enterprise cooperation.

4.5 Uneven distribution of risks and benefits

In the mode of industry education integration and school enterprise deep cooperation in application-oriented undergraduate colleges, university teachers need to optimize the teaching content in combination with enterprise production technology. In this process, colleges and universities do not bear the risk, while enterprises can only obtain benefits from talents because they expose the risk of competitive advantage exposure in production mode, Therefore, both sides have the problem of uneven distribution of risk and benefit. Some enterprises and universities cooperate in scientific research, but patent disputes often arise in the process of research and development. Moreover, both sides have invested large economic and human costs in the process of research and development, and the risks and benefits of both sides in scientific research are also unevenly distributed.

5. INNOVATION STRATEGY OF INDUSTRY EDUCATION INTEGRATION AND SCHOOL ENTERPRISE DEEP COOPERATION MODE IN APPLICATION-ORIENTED UNIVERSITIES

5.1 Strengthening curriculum reform

The application oriented institutions should increase the number of cooperative enterprises as much as possible. In the process of optimizing teaching contents, we should refer to the production technology flow of state-owned enterprises, central enterprises, private enterprises, private enterprises and joint ventures, so as to improve the comprehensiveness and advanced nature of teaching contents. Colleges and universities must realize that not

all students can master comprehensive application technology. After graduation, only some students can enter state-owned enterprises, central enterprises and joint ventures with advanced equipment and production lines, while most ordinary students can only work in private enterprises and private enterprises. Therefore, colleges and universities must strengthen the curriculum reform from the aspect of comprehensive content, otherwise they can not further promote the integration of production and education and school enterprise cooperation.

5.2 Adjust the professional structure of colleges and Universities

Application oriented universities should adjust the existing professional structure in combination with the background of national development strategy, the form of industry talent demand and the development prospect of enterprises, so as to ensure the efficient use of educational resources and avoid the occurrence of unemployment. Colleges and universities should first divide the majors into two categories: unpopular and popular. The popular majors should strengthen the perspective analysis, and analyze the talent demand of enterprises in the next few years through school enterprise cooperation, so as to ensure that the popular majors can cultivate the talents needed by the country, society and enterprises. The popular majors should adjust the teaching content appropriately, try to cultivate the cutting-edge application-oriented professional and technical talents, change the personnel training to the direction of high quality, extend the vitality of the popular majors, and increase the depth of school enterprise cooperation.

5.3 Establishment of school enterprise cooperation platform

The application-oriented universities can establish a school enterprise cooperation platform, which can concentrate all the original enterprises cooperating with each college on the platform, improve the popularity of the platform through the advantages of platform integration, increase the attraction of school enterprise cooperation to other enterprises by using the existing school enterprise cooperation cases, and let enterprises realize that school enterprise cooperation can improve the social benefits of both sides, It can also improve the economic benefits of both sides, so as to stimulate the power of enterprises to participate in the integration of production and education and the deep cooperation between schools and enterprises. The school enterprise cooperation platform is the bridge of cooperation and communication between the two sides. Only the platform can open the door of cooperation between colleges and enterprises.

5.4 Strengthening the guarantee of school enterprise cooperation

Under the guidance of national policies, application-oriented universities can actively achieve in-depth cooperation with enterprises in scientific research, not limited to personnel training. Only by strengthening cooperation guarantee in achievement transformation can they fully attract enterprises to participate in the integration of production and education and in-depth

cooperation between universities and enterprises. Colleges and universities should realize that they can provide talents guarantee in scientific research, the scientific research strength of professional teachers is beyond doubt, and the scientific research personnel of enterprises play an irreplaceable role in application. Therefore, the state can reduce the cost of scientific research in the process of school enterprise cooperation by improving the laws and regulations on scientific research, so as to normalize the in-depth cooperation between schools and enterprises.

5.5 Improve the school enterprise cooperation system

The applied undergraduate colleges can establish a fair cooperation system in terms of risk and interests. Both parties define the patent ownership rights generated in the process of scientific research by means of systems and documents. The institutions can improve their own interest distribution and risk bearing proportion from equipment, site and personnel, while enterprises can develop funds, research and development direction The transformation of patent achievements can provide their own proportion of interest distribution and risk bearing, so as to ensure the interests of colleges and enterprises from damage under the mode of integration of production and education and in-depth cooperation between school and enterprise. In order to ensure that the funds invested by enterprises can be used in R & D, colleges and universities can supervise and manage the specific application of the funds through the supervision system, which can increase the fairness of school enterprise cooperation.

6. SUGGESTIONS ON THE INTEGRATION OF PRODUCTION AND EDUCATION AND THE INNOVATION OF THE MODE OF IN-DEPTH COOPERATION BETWEEN UNIVERSITY AND ENTERPRISE

6.1 Government Perspective

The government should provide guidance from the macro background and legal policy to the innovation of the mode of production and education integration and in-depth cooperation between University and enterprise. The personnel training and scientific research of the University and enterprise should be consistent with the direction of the state, and the laws and regulations formulated by the government can reduce the interest disputes in the process of cooperation between the University and the enterprise.

6.2 Perspective of colleges and Universities

The applied undergraduate colleges must make long-term talent training plans according to the objective needs of the state, society and enterprises, so as to ensure that the educational resources of the colleges and universities can be reasonably allocated and maximized. At the same time, colleges and universities should also give reasonable protection to the legitimate rights and interests of enterprises, so that enterprises can cooperate with them in depth and be assured, so as to make up for the disadvantages of colleges and universities.

6.3 Enterprise Perspective

Enterprises should realize that the talent advantages of application-oriented universities are what they lack, while the advantages they own are what they lack. Both sides can achieve win-win results under the mode of industry education integration and school enterprise deep cooperation. Therefore, enterprises must seize the opportunity of school enterprise cooperation to improve the efficiency of achievement and patent transformation.

7. CONCLUSION

To sum up, application-oriented universities can innovate the mode of industry education integration and school enterprise deep cooperation by strengthening curriculum reform, adjusting specialty structure, establishing school enterprise cooperation platform, strengthening school enterprise cooperation guarantee, and improving school enterprise cooperation system, so as to cultivate technical talents needed by the country, industry, and enterprises, Avoid excessive loss of technical talents in Colleges and universities, otherwise the imbalance between supply and demand of technical talents can not be solved. Only by combining the needs of enterprises, industries and the state, can the application-oriented colleges improve the competitive advantage of technical college students, and solve the employment difficulties of college students and the shortage of national technical talents.

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Application of BIM Technology in Basement of a Large Public Building

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Abstract: This paper introduces the application of BIM Technology in the basement project of an academic exchange center of a university in Henan Province, mainly including collision inspection, net height analysis, pipeline synthesis, reserved hole review, etc., which shows that BIM Technology can not only optimize the drawings and improve the design, but also improve the efficiency and save the cost, and provide guidance for the application of Bim in the subsequent stage.
Key words: BIM; Collision inspection; Clear height analysis; Pipeline integration

1.INTRODUCTION

In recent years, BIM Technology has become a hot spot in the field of architectural design, and plays a great role in deepening design, improving efficiency, saving time and cost of large-scale public buildings. The large public building floor library has many functional divisions, large building area and complex technology, which often involves all aspects of the building, which requires high professional requirements for designers. The potential conflicts of each specialty are more and difficult to coordinate, mainly focusing on the problems of complex system and limited space distribution, inconsistent requirements of pipeline layout and clear height, structural reservation and improper professional design. These problems not only affect the quality of the project, the effect of use, but also lead to the extension of the construction period and the increase of cost. Therefore, this paper takes the academic exchange center project of a university in Henan Province as an example to discuss the implementation content and application value of BIM Technology in the large-scale public building ground database project.

2. PROJECT OVERVIEW

The academic exchange center of a university in Zhengzhou, Henan Province has a building area of 54000 square meters, 17 floors above the ground and 2 floors underground. The main underground functions are civil air defense engineering, underground garage and equipment room. BIM Technology is introduced in the early stage of engineering construction to provide services for engineering construction. In the early stage, it mainly includes BIM model visualization, design verification, design optimization, pipeline generic cabling, clear height analysis, etc.

3. APPLICATION AND ANALYSIS OF BIM TECHNOLOGY

3.1 BIM model building and visual communication

BIM Technology transforms two-dimensional Abstract drawings into three-dimensional visual models through the establishment of professional models of architecture, structure and installation, as shown in Figure 1. It realizes the visualization of the design scheme, avoids the communication obstacles caused by the limitation of drawings, and greatly improves the communication efficiency of the whole process of the whole project [1], thus providing reference for the realization of 4D construction simulation, schedule management, project management in the later stage Quality control, cost control, optimization of resource allocation, etc., provide reliable BIM model as the basis.
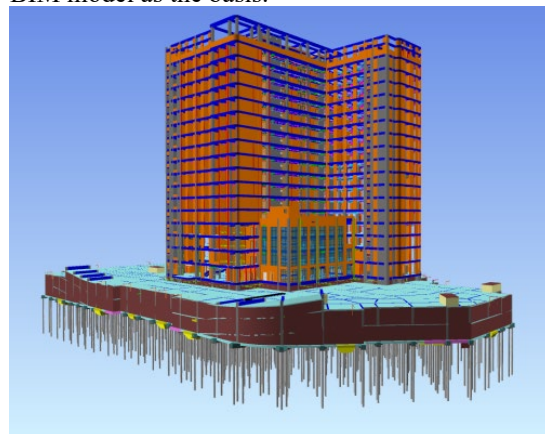
Figure 1 BIM 3D model

3.2 Collision detection based on BIM model

After the successful establishment of the BIM model, the collision tests among different professions were carried out. After finding the problem, the professional technicians were gathered to check, analyze, screen, design and modify the collision points, and finally generate collision reports. Collision checking of BIM model greatly shortens the period of finding, discussing, modifying and verifying drawing problems [2]. It can effectively improve the design quality, avoid the rework caused by design changes in the later construction process, avoid the waste of resources, and greatly improve the effectiveness and accuracy of inspection [3].
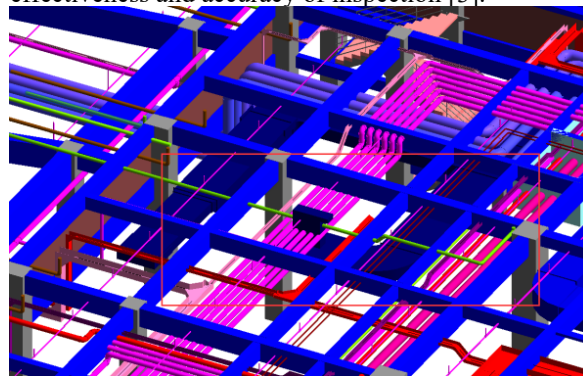
Figure 2 collision Report

More than 200 collision points were found during the collision inspection of the basement project of the center. After the invalid collision was removed, more than 160 effective collisions remained, forming a collision inspection summary list and collision report. The main problems found are as follows: first, the collision between pipeline and civil structure beam column, as shown in Figure 2; Second, installation of professional water pipes, air ducts, bridge collision problem, as shown in Figure 3; Third, structural wall and masonry wall reserved holes, as shown in Figure 4.
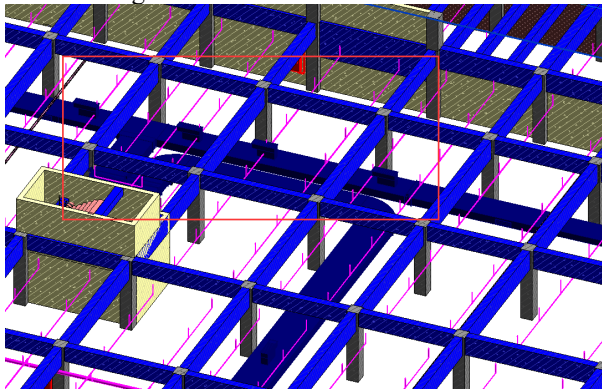
Figure 3 collision Report
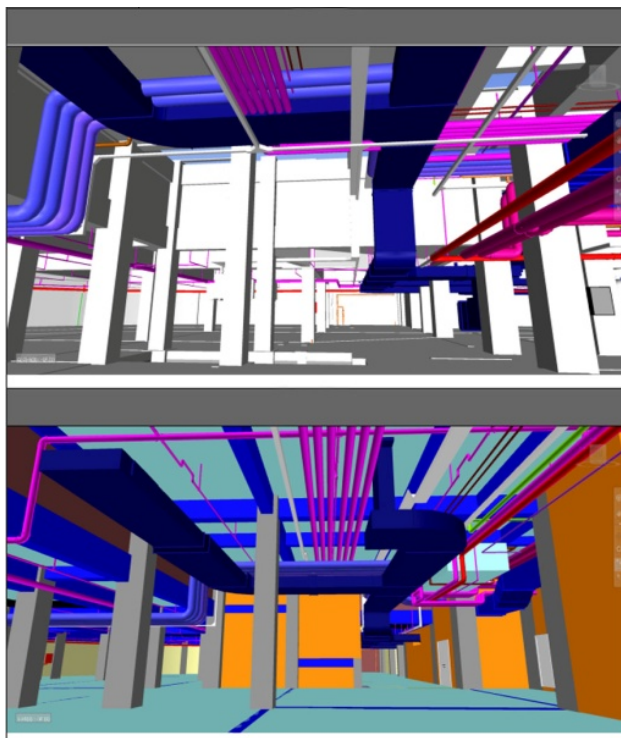
Figure 5

Mechanical and electrical HVAC installation drawings and architectural drawings in the equipment pipeline hole position is not coordinated, it is easy to cause the later wall construction, increase the lintel, and then affect the bearing capacity of the structure. Before the structure construction, BIM Technology is used to accurately locate the reserved hole position of the structural components, and visual and accurate disclosure is carried out for the construction personnel, so as to avoid secondary
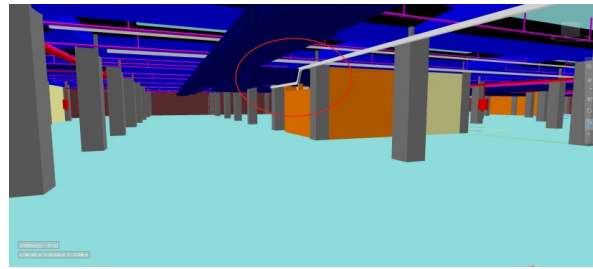
Figure 4 collision Report

3.3 Pipeline comprehensive and reserved hole review

Pipeline comprehensive balance technology is applied to the construction management technology of mechanical and electrical installation engineering, involving the installation of HVAC, water supply and drainage, electrical and other professional pipeline installation [4].

In view of the problems in collision inspection, comprehensive consideration of various factors, pipeline comprehensive balance technology is adopted to determine the priority of optimization and adjustment. The general principles are as follows: first, pressure gives way to no pressure; Second, the small tube gives way to the big one; Third, the construction is easy to let the difficult; Fourth, the wire bridge is not arranged in parallel under the water pipe; Fifth, the adjustment should consider the installation space, ceiling height, support position, etc. Figures 5 and 6 show the optimized wiring diagram.
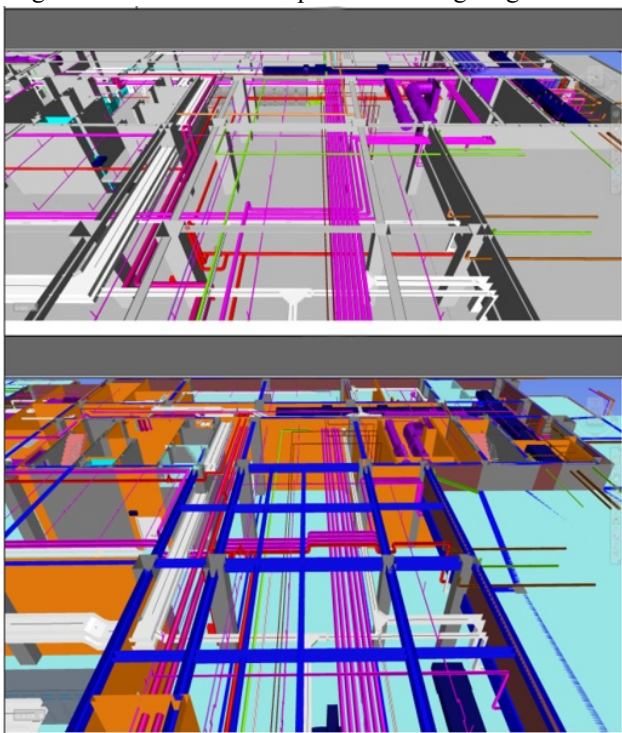
Figure 6

construction and damage to the structure. The location, shape and relationship of the reserved hole can be found directly by checking the reserved hole.

3.4 Clear height analysis

For large-scale public building basement project, many structural components and pipelines are arranged in complex space environment. The traditional net height analysis of drawings often results in the inconsistency of point to area and plane section of only one section in an

area. The complexity of mechanical and electrical pipelines, buildings and structures can not be fully expressed, and the net height analysis is useless, It can not meet the needs of fine design and construction.

The application of BIM Technology can optimize the pipeline routing, simplify the pipeline layout, reduce the difficulty of construction, comprehensively adjust the height of the pipeline, and obtain a larger net height as far as possible, increase the usable space of the building and improve the comfort of use [5]. As shown in Figures 7 and 8, the adjusted net height of the scheme derived from BIM model meets the design requirements.
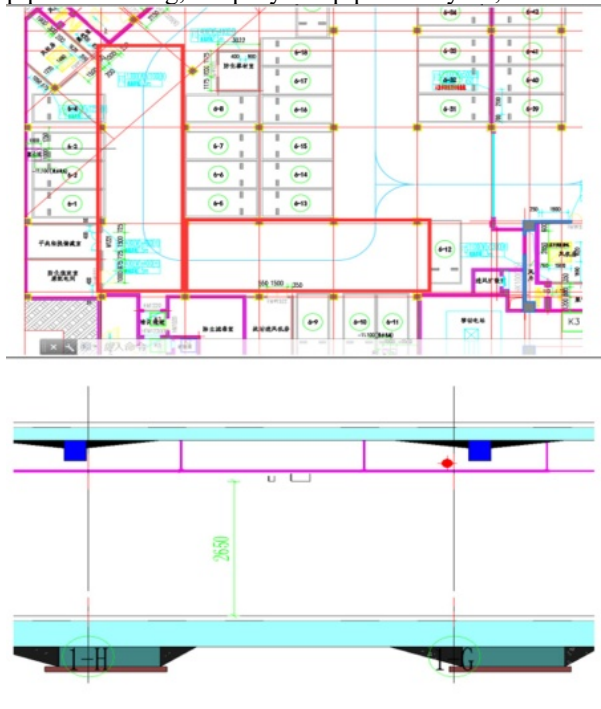
Figure 7

Figure 8

4. CONCLUSION AND PROSPECT

By means of BIM Technology, such as collision inspection, pipeline layout and clear height analysis, the design drawings are more vivid and accurate, which provides a reliable solution for the problems such as errors, omissions and missing in the traditional building installation design. It can reduce the rework, save manpower and financial resources, improve labor productivity, shorten the construction period, and provide a model for the follow-up construction simulation, engineering quantity calculation, energy consumption analysis and other work.

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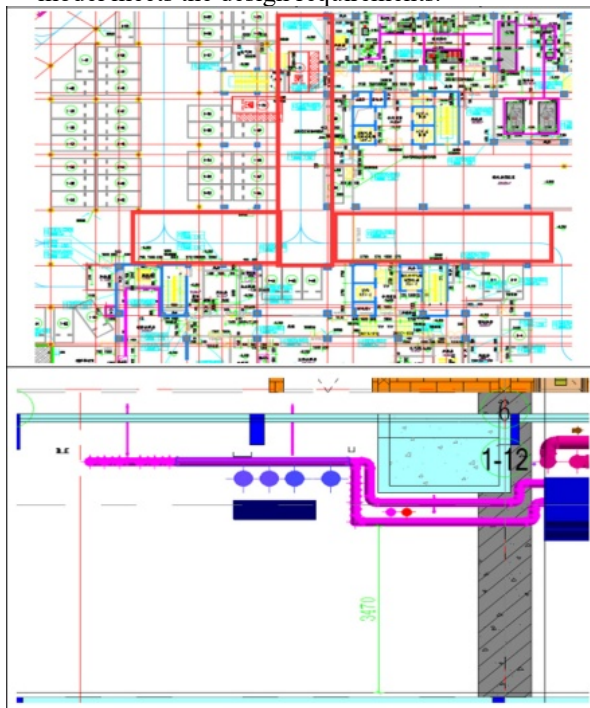
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Research on the Quality Education of Farmers in The Adult Education School --A Case Study Based on Y Adult Education School in Hangzhou

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Abstract: The development of China's economy and society needs high-quality labor force and talents urgently. As a big agricultural country, improving the quality of farmers has become a necessary and urgent task. Adult education schools are the main platform of farmers' quality education. The research on the current situation of farmers' quality education in adult education schools is of great significance for the supply-side structural reform in the field of education.
Key words: Adult education school; Farmers; Quality education

1.OVERVIEW OF CASE POINTS

This case is located in a township adult education school in Hangzhou. The adult amateur education of this school mainly includes the tutoring of upgrading to the original degree, adult "double certificate system" education, farmer quality education (vocational education) training, community education and activities, and qualification certificate examination training. The teaching organization of the adult education school has two kinds: classroom teaching and on-site teaching

2.THE ADVANTAGES OF TOWNSHIP ADULT EDUCATION SCHOOLS

2.1 The contents of the school shall meet the needs

Township adult education schools are places for farmers to accept continuing education, it understands the actual needs of rural areas and farmers, can do urgent farmers urgent, think farmers think.[1] Township adult education schools carry out courses close to farmers' production needs,such as forestry, fruit trees, rice, water bamboo training.

2.2 Farmers have a strong desire to learn

With the development of society, the structure of agriculture has changed and the occupation of farmers has been differentiated. In order to improve production capacity and competitiveness to obtain more economic benefits. Farmers need to learn various new varieties, new technologies and new methods urgently.

2.3 Rich experience in running schools

Adult education schools have a long history. In a sense, the training of the early peasant movement can be regarded as an educational activity for peasants. Township adult education schools have some experience in carrying out quality education to farmers.Due to its special nature, township adult education schools have long been able to make full use of all kinds of teaching resources to run education, and form a long-term cooperative relationship with local government, scientific research institutions, colleges and universities.

2.4 The school has sufficient funds

Township adult education schools' income mainly comes from government subsidies and grants. The township adult education school mainly carries out quality education activities for farmers, community education activities and activities for retired workers. For each piece of work, the government allocates money every year. To farmer quality education, the government has detailed task index every year. The government pays for training courses based on the number of farmers who participate.

3.THE DILEMMA OF CARRYING OUT FARMERS QUALITY EDUCATION AT TOWNSHIP ADULT EDUCATION SCHOOLS

3.1 Lack of full-time teachers

Due to the special nature of township adult education schools , the teachers of this schools are mostly part-time teachers hired from other schools. The educational knowledge and ability of these teachers are mostly aimed at college students with a higher knowledge base, but not suitable for farmers in middle age. Therefore, the expected effect cannot be achieved in the teaching process.[2]

3.2 Emphasis on skills rather than culture

A famous American scholar and former president of the University of Chicago once said, "Education must get rid of the simple mode of career acquisition and talent training, and shift to the goal of realizing the real value of life." The quality education of farmers is not limited to basic education, but pays more attention to the cultivation of farmers' various qualities. [3]But at present, the schools pay more attention to the training of basic knowledge and vocational skills of farmers, and lack the cultivation of spiritual culture, ideology and morality.

3.3 Theoretical teaching lacks attraction

Farmers' learning is not satisfactory in the theoretical classroom. Some farmers are not interested in or difficult to understand what the teacher says in class, so they do not pay attention to the teacher or even have no patience to listen to the whole class.

4. SUGGESTIONS

4.1 Enhancing school competence

4.1.1 Implement policies and measures

The school should conscientiously carry out a series of measures for the quality education of farmers made by the government, and combine them with the specific situation

of local farmers. Guided by the government's guidelines and policies, the development of farmer' quality education should be done well.

4.1.2 Improving the quality of teaching

Schools should turn their energies to improving the quality of teaching, obtain more social support through a variety of prevention, change the teaching style of theory courses, and attract the interests of farmers. In addition, schools can also carry out on-site teaching mode, setting the classroom in farmland, orchards, woodlands.

4.1.3 Enrich the curriculum content

Schools should also combine the actual development of farmers to enrich the curriculum content, and pay attention to the spiritual and cultural education of farmers while offering courses focusing on skills training, so as to improve the comprehensive quality of farmers.At the same time, adult education schools should be flexible to adjust the number of students, the number of students can not be limited so as to hinder the enthusiasm of farmers.

4.2 Farmers enhance their self-awareness

4.2.1 Identify their needs

Because of its own limitations, "reading useless theory" in the farmer's higher degree of recognition. Farmers must face up to themselves, see their own advantages and disadvantages, clear their own needs.Then, choose the right training courses, rather than blindly follow the trend.

4.2.2 Establish awareness of learning

Perhaps because of the imbalance between input and output, or because of the pattern of vision, some farmers can not deeply realize the huge role of knowledge in improving the quality of population and improving the living standard. Understanding is both the basis and the driving force of reform. It is urgent to develop the quality education of farmers to set up their learning consciousness. At the same time, the awareness of lifelong learning should also be established among the peasants. Learning is not a task, but a life-long process.

4.2.3 The media have intensified publicity efforts

As an important modern information dissemination tool, media should also play its due role in the quality education of adult farmers. On the one hand, the media should pay more attention to the development of rural adult education schools, report relevant content, and increase the government and society's attention. On the other hand, farmers have limited access to media in daily life, so they can't have a good understanding of the quality education for farmers carried out by adult schools in towns and villages, which easily leads to them missing a lot of opportunities to receive quality education.the media has intensified propaganda efforts to spread the importance of quality-oriented education among farmers and enhance their learning awareness.

5.THE SUMMARY

Agriculture, countryside and farmers are important issues related to China's reform, opening up and modernization. As the core of "agriculture, rural areas and farmers", the fundamental solution to the problem lies in improving the comprehensive quality of farmers. The quality education of farmers is also an important part of China's education system, which undertakes the important task of improving the scientific and cultural quality of farmers, and promoting the development of rural economy and society. [4]As the main place of quality education for farmers, [1] adult schools will play an increasingly important role in the future.

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Research on Performance Evaluation of Fresh Agricultural Products Supply Chain Operation in Sichuan Province

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Abstract: In the supply of fresh agricultural products in Sichuan Province, there are many links, such as picking vegetables and fruits, sealing and preservation, packaging, long-distance transportation and so on. In order to prevent rot and pollution, we need to establish a perfect evaluation system to better serve consumers. Based on this, this paper describes the fresh agricultural products supply chain operation performance evaluation thinking optimization strategy, and focuses on the construction of evaluation system method, for reference.
Key words: Sichuan Province; Fresh agricultural products; Supply chain operation performance

1.INTRODUCTION

With the continuous development of the national economy and the rising living standards, fresh products have become one of the food sources in people's daily life. In order to meet the corresponding demand and promote the rapid development of the industry, a variety of operation modes have been developed, which also makes it face certain risks and challenges, By recognizing the role of the performance rating system, and actively exploring, enterprises work out the appropriate system.

2. THE OPTIMIZATION STRATEGY OF SICHUAN FRESH AGRICULTURAL PRODUCTS SUPPLY CHAIN OPERATION PERFORMANCE EVALUATION

2.1 Principles of system construction

2.1.1 Design principles

When setting up the index content of performance appraisal, it needs to meet the principle and standard of smart. Smart is proved by the practice of some foreign enterprises, which can produce obvious effect on the overall operation" S "definiteness. It refers to the determination of performance appraisal standards, such as timeliness and quantification of agricultural products storage, packaging, production and other standard contents, so as to ensure that the requirements of each company in the whole supply chain are clear and accurate, so as to improve the operation efficiency and ensure the quality of fresh agricultural products" M "measurement. Through the measurement in the calculation, we can get the qualified standard of agricultural fresh products, evaluate the contents in many links, find out the loopholes and imperfect contents, prevent employees from fishing in troubled waters, and improve the system in time" A "realization. The goal of performance appraisal is to reflect the real internal situation, so as to adjust the overall strategy and means of future development. At the same time, the company in the supply chain can observe the dynamic and related interests after the completion of the indicators, so as to increase the attention to this aspect" R "correlation, which is carried out on the basis of performance appraisal standards, there is a close relationship between the two, so comprehensive factors should be considered in the process of index formulation" T "time limit. It is necessary to complete the performance appraisal work within the specified time, so that the relevant companies can complete the work according to the specified time and the corresponding demand, and improve the supply chain system [1].

2.1.2 Scientific principle

In the process of constructing the evaluation index system of fresh agricultural products, we need to follow the scientific principle. According to the actual situation of each enterprise, to draw up a certain difference of index content, so that the process of work gradually to scientific development, and then to its different stages of work content and corresponding functions, give the relevant evaluation score, through different types of system, reflect the overall effect of benefit. Not only that, the performance evaluation index should also include the logistics and transportation work of refrigerated chain, the quality level of fresh agricultural products, service awareness and other aspects, so as to promote the work to a better direction.

2.1.3 Economic and objective principles

The ultimate goal of performance appraisal is to gradually improve the overall supply chain, reduce the internal cost of the company, improve the quality of fruits and vegetables, and improve the operation efficiency, so as to enhance the competitiveness in the market and optimize the economic benefits. In the development of the corresponding performance appraisal content, we need to integrate the principle of economy into it to seek more benefits for ourselves, so as to analyze that the principle of economy can meet the needs of relevant development. Economy is not to gain profits within a period of time, but to be able to obtain relevant profits for a long time. The management of the company can make the supply chain of fresh agricultural products gradually conform to the development of the company by formulating a perfect performance evaluation mechanism, Promote the relevant companies to achieve the short-term or long-term goals, and prevent the company from focusing on the immediate interests and ignoring its long-term development.

2.2 Optimization index design

2.2.1 Customer dimension

The customer supplier dimension index mainly refers to the consumer's own experience and satisfaction with the corresponding company. The index needs to feedback the production base to the customers. The purchasing staff mainly involves the quality of fruits and vegetables, after-sales experience, the effectiveness of distribution, cost-effective and other aspects, so as to judge the overall market situation and circulation degree. The supply merchant can evaluate the supply, logistics, distribution, storage and other aspects, thus reflecting the overall operation, convenient for checking the shortage and leakage, and gradually improving the system construction.

2.2.2 Financial indicators

In the supply chain of agricultural products, the financial dimension is responsible for increasing the company's economic income, reducing related expenditure and maximizing the benefits. Therefore, the related indicators can be set according to the cost and income. In terms of cost, the company is pursuing low input and high income. In the overall supply chain, the cost includes warehousing, transportation, packaging and distribution. Through designing the above contents into indicators, and then analyzing and calculating the relevant data, the most reasonable system is drawn up, the utilization efficiency of resources is increased and unnecessary expenditure is reduced, Save the cost of the investment. From the aspect of income performance, as the initial motive force of the company's development, the content and future development of comprehensive performance can be determined by relevant assessment standards, which is convenient for leaders to adjust and modify the strategic content and improve the profit quantity obtained by the company [2].

3. CONSTRUCTION OF PERFORMANCE EVALUATION OF FRESH AGRICULTURAL PRODUCTS SUPPLY CHAIN IN SICHUAN PROVINCE

3.1 Product quality

In the fresh supply chain of agricultural products, the key is the quality of fruits and vegetables. Therefore, in the process of building the performance evaluation system, the content has been regarded as a very important indicator, and the specific content can be formulated according to the differences of product characteristics and nature. Generally speaking, product quality should be determined by its qualification probability and freshness.

3.2 Logistics

Logistics companies connect multiple nodes in the supply chain, which is a very key content in the overall operation process. At the same time, it also has a close relationship with the final quality of products. Therefore, logistics should be regarded as another important index, which includes the following two levels:

3.2.1 Integration degree in logistics service. Whether the nodes involved in the supply chain can coordinate with each other to achieve the balance of supply and demand.

3.2.2 Delivery order completion. Whether the order can be delivered within the relevant time and standard, so as to ensure that there will be no over time or wrong order.

3.2.3 Efficiency of resource use. Storage, transportation, human resources, can be used reasonably in the work.

3.2.4 Flexibility in logistics service. When carrying out transportation and storage, it can adapt to the changes of weather and environment.

3.2.5 Product loss probability. It mainly refers to the probability and situation of damage of fresh products in the process of transportation.

3.3 Service quality

With the continuous reform and development of the market, consumer awareness has gradually improved, which makes the service quality become the current focus. By incorporating this aspect into the performance evaluation system, it is conducive to increase the attention to this link and enhance the competitiveness.

3.3.1 Response time. In the fresh supply chain, it is necessary to respond to the needs of customers in time.

3.3.2 Service reliability. The quality level of products in the order, as well as the timeliness and accuracy of delivery.

3.3.3 Satisfaction. Whether the customers are satisfied with the corresponding service quality after purchasing, and the number of complaints.

3.3.4 Product satisfaction, customer satisfaction with product quality and packaging, and whether there is any return.

4. CONCLUSION

It can be seen from the above article that under the current trend of social and economic development, the supply chain of fresh agricultural products is gradually growing, which makes the channels of food sources continue to broaden. In order to promote the gradual development of this field, we can use the design principles, scientific principles, economic and objective principles to optimize the dimensions of customers and financial indicators and enhance the economic interests of the company when formulating the performance rating system.

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The Construction of Theoretical Translatology Based on The Essence of Translation

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Abstract: With the continuous development of translatology, this paper takes the construction of theoretical translatology as the main research factor, expounds the significance of translation essence in the construction of theoretical translatology, and probes into the inevitability of the construction of theoretical translatology as well as the construction method of its scientific framework and connotation, hoping to be beneficial to the long-term and sustainable development of theoretical translatology.

Key words: The essence of translation; Theoretical translation studies; Construction

1. THE SIGNIFICANCE OF TRANSLATION ESSENCE IN THE CONSTRUCTION OF THEORETICAL TRANSLATION

1.1 The essence of translation is the starting point of translation

For theoretical translation, its basic philosophical problems include metaphysical thinking and exploring whether translation is universal. The essence of translation is the starting point of translation. Specifically, ontology is the core. In translation science, there is a phenomenon of perceptual coverage of empirical science in the field of practical research, In this link, ontology can strictly control the boundary, and on the nature of translation itself, it is closely related to various "practice" and "experience" and other event factors. This series of translation behaviors belong to the core of translation science. The essence of the purpose of exploring translation is to clarify its changes and changes, so as to effectively guarantee the authenticity of translation behavior Absoluteness and integrity ensure the acquisition of correct knowledge of translation.

1.2 The essence of translation is an important object of translatology

From the perspective of empirical science, the diversified evidences involved in translation studies are all derived from the translation problems in the empirical world. If we can't comprehensively control the research on the core problems, it will make it difficult for the universal knowledge actually obtained to play its role in promoting the progress of the discipline, It can be found that ontology promotes the construction of the structural network of translation studies. In this process, translation is the main body of the whole, and the axis is "change". From this point on, we can clarify the relevant theories through the study of translation studies. From this point on, we can dig out the key elements of translation and the relationship between them, and grasp the essence of translation and the subject of translation studies.

1.3 The construction of meta discipline should be based on the essence of translation

According to the current situation, the decisive factor in the emergence and development of diversified disciplines is not only the application of scientific methods, but also the study of systematic theories and problems. Based on this, throughout the translation discipline, the meta discipline of translation studies occupies an important position in theoretical translation, Earlier, the scholar Holmes issued a manifesto, emphasizing that the object of translation studies is "translation phenomenon", and regarding "describing the experience of special phenomena and establishing the principles of explaining and predicting phenomena" as the scientific goal. Under the promotion of his theory, theoretical translation studies have made remarkable progress, In addition, as far as translation itself is concerned, it is a very complex factor, mainly manifested in the three-dimensional space of language, culture and thinking. In order to effectively guarantee the theoretical research of translation, we must pay attention to the reflection on the basis of the essence of translation [2].

2. ANALYSIS OF THE CONSTRUCTION OF THEORETICAL TRANSLATION BASED ON THE NATURE OF TRANSLATION

2.1 Nature of theoretical discipline

The construction of theoretical translation depends on the support of theoretical part. From the perspective of subject orientation, translation belongs to the metadiscipline of translation, that is, the upper subject which integrates general translation, special translation and applied translation. It is necessary to study the essence of translation and the theory of fundamental nature through the application of theoretical thinking, In order to explore the diversified translation phenomena and to clarify the laws of the relevance between these phenomena and the actual situation, consciously predict and dominate the translation behavior. Meanwhile, it can also provide guidance for the research on the multiple branches of theoretical translation, and ensure that different levels of theoretical category system are established and integrated and interactive, The theory of logical consistent proposition is established as a whole to ensure the high self consistency within it.

Some studies have shown that some people have some cognitive errors in translation science. Most of them think that theoretical translation is only a subject that studies abstract principles. In fact, theoretical translation is a subject which takes solving and explaining specific translation problems as the foothold, and carries out by the implementation of practical cases or data and experiments, It is not a virtual translation that some people call virtual translation. Therefore, it can be clear that theoretical

discipline is the important core of theoretical translation construction. Relevant personnel must pay attention to it, ensure that they can give full play to the abstract and comprehensive role of theoretical translation, and realize the search for truth of problems. Attention should be paid to the basic research, which needs to abandon one-sided and blind, From the outside to the inside, we should ensure that the essence of translation is universal.

2.2 Subject connotation

For the subject of theoretical translation, its subject connotation mainly refers to the philosophical problem of taking translation as the research object. In essence, it is the reflection on the basis of ontology, epistemology and methodology of translation science made from the perspective of meta subject level. In depth, the purpose of translation theory is clear in the development of translation studies, And to clarify the logical structure and language expression of various terms, concepts, statements and propositions, and then based on this, we can understand the tension relationship between translation experience and translation theory, and ensure that the construction of translation axiom system can be realized on the basis of reducing its ambiguity.

On the ontological level, translation knowledge is obtained through the study of practical problems, which is not limited to translation experience. Theoretical translation studies make certain assumptions and predictions on universality issues, thus providing guidance for the follow-up translation research, which makes it based on the core of translation essence, and by means of hypothesis verification, induction and deduction, abstract synthesis and so on, To realize the logical thinking of universal translation. For epistemology and methodology, the former aims to realize the understanding of scientific knowledge by means of terms, concepts, statements and propositional expressions, so as to construct the axiom system of translation science, to the greatest extent, to guarantee the breakthrough of the bottleneck of translation and the development of the subject. The latter aims to reveal the mechanism of translation through the construction of the rebate theory model.

2.3 Subject extension

In the construction of theoretical translatology, we need to pay attention to the relationship with translatology theory, applied translatology and general translatology, which is closely related to translatology theory. Generally, the former needs to be the basis of the latter, while the latter correspondingly serves as the object of the former, and the relationship between the former and applied translatology can be used as a theoretical guiding factor to realize optimization and progress in the research of the latter, Finally, compared with special translatology, the construction of general translatology needs to be based on special translatology, but the difference between special translatology and theoretical translatology is more significant.

3. CONCLUSION

To sum up, the construction of theoretical translatology based on the essence of translation is inevitable. The meta discipline, meta theory and other factors involved are the core factors in the construction of theoretical translatology framework. Its importance is beyond doubt. Relevant personnel must pay attention to its integration and thinking, so as to ensure the promotion of the development of translation discipline.

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Discussion on The Changes of Techniques and Tactics in Volleyball Match and The Key Points of Training

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Abstract: With the development and change of society, sports competition has ushered in a new round of development cycle. At this stage, people pay more and more attention to the development of sports events. It is in this context that the tactics of volleyball competition have also ushered in new changes. In order to make up for the shortcomings of traditional volleyball competition tactics, and to increase the team cooperation and the winning rate of volleyball competition. In this paper, from the perspective of the changes of volleyball skills and tactics and training focus, we hope to find out the skills and tactics suitable for modern volleyball competition through the collocation and adjustment of current volleyball tactics and techniques, so as to promote the development of modern volleyball competition.
Key words: Volleyball match; Technical and tactical changes; Training focus

1.INTRODUCTION

Since entering the modern society, the scoring system of volleyball matches has changed. Now every volleyball match is scored according to the scoring system of each ball. The outstanding changes make the volleyball cause of various countries glow with new vitality. Every country is trying to give full play to the potential of each athlete and formulate a competition strategy with both attack and defense. Because of the change of the competition system, the modern volleyball competition tactics have some changes, these changes make the traditional volleyball training point also inclined. In order to promote the development of modern volleyball, we need to take the competition system of modern volleyball competition as the basic point, strengthen the strategy and tactics around the scoring system of modern volleyball competition, and change the focus of training to match the strategy and tactics in order to ensure the smooth implementation of the strategy and tactics.

2. ANALYSIS OF THE CHANGES OF TECHNIQUES AND TACTICS IN MODERN VOLLEYBALL COMPETITION

Before the 1990s, most of the volleyball matches in the world were based on the attack as the main competition mode. People only take the counter defense strategy at some specific time. After the 1990s, great changes have taken place in the whole volleyball industry, among which the most obvious change is the technical and tactical changes in the volleyball competition, which is mainly caused by the changes in the competition system. In order to win the competition, volleyball teams in various

countries have changed their training focus and direction. In order to adapt to the changing competition environment, the volleyball team first needs to improve the physical function of the players, and then enhance the ability of the players to a higher level in the previous competition standards. For example, to improve the smash ability, defense ability, Bounce Ability and so on, these training adjustments are to use the changes of the court system, which is more convenient for the volleyball team to win the final victory. The change of the court system has promoted the development of the technology and tactics of the volleyball competition. The anti counter strategy, which was forgotten by people, has now ushered in a new development opportunity. The modern competition system is more suitable for the volleyball team to use the anti counter strategy to find the opponent's loopholes to fight back.

3. THE CHARACTERISTICS OF MODERN VOLLEYBALL TECHNIQUES AND TACTICS

3.1 Technical features

In order to defeat opponents quickly and win points, many players choose fast, accurate and ruthless competition strategy. In order to win with one strike, many volleyball players need to make corresponding technical actions in a short period of time, that is, in a short period of time, volleyball players need to cooperate with each other, play their tactical advantages, and then get points.

Volleyball players in the daily training of honing skills need to play a role in the field, the results of daily training applied to the formal competition, players use the inertia of volleyball itself plus their own technology can in an instant play Super explosive volleyball, causing damage to the opponent, so as to get points.

3.2 Movement characteristics

overall. In the volleyball field, the volleyball team needs to take turns to stand, and each player has to intercept and smash. At the end of each round, the players need to adjust their position, and the people in the rear need to defend and coordinate. The whole volleyball competition stresses team cooperation, but different from the general cooperation, each player should act as a generalist in the formal competition. In order to be better competent for the role of generalist, players need to master many techniques such as receiving, serving, smashing, intercepting and passing. From this change, we can see the comprehensiveness of volleyball.

Antagonism. In terms of the nature of the game, volleyball is a sport integrating attack and defense. Players cherish every minute and make good use of every minute to attack

and defense. From this point, we can see the antagonism of volleyball.

4. KEY POINTS OF TECHNICAL AND TACTICAL TRAINING IN CONTEMPORARY VOLLEYBALL COMPETITION

4.1 Receiving and attacking are the key points of training

Since the reform of the scoring system, all teams have adjusted their training mode to find out the scoring methods according to the scoring system. At present, receiving and serving are the key points of volleyball scoring. From the perspective of scoring per ball, players can complete high-quality attack and defense in a short time when receiving and attacking, and can quickly accumulate points. Volleyball competition is about teamwork, which attaches great importance to the position of the players, scientific position can make the opponent unable to cross the defensive line, become unable to start, and then improve the probability of winning. In the field, volleyball players often take the way of one attack to get points, such as common strong attack, high point strong attack, cross attack and so on. These techniques and tactics are based on one attack.

4.2 Strengthen the special training of receiving the second pass attack and interception ability

Starting from the scoring system of each ball, in order to win the game, each team often needs to improve the offensive ability of the whole volleyball team, especially the offensive ability of the setter in the volleyball team. The setter position can cooperate with the No. 1 position to launch a strong attack, but also can quickly intercept the attack of the other side. Attaching importance to the training of attack and interception ability of setter position will greatly improve the team's probability of victory.

4.3 Strengthen the attack of serve and take the initiative to jump serve

In the current volleyball training, every volleyball team attaches great importance to the improvement of the team's overall ability. At present, the service score is the key for the volleyball team to win in the field, so improving the aggressiveness of the service can help the volleyball team accumulate scores. The application of anti counter strategy can significantly improve the aggressiveness of serve. Through the special training of serving skills for volleyball players, the destructive power of serving can be improved. Athletes in practice to serve the strength, direction, service point and with strategic and tactical contact, can achieve twice the result with half the effort.

4.4 Improve interception pre judgment skills and strengthen special training of offensive interception technology

In addition to scoring, in the formal volleyball competition, both teams in the game, need to do a good job in Volleyball Attack and defense, volleyball team itself in addition to having super high attack ability, but also to improve the team's interception ability. On the one hand, high precision interception can prevent the other side from scoring, on the other hand, it can also improve the probability of their team winning. The key to interception is to accurately predict the direction and landing point of the ball.

When using offensive interception technology, it is easy to lead to poor interception effect due to volleyball players' individual stagnant effect, arm flexion and extension, and interception range, and finally the offensive interception technology can not achieve the expected effect. Therefore, in order to improve the success rate of offensive interception technology, the volleyball team needs to improve the team's pre judgment skills, jumping height and other aspects of practice, through the planned improvement can significantly improve the volleyball team's interception skills, and then achieve good results.

5. CONCLUSION

In general, due to the changes of the competition system, the techniques and tactics of modern volleyball and the key points of the competition have also changed correspondingly. The new strategies and tactics and training methods have consumed a lot of energy of the players. The purpose is to study the competition tactics in line with the changes of the modern competition system, which has promoted the development of volleyball competition.

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Learning Community: A New Way of College Counselor Team Construction

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Abstract: With the continuous attention of the party and the state to the construction of college counselor team and the enhancement of the role and role of counselor team in the talent training of colleges and universities in the new era, the establishment of a professional and expert counselor team has become the goal of the construction of college counselor team in the new era. Learning community is one of the successful practices in the exploration of counselor team construction in recent years. Colleges and universities should speed up the theoretical research and practical exploration of counselor learning community construction, speed up the construction of counselor learning community, and effectively boost the construction of college counselor team.

Keywords: Learning community; College counselors; Team building; New path

1.INTRODUCTION

College counselors, as the front-line organizers and implementers of College Students' daily ideological and political education, as the guides and guides of College Students' study and life in school, the continuous improvement of their own quality is an important guarantee and solid foundation for colleges and universities to strengthen and promote college students' daily ideological and Political Education in the new period, and implement the fundamental task of moral education. Therefore, in recent years, the party and the state attach great importance to the construction of the counselor team, and have successively issued the "opinions on strengthening the construction of the counselor team in Colleges and universities" and other relevant systems, pointing out the direction for the work of counselors and the construction of the counselor team. Strengthening the construction of learning community is one of the important ways to promote the specialization and professionalization of college counselors, which should be paid attention to and studied in theory and practice.

2. THE THEORETICAL CONNOTATION OF LEARNING COMMUNITY

Learning community is the objective need of professional and professional development of counselor team, which is conducive to creating a good learning atmosphere, promoting the construction of counselor team culture, and promoting the construction of counselor team [2]. The so-called learning community refers to a formal group composed of different counselors for a common goal. The common behavior goal and effective communication and writing are the essential characteristics of the community. To strengthen the construction of learning community of college counselors, we should focus on promoting the professional construction and professional growth of college counselors, establish an effective team cooperation mechanism of counselors, promote the discussion of daily teaching management and the exchange of relevant experience, and explore a new mode conducive to the better and faster growth of counselors. The construction of learning community is an important link in the construction of college counselors. It is also an important means to promote the individual self-improvement and self-development of college counselors, so that they can better perform their duties and fulfill their mission. It is also an inevitable requirement to adapt to the development of the times.

3. THE PATH ANALYSIS OF PROMOTING THE CONSTRUCTION OF COLLEGE COUNSELORS WITH THE CONSTRUCTION OF LEARNING COMMUNITY AS THE STARTING POINT

Practice has proved that learning community is an effective way to promote the construction of college counselors [3]. In this process, the construction of learning community has become the key. Colleges and universities should take a number of measures to effectively promote the construction of counselor learning community, and effectively promote and boost the construction of college counselor team. In this process, we should focus on the following aspects:

3.1 Cultivate leaders of learning community team and improve team construction quality

The core work of the construction of counselor learning community is to cultivate and introduce high-level team leaders, which is the primary task of strengthening the construction of counselor learning community[3]. An effective counselor learning community must have a high-level, high-quality team leader, in order to effectively promote the construction and development of the whole learning community. In the process of building a counselor learning community, colleges and universities should strengthen the training and selection of excellent instructors, pay attention to the introduction of excellent talents, train and train a number of leading counselors who stand in the front of counselor career development and have higher professional literacy and professional ability, thus effectively promote and accelerate the construction of counselor learning community.

3.2 Establish the team consciousness of counselors and enhance the cohesion and centripetal force of learning community

The essence of counselors' learning community is to establish an effective team. In this team, each counselor should effectively combine learning with work, boost work through common learning, and test learning results through work. They should change from passive learning to active learning, and turn learning into an active and

conscious behavior of counselors themselves. At the same time, In the learning community, the tasks undertaken by the team must also rely on the strength of the team. Therefore, every counselor in the learning community must unite and cooperate, give full play to their own strengths, learn from each other and complement each other. This requires that the counselors in the learning community have a strong overall concept and team consciousness, Both theoretical research and practical research are inseparable from the collective strength of the team. Therefore, first of all, we must make clear the goals of the group and give full play to the potential of each counselor. Secondly, we must adapt measures to local conditions and work out the career development goals and growth plans of each member according to the characteristics of each counselor, Strive to build a good platform for every counselor in the learning community.

3.3 Strengthen flexible management to realize the organic integration of personal growth and team development

Considering the different classes of each counselor and their own autonomy characteristics and work autonomy needs, in the process of building a learning community, we should adhere to the principle of flexible management. In other words, we should divide the individual working hours of counselors in the learning community into flexible working hours and team working hours. In flexible working hours, counselors can independently choose specific learning methods and contents according to their own actual situation, while in team learning time, they should abide by the learning requirements of the learning community. The advantage of doing so is that on the one hand, counselors can have some free time and space, and they can better coordinate their families and families At the same time, we can participate in the work of counselors' learning community with a more positive attitude, improve the cohesion of counselors' learning community, and improve the effect of learning community in promoting counselors' individual professional development and overall career construction.

4.CONCLUSION

In a word, with the development of the times, the work of college counselors is more complex than before, the degree of specialization and requirements are constantly improving, and the quality of counselors is also put forward higher requirements than before. In the process of career development, some counselors are not suitable for the ideological and Political Education of college students, The construction and improvement of the learning community can just create a good carrier for the individual growth of counselors. Counselors should actively improve themselves, actively participate in the counselor learning community suitable for their own career development, strive to achieve self-development with the help of the strength and platform of the team, better improve themselves and develop themselves, and actively adapt to the professionalization and development of counselors The development trend of specialization.

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Research on Detection of Abnormal Nodes in Computer Network Based on Internet of Things

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Absrtact: The traditional computer network abnormal node detection scheme can complete the computer abnormal state detection work, but its detection effect is not ideal, the detection result is not stable, so the detection method needs to be reformed. This paper briefly introduces the computer network architecture, introduces the Internet of things technology, completes the computer network abnormal node detection on the basis of identifying the source of abnormal node data, and effectively improves the efficiency of computer network abnormal node detection.

Key words: Internet of things technology; Computer network; Abnormal node detection

1. INTRODUCTION

The rise of the network platform makes the computer become an indispensable part of people's daily life. Through the monitoring of various traffic data in the network, we can find various abnormal situations in the computer environment in time, and take corresponding solutions to ensure the normal operation of the computer network. Nowadays, the Internet of things technology has been widely concerned by all walks of life. As the key technology of computer traffic analysis in network security, it can effectively guarantee the normal operation of the computer network and ensure the universality and security of the computer.

2. INTRODUCTION OF COMPUTER NETWORK ARCHITECTURE

The computer network architecture is mainly divided into internal level, network organization and network configuration. The implementation of the network system is based on the Internet application program, and with the help of electronic equipment, relying on the information interaction mode for data transmission. Through the division of information attributes within the network, we can find that the types of information interaction mainly include two modes: on the one hand, it is homogeneous group information interaction, that is, the background, experience and needs of the information interaction groups are similar, but there are certain particularities between each individual, so other members of the group can not replace it for information interaction. On the other hand, for heterogeneous group information interaction, it is mainly used in different network configurations of computer network structure to describe the computer network, providing a special information interaction channel for it, and the information interaction has not received the restriction of double anti identity [1]. In the whole computer network system, network protocol is an indispensable part. A complete network system should be equipped with a relatively complex network protocol set.

Network protocol is a management method to improve the efficiency of network process through active identification of system structure. Different network structure projects have the same goal and relevance, and the bottleneck becomes to achieve all the information related to its goal [1].

The computer network contains a number of interconnected network nodes. These information nodes contain the central topic, network suggestions, threat reminders and other information. Under the behavior mode of other information nodes, data exchange and transmission are carried out in an orderly manner to complete more reasonable information feedback. All nodes should abide by the "structured management system" of computer network system, and rely on the layered principle to make the individual structure of different information terminals consistent. The influence of computer network nodes is mainly the effect of its influence on other information nodes in the network system. Its core elements are the following three variables: the interaction ability of information nodes, the interaction strength between different nodes, and the influence of information nodes in the ideal state. It can be seen that the computer network system is restricted by different information nodes, and the ideal influence will be transformed into node influence under the effect of network load.

3. THE ROLE OF INTERNET OF THINGS IN COMPUTER NETWORK

First, Internet of things technology can help computer network centralized management. During the operation of computer network system, it is necessary to evaluate the massive data quantitatively to realize the dynamic perception of the whole computer system. This needs to consider the information data of different levels, sources and nodes in the computer network, as well as the possibility of other information mixed between the data. The application of Internet of things technology can carry out information exchange and communication through information media, and set information exchange threshold to complete centralized data management. Once it exceeds the corresponding threshold, the node generation chain will be identified as the key management node, and visualized through quantitative model, which is convenient for staff to carry out operation and maintenance analysis. After completing the above steps, the data information source can be locked, so as to realize the centralized management of computer network. In the home security work, we can also use the smart home appliance system to set the instantaneous power threshold, and cut off the power supply automatically in special circumstances [2].

Second, the Internet of things technology can help the computer network to improve the data transmission chain. The core of the application of Internet of things technology is sensor technology and embedded technology. As far as the conventional computer network system is concerned, a large number of user data is the basis for data exchange, which is also the main processing method of Internet of things technology in the computer network. It collects and analyzes the computer log information, generates a complete data processing diagram, and uses the phase information in the acquisition system The corresponding data transmission rules are formulated and applied to the data acquisition media. By using the intelligent identification, positioning, tracking and other functions of Internet of things technology, the event chain parent nodes in the computer network are aggregated, the energy efficiency service types of different sub nodes are analyzed, the transaction end time of the latter IP is covered by the transaction end time of the former sub node, and the latter sub node is deleted.

Third, Internet of things technology can help the computer network to track the fault node. The information security mechanism in the Internet of things technology can reverse track the virus source in the computer network, which is a challenging task. We can collect the infection source data through the information in the IP network nodes, and use it to infer the unknown infection source. As far as the current development level is concerned, if the state of the Internet of things network node is found by the system, the pollution source control of complex computer network system can be preliminarily realized. According to the experiment of IP nodes in computer network system, only 15% - 25% nodes of the detected individuals need to be tracked and judged to complete the localization of network propagation source, that is, the propagation source location can be roughly locked [3].

4. COMPUTER NETWORK ABNORMAL NODE DETECTION SCHEME BASED ON INTERNET OF THINGS TECHNOLOGY

4.1 Building node monitoring model

Internet of things (IOT) is different from traditional Internet. The fundamental difference lies in the difference of information transmission source collection. IOT mostly relies on sensor system node data detection. Based on the Internet of things technology, the abnormal node detection of computer network requires signal sampling at the final output node of the network, and the corresponding data in the normal state of the computer network as a reference for subsequent testing. With the help of the existing abnormal node information, it is necessary to select, judge and analyze the information of analog computer network, so as to determine the working condition of the whole circuit and the actual abnormal node. According to the IOT network, this paper establishes the mathematical model of abnormal node data, selects the node data characteristics, compares the normal node data with the abnormal node data, extracts different data node characteristics, and sets them to X (a, b). According to the data characteristics of these nodes, the model is constructed:

(X (a,b) +Y)/logY ≥0.5 Extract Y as the detection object
(X (a,b) +Y)/logY<0.5 Y is not extracted as the detection object

Using this method to detect the abnormal node data of computer network, get the corresponding data of different nodes, compare it with the node data in the database, and get the detailed information of the abnormal data. Based on the Internet of things technology, computer network abnormal node detection involves more content. For the abnormal node operation signal, the data abnormal types and characteristics are also different, so the corresponding abnormal data detection scheme is formulated. The core idea is to compare and analyze the signals in normal state and abnormal state. Through the linear system management of AC sinusoids, the effective mean value of various node characteristics can be calculated.

4.2 Extraction of abnormal node sources

The computer network abnormal node monitoring model is based on the Internet of things technology to complete the expansion of Internet technology, its client can expand to any area of the Internet system. Through the integration of RFID technology and laser scanner and other sensor devices in the Internet of things, on the basis of MATLAB programming technology, the mode integration object connection of single node is completed, and the intelligent identification and tracking of network state is realized with the help of information exchange. The idea of node data extraction is to transform the computer network fault free condition into digital signal, use modulation filter bank to decompose the sub-band, and get the sub-band signals in multiple frequency bands. By collecting the response sequence of abnormal nodes, the sub-band decomposition processing is carried out, so as to extract useful information. Combined with the function autocorrelation sequence integral value and other fault features, it is compared with the test results to complete the abnormal node data source detection. By modulating the low-pass prototype filter, each computer is required to collect the relevant data from the messages of other computers communicating with each other, and carry out professional chemical analysis in turn, so as to ensure the scientificity of the overall model design scheme. Then based on the Internet of things technology to identify and detect abnormal nodes, relying on the computer system to share the detection parameters of the Internet of things. Based on the feasibility of the scheme, it is necessary to give full play to the advantages of the Internet of things technology, realize the complementary advantages of node data extraction, and improve the performance of current signal sensitivity and quick action. With the support of modern computer technology, it is possible to equip the same abnormal node detection system with different test principles and criteria. Assuming that the network traffic within the scope of computer network communication is the mean value, the abnormal node error data is detected after statistics:

$$u = \frac{x - y}{z}$$

Where, X is the average network traffic of the computer, y is the average network traffic of the computer itself, and Z is the standard deviation of network traffic reception.

By extracting the diagnostic eigenvalues of different sub-band signals, MATLAB software is used to calculate the filter coefficient sequence, and the original signal is passed through the filter bank to get the output sequence of each sub-band. The abnormal dictionary method is used to compare the fault node data results.

4.3 Building node confidence interval

In the detection experiment, through the interpretation of the abnormal data sources of computer network nodes and the judgment and analysis of abnormal nodes, there is a problem that the threshold range is difficult to determine and the error is too large. Therefore, in the process of node detection and deployment in computer network, different node data characteristics should be selected according to different environments to ensure the persuasiveness of node data. For example, in some extreme temperature change environment, the difference of data change speed of computer network nodes is a normal phenomenon, while in some stable temperature environment, small change floating represents the abnormal condition of node data. In this way, we can use the node confidence interval to analyze the abnormal situation of the node characteristics. The fluctuation range of the conventional data under the conventional conditions is small, while the fluctuation range of the abnormal node data under the conventional conditions is large, which can show the extreme range of the sample [4].

4.4 Computer network abnormal node detection method

4.4.1 Exception dictionary method

In the detection of abnormal nodes in computer network, it is necessary to record the characteristics of abnormal nodes in the state of computer network, corresponding to the actual situation of nodes, so as to form an abnormal dictionary. When detecting abnormal nodes, it is necessary to extract the characteristics of the nodes to be tested from the computer network, and match the characteristics of the nodes with the data in the simulation exception dictionary, so as to obtain the data type of the abnormal nodes of the computer network and complete the diagnosis of the abnormal nodes. The abnormal dictionary method is mainly used to record the continuous state of the computer network in a period of time. The asynchronous sampling method combined with FFT algorithm is used to complete the abnormal node data sampling work. When the next network state comes, it will be recorded on the basis of the previous node state. Through the statistics of the existing exception dictionary data, the 1-minute average node data is taken as the basic design standard, and the computer node information collection system is combined with the expanded data block to realize the storage management of all memory information. Even in the case of abnormal nodes, the validity of the relevant state information can be retained. At this stage, the anomaly dictionary method is the most practical application value of computer network anomaly node detection method, its work is mainly concentrated in the front side simulation link, only need to compare the detected data, can get the type of abnormal node, so the detection rate is faster, suitable for a variety of work situations.

4.4.2 Fuzzy logic theory

Fuzzy logic is a kind of multi valued logic, which takes fuzzy set as the research basis and explores the related fuzzy cognition, language and related application rules. The essence of fuzzy logic theory is to deal with fuzzy and uncertain objects. It describes facts by imprecise values, and records inaccurate information by fuzzy set and natural language level and fuzzy language label. For example, in the data processing of computer network, "old", "young" and "young" are defined as people's age class. In the theory of fuzzy logic, this kind of element set relation of multi valued logic is shown as the concept of "membership", that is, the relationship between members from subordinate to non subordinate jumps. In the previous case, it is shown as "defining 60 years old belongs to the elderly". According to the fuzzy subgrade theory, the computer network abnormal node detection research can judge the qualification degree of node elements belonging to the fuzzy set, depict the transition boundary of the fuzzy set, and solve the problems of fuzzy information and logic uncertainty [5].

4.4.3 Programming application of Sobol index method

Internet of things technology can complete all kinds of complex calculations, but its own control ability of hardware is weak. Therefore, the mixed programming of Sobol index method and Internet of things technology is carried out. Through ActiveX technology, the execution code in the function of computer network node is realized, and the data exchange is completed, so as to carry out the mixed programming. In the process, the refresh rate of stream effective value register should be controlled within a certain range, generally 260ms-390ms to complete a single refresh. It can combine the advantages of node communication technology with pulse identification method, strengthen the node data online identification, integrate the detection and user identification, and complete the device control and data collection. Using this method can shorten the design and calculation time of computer system node detection software, and present the data acquisition, signal processing, information analysis and other work in the software in the form of programming to ensure the data type matching.

5. CONCLUSION

By constructing the detection of abnormal nodes in computer network, combining with the Internet of things technology, the source of abnormal nodes in computer network is explored, and the confidence interval is divided to reduce the data interference caused by abnormal nodes to network operation. The node data and the measurement standard are compared and analyzed, and the abnormal data in the Internet of things sensor network is filtered, which avoids the defect of high leakage rate in traditional detection methods, greatly improves the detection efficiency of abnormal nodes in computer network and ensures the accuracy of detection results.

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On the Core Meaning and Practical Path of Ideological and Political Education in Colleges and Universities

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Abstract: In the context of China's rapid economic development, colleges and universities need to cultivate more high-quality talents for the society, and the important role and value of education are gradually emerging. During Ideological and political education in Colleges and universities, we need to improve the ideological and political curriculum system, change the traditional teaching concept and teaching mode, and implement the humanized teaching principle. The ideological and political course not only pays attention to the teaching of relevant professional knowledge, but also pays more attention to the transmission of ideas, which can help students establish correct life values, and then organically combine the learned knowledge with the ideological and political teaching system and cultivate more excellent talents. This paper analyzes and discusses the core meaning and practice path of Ideological and political education in Colleges and universities for reference.

Key words: Colleges and universities; Ideological and political courses; Core points; Practice path.

1. INTRODUCTION

At present, the ideological and political education in some colleges and universities is still in the primary stage, so we need to constantly explore the teaching mode. In the context of modern society, the teaching mode of Ideological and political education needs to be changed, and we need to fully grasp the actual situation of students and the characteristics of physical and mental development, so as to apply effective teaching measures.

2. ON THE SPOT OF IDEOLOGICAL AND POLITICAL AFFAIRS IN UNIVERSITY CURRICULUM

2 . 1 Incorrect teaching method

At present, there are some difficulties in the implementation of Ideological and political education in Colleges and universities. Teachers need to have good professional quality and teaching ability, so as to effectively carry out the teaching work. Through the analysis and research on the ideological and political teaching work of modern university courses, we can see that many teaching work is only on the surface, teachers can not understand the teaching purpose of curriculum ideological and political education deeply, only impart some theoretical knowledge to students, while students can only passively study, and can not stimulate students' interest and enthusiasm, And because the content of the curriculum ideological and political teaching materials is boring and abstract, it is not integrated into the teaching of daily life in teaching. Over time, students' interest and enthusiasm will be reduced, which leads to students' weariness and has a serious impact on students' learning.

2.2 Weak teaching staff

A strong teaching staff is not only a prerequisite for the development and implementation of Ideological and political education in Colleges and universities, but also a powerful guarantee. At present, some college teachers are weak, which affects the normal teaching work, and some teachers do not know enough about the ideological and political education of the course, their professional quality and teaching ability do not meet the teaching requirements, and they lack good practical teaching experience. Teachers do not have a clear goal of Ideological and political education of the course, and they do not fully grasp the students when making teaching courseware As a result, the efficiency and quality of teaching work can not be effectively improved, and the university administrators do not pay attention to the importance of Ideological and political teaching, resulting in slow teaching process and unsatisfactory teaching effect [1].

3. THE CORE MEANING AND PRACTICE PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Pay attention to the overall quality and ability of students

3.1.1 Cultivate students' entrepreneurial consciousness

At present, the society is developing rapidly, the competition is more and more fierce, and the employment pressure of students is increasing, At this time, we should cultivate students' good entrepreneurial consciousness, and in the implementation process of Ideological and political education in Colleges and universities, we need to integrate entrepreneurial ideas and entrepreneurial elements to help students deeply understand the importance of entrepreneurial consciousness for themselves, so that students can gradually realize the significance of good competitiveness in entering the society. Entrepreneurial consciousness is a long process, which needs to gradually improve and perfect the teaching system and teaching mode in the teaching of Ideological and political course, and carry out teaching work with the main teaching purpose of cultivating students' competitiveness.

3.1.2 Improve the overall quality of students

It is very important and crucial to improve the overall quality of students. As a teacher, we should change the teaching concept and teaching methods, and fully

understand the current situation of social development and employment trend. We should apply diversified teaching methods to train excellent talents for the country and society, and gradually improve the comprehensive quality ability of students so that students can meet the needs of social development, And students can adapt to the development of society. Nowadays, the society is influenced by the development of Internet information technology. In the background of market economy, the students' ideas and values have changed gradually, which leads to some students' wrong understanding, negative mentality for the future development, and students feel not confident about themselves. At this time, teachers should pay attention to improving the overall quality of students, and be able to actively express their ideas and suggestions, guide students to establish correct outlook on life, world outlook and values, so that students can apply correct ideas to analyze and deal with problems in the future development, gradually improve their own personal dignity, improve students' psychological quality [2].

3.2 Integrating entrepreneurial elements into Ideological and Political Education

3.2.1 Clear teaching objectives

Different subjects have their own characteristics and teaching requirements, and there are some differences in the ideological and political education teaching work. Moreover, after mastering the characteristics of students' physical and mental development, the teacher aims to ensure students' employment in the future. If students want to start a business better and achieve good results, they need to set clear goals. The ideological and political teaching work in Colleges and universities needs to help students clarify their work goals and their own learning goals, and stimulate students' interest and enthusiasm in learning in teaching, which is also an important prerequisite and necessary basis for students' learning. In the course of Ideological and political teaching, teachers should master and clarify the teaching concept of quality education, improve and perfect the ideological and political teaching system, and design teaching objectives scientifically and reasonably, so as to produce good teaching efficiency and quality [3].

3.2.2 Interconnection teaching content

The role and significance of Ideological and political teaching in Colleges and universities is very important. It can cultivate students' good ideas and values, and also enable students to establish a correct understanding of learning and employment, and constantly improve their own competitiveness. In the future situation of social development, the development of social economy no longer needs individual talents, but needs team talents. Therefore, in the ideological and political teaching of the course, we should cultivate students' good team spirit, let students realize that only unity and cooperation can jointly achieve the ultimate goal, and can improve work efficiency and quality, and this spirit and consciousness is very important in the process of entrepreneurship It can also effectively solve the problem of conflict. In the team work together to complete the task, first of all to put the collective honor and collective interests in the first place, to avoid the occurrence of personal subjective understanding and seek their own interests, so we need to increase the cultivation of team cooperation consciousness, in order to play a good role, so we should be able to interconnect the teaching content and team spirit, to achieve effective cooperation The purpose of communication, and then produce good teaching results.

4.CONCLUSION

In a word, the ideological and political education in Colleges and universities in our country started late, so we need to constantly study the teaching methods, change the traditional teaching concept, improve and perfect the ideological and political teaching system and mode, and organically combine professional knowledge with ideological and political education, which not only requires students to master the relevant professional knowledge, but also improves students' self-confidence The overall quality and ability of the body, in the specific teaching, need to be transmitted to the students' correct outlook on life, world outlook and values, which can have a good effect on the development of students entering the society.

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The Value Orientation of Traditional Wushu Culture in Wushu Modernization

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Abstract: Under the new situation, Chinese Wushu belongs to a wonderful flower in the traditional Chinese culture, and deeply rooted in the land of China, showing the cultural connotation of "internal and external integration, internal and external cultivation". The basic spirit of Chinese culture is to constantly strive for self-improvement and to be virtuous. Traditional Wushu belongs to a complete cultural system and is the essence of Chinese traditional culture. Under the influence of western thoughts, traditional Wushu's strong cultural background has begun to show its inferior position. In the wave of economic globalization, only by seeing the true face and value of traditional Wushu can we promote the sustainable development of traditional Wushu and lay a good foundation for the great rejuvenation of the Chinese nation. Therefore, this paper first puts forward the main contents and problems that need to be explored, and then, combined with the current situation, analyzes the value orientation of Modern Wushu, and formulates a scientific development path, finds the rules, and gives full play to the role of traditional Wushu.
Key words: Traditional Wushu culture; Wushu modernization; Value orientation

1. QUESTION RAISING

With the development of globalization and the process of construction, diversified culture appears to blend, "cultural hegemony" and "cultural sovereignty" are presented to everyone's field of vision in an invisible war. Chinese culture has 5000 years of civilization history, is the accumulation of wisdom of many people, reflects a strong compatibility. Chinese Wushu is permeated with the essence of Chinese traditional culture. On the basis of "cultivating both inside and outside", it has formed the unity of seeking form, spirit, meaning and Qi, and has been constantly improved in the process of practice.[1] However, in the path of globalization, western culture has begun to influence the whole pattern with the attitude of "modernization", the overall thinking has degenerated, and the cultural tradition has been weakened. Martial arts culture in order to survive the "perception, self-cultivation, self entertainment" construction standard, reached the main realm of heaven and man in one [2]. At this time, we need the relevant personnel, adhering to the main ideas of Scientific Outlook on Development, reviewing the traditional Wushu's cultural value and modern value orientation, giving full play to the positive part, taking the essence to discard its dross, and promoting the sustainable development of traditional Wushu. Rich connotation value, meet the new development direction. In view of this, how to develop and discard traditional Wushu Culture in the height of value orientation? How to inherit and develop in-depth research to promote the sustainable extension of modern society? Under the current situation, we need to focus on the content and problems.

2. THE VALUE ORIENTATION OF TRADITIONAL WUSHU CULTURE IN WUSHU MODERNIZATION

2.1 Cultural heritage

Wushu modernization is based on the traditional culture, the implementation of effective construction, the essence of traditional Wushu has a strong fighting. After the integration of traditional culture, traditional Wushu has given different cultural connotations, showing an important symbol of modern development [3]. In the path of cultural communication, it contains rich cultural essence and embodies the national characteristics. To go out, Chinese culture needs to use traditional martial arts as a carrier, make overall development, increase infrastructure construction and undertake more cultural functions. As a different form of expression, in the process of imperceptible influence, it constantly permeates the national style and habits, maintains good logic of thinking, analyzes the psychological construction standards, and increases the deepening of values. On the basis of oriental charm of cultural charm, it is constantly spreading, promoting exchanges between China and the west, and taking the essence and its dross, making progress and extending together.

2.2 Fitness value

With the continuous extension of economy and society, people's material and materialized standards have been improved, the pace of life has been accelerated, the pursuit of physical and mental health has begun to decline, and sports have also begun to extend in the direction of diversification, presenting a situation of blooming flowers [4]. In the early days, traditional Wushu was mainly for attack, but after integrating with other schools, Wushu also found its own development situation. Traditional Wushu needs to be in a good interpretation, increase the infrastructure of health, in a reasonable planning, towards the direction of physical and mental health development. It can not only play the main role of fitness, but also the main value of health.

2.3 Educational value

In essence, Wushu is the wisdom and result of thousands of years of history. It not only has the effect of physical fitness, but also has a more powerful educational function. Traditional Wushu contains the essence of traditional culture, which is closely related to philosophy, aesthetics, medicine and so on [5]. We need to maintain good moral cultivation and integrity on the basis of integrity. With the continuous advancement of the 14th five year plan, the spirit of carrying forward the traditional culture of Wushu has been carried forward and implemented. In real life, we

can see that from primary school to university, there are many schools have set up martial arts teaching. Let martial arts into the campus, students can cultivate the spirit of humility, enhance national cultural awareness.

2.4 Leisure and entertainment value

On the basis of fitness, self-cultivation, cultivation, self-defense, entertainment and leisure, we can achieve the unity of heaven and man, and use unique advantages to achieve the unity of form and spirit [6]. In the process of balanced development, we should maintain a scientific development path, make overall planning, and increase infrastructure construction, so as to lay a good foundation for going abroad and going to the world. In the modern spiritual civilization, we need the spirit of martial arts as a guide, constantly moving forward. Maintain a strong entertainment value, increase reflection, improve the quality of life.

2.5 Realize the unity of nationality and times

In the course of the development of socialist modernization, Wushu modernization also needs to follow the pace of the times, walk in the forefront of history, and maintain sustainable vitality. From the traditional point of view, only through continuous innovation can Wushu Culture realize the most advanced content according to the historical changes. On the basis of nationality and times, we should attach importance to the development of traditional Wushu culture, pay attention to the main characteristics of nationality and embody the national characteristics. In addition, we also need to be based on the reality, obtain the strength of the nation, and adhere to the integration of traditional Wushu culture and Modern Wushu culture. On the basis of protecting the traditional culture, we should retain the cultural connotation and enhance the strength of innovation. From another point of view, the traditional Wushu culture has the humanistic spirit of "harmony between man and nature", which sincerely expresses the yearning for and respect for nature, and maintains the coordination of all parts. In the humanistic spirit of "Virtue" in traditional Wushu culture, more attention is paid to "Virtue" and "morality" [7]. Martial arts practitioners need to combine the current development path, restrict their words and deeds, and maintain the normative construction. The value connotation of benevolence, integrity, righteousness and trustworthiness will be presented to everyone's vision, and the spirit of respecting teachers and respecting morality, humility and benevolence will be promoted. Only when we are good at facing these contents, can we promote the sustainable development of Wushu learners and extend them to a comprehensive direction. From the above, we can see that traditional Wushu Culture in the process of Wushu modernization, in the face of the application value development, first of all, we need to maximize the connotation of traditional Wushu, and integrate the "martial arts morality" thought, "humanities" thought and other educational ideas, which not only need to be selfless, but also need to be based on the national interests, and strengthen the body . Secondly, we need to keep the characteristic part in the value orientation of modernization and reduce the factors of politics and fighting. Finally, strengthen the improvement of the value of modern martial arts, meet the development needs of the times, so that traditional martial arts get a good heritage.

3. THE DEVELOPMENT PATH OF TRADITIONAL WUSHU CULTURE IN WUSHU MODERNIZATION

3.1 Based on tradition and beyond tradition

From the trend of globalization, the traditional Wushu culture reflects the strengthening of internal driving force and establishes a profound cultural heritage. We need to base on the traditional culture, carry out the effective interpretation of the history of modernization, and determine the different direction of survival. That is to say, modern Wushu needs to be based on tradition, but it needs to extract its essence and discard its dross, surpass tradition, maintain the richness of content, establish colorful connotation and build vigorous vitality.

3.2 The road of popularization, scientization and popularization

In the course of historical evolution, traditional Wushu needs to respect its own development law, find scientific connotation construction, and achieve the main effect of physical fitness. To solve the problem of "only fighting" and develop towards a diversified perspective of educational function. In the good inheritance, we can achieve the realm of "harmony and unity, body and mind in one" [8]. From the current state, traditional Wushu has formed its own unique system, and the system is relatively large, rich and diverse. If we want to implement the reasonable construction on the basis of popularization, we need to maintain the scientific development path, recognize the "short" board, simplify the offensive actions, increase the construction of action combination, meet the learning foundation of the public, and meet the development needs of easy to understand.

3.3 Focus on international communication

As one belt, one road policy is strengthened and implemented, Wushu needs to meet the needs of the development of the times and develop effectively in the direction of internationalization. First of all, communicators need to increase their own cognition, combine martial arts skills learning with traditional culture, deeply understand the foundation, maintain cultural output and enrich spiritual connotation. On the basis of cultural heritage, more foreigners can realize the charm of Wushu, understand the value and connotation of Wushu, and feel the essence of Chinese traditional culture. Secondly, the content of communication needs to constantly extract its essence and its dross, and integrate the connotation of pluralistic school and display a different construction style [9] on the basis of tradition. In the different logical starting point, the analysis of teaching content, on the basis of the whole, profound understanding. After that, in the process of the modernization of traditional Wushu, we use the international development path to analyze the public's preference for Wushu, and many people believe that Wushu can be included in the Olympic Games. In this view and feedback, we can perceive the important output value of Wushu inheritance. Finally, the way of communication, in the current development path, in the process of Wushu going abroad,

we need to make overall development, increase infrastructure construction, maintain scientific construction standards, realize cultural assessment and maintain external communication on the basis of national strategy guidance. In addition, we need to establish Wushu translation according to our own characteristics. In the process of translation, we can't translate directly. We need to integrate Chinese cultural connotation into it and find our own essence. In translation, it is not necessary for translators to follow certain standards. On the basis of the unification of special terms, they need to integrate their own ideas and give full play to their innovative ability, so that more foreigners can understand martial arts and have a strong interest in martial arts.

3.4 Integrate the traditional Wushu into the school, develop and inherit it

From the traditional perspective, traditional martial arts existed very early, and embodies a strong educational function and value. For example, in the early days, there was the connotation construction of "learning etiquette before learning arts". Universities also need to use the original spirit of martial arts, overall development, maintain standardized construction and development. On the basis of intuitive, improve the construction of values, based on reality, increase the construction of moral cultivation, complete the cultural heritage, improve moral cultivation, implement the pride of virtue, and on the basis of the integration of ideas, get more enterprising spirit, establish tolerant quality. In different schools, whether it is primary school, middle school, University, or individual people in life, they need to combine their own regions and choose different types of martial arts [10]. For example: in southern schools, most of the learners can choose their own Nanquan series, maintain their original cultural heritage, and lay an effective foundation for the expansion of communication. In Henan Wushu, you can integrate Shaolin Temple boxing or Taijiquan into it. In different regions, according to their own actual needs of construction, not only can improve the diversified development of martial arts, but also can enhance the protection of boxing, complete the cultural heritage, expand the attraction, sense the charm of art.

3.5 View the Performing Arts in the routine

From the traditional perspective, many of the traditional boxing is mainly to meet the task of routine performance. In the pursuit of art, to enhance the commercial, lost the original essence of Wushu, this way is not advocated. However, there are still many positive cases. General peiman's sword dance is known as the "three wonders" of the Tang Dynasty. It not only has high martial arts skills, but also shows high artistic value of martial arts routines. In many novels or movie clips, we can also see the performance value of "no fun in the army, please dance with the sword". These movements one after another, reflecting a strong flexibility, can present the beauty of traditional martial arts to everyone's field of vision. Wushu itself is not to attack, using the way of artistic performance can also be in the objective pursuit of publicity personality, re-examine the artistic beauty of Wushu routines. It's not that we need to blindly reject or

criticize such forms, but that we need to integrate from the perspective of art appreciation towards the direction of diversification, increase infrastructure construction, and provide more paths for the development of internationalization. Wushu art also needs to fully tap the spiritual connotation of traditional Wushu culture to promote the sustainable development of Modern Wushu.

4. CONCLUSION

With the progress of society, traditional Wushu is the symbol of cultural heritage. In the path of modernization, it is developing in the direction of diversification. On the one hand, it reflects the rich connotation of traditional culture, on the other hand, it shows the unique charm of culture to everyone. Modern Wushu needs to be based on tradition, retain its own characteristics and develop towards the public. With a new attitude, it presents different cultural values. In the process of national blending, it plays its own light, occupies the world stage and plays its own light.

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Research on Common Faults and Detection Technology of Electronic Circuit

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Abstract: With the continuous improvement of China's economic level and the continuous development of science and technology, the industry has been improved accordingly, among which the most representative is power electronic technology, especially the combination of strong current power technology and weak current electronic technology, which can make corresponding changes to the power structure, so as to effectively promote the stability of power system operation. This also shows that the working efficiency and quality of the whole system have a direct relationship with the stable operation of electronic power, but in the debugging and installation of electronic circuits, there will still be many problems, which have a great impact on the working operation of the system, so it also needs to test the electronic circuits for many times, in order to analyze the causes of the failure Effective judgment, so as to formulate corresponding solutions.

Key words: Detection technology; Electronic circuit; Common faults

1. INTRODUCTION

With the development of science and technology, different fields have begun to maximize the use of microelectronic technology and computer, which also makes the power electronics technology in various industries become more and more popular, the scope of use is also more and more widely, but in the actual use of power control, the power system can be said to be the key component, so the general situation of electronic control Force actuator and power supply will appear in the power system, but the power system operation safety can improve the overall operation efficiency of the system, and also can diagnose the fault, so as to make the operation of the equipment more efficient and safe, which also shows that the electronic circuit has a very important value for the stable operation of the equipment.

2. COMMON FAULT ANALYSIS OF ELECTRONIC CIRCUIT

2.1 Test equipment failure

When the measuring equipment fails, there is no obvious fault in the electronic circuit itself, which may be the corresponding fault of the testing equipment. It may also be that the testers do not carry out fault detection in accordance with the operation standards and installation specifications in the testing process, so when there is an exception, the testing instrument is likely to show the equipment fault, for example, through the comparison If the waveguides are not rotated correctly, the test data may be unreasonable. However, in this case, the waveform display will be abnormal, so that the fault of the equipment can be judged, but the electronic circuit actually has no fault, so when testing, it should be effectively identified [1].

2.2 Faults caused by components

For electronic circuits, in fact, it is composed of many electronic components and circuits. When some electronic circuits work, if the electronic components fail, it is likely to lead to the failure of electronic circuits, thus greatly reducing the reliability level of electronic circuits. However, electronic components mainly include capacitors, single resistors, transistors and other typical components, because electronic components are an important part of electronic circuits, so once the electronic components are damaged, it is likely to cause circuit failure, which poses a threat to the electronic circuits, so that the reliability and functionality of electronic circuits have corresponding problems.

2.3 Faults caused by human factors

The failure of electronic circuits is also related to human activities. It can also be said that when the electronic circuit is working, due to human manipulation, the corresponding failure of the electronic circuit occurs. For example, in the use of electronic circuits, it is likely to cause the power connection error or no way to effectively realize the normal operation of the electronic circuit, so according to the incorrect method, it is easy to cause a significant decline in the reliability of the electronic circuit, thus causing a very serious impact on the use of electronic circuit safety.

2.4 External interference fault

In the process of the actual use of electronic circuits, electronic circuits are easily affected by external factors. However, these external factors will reduce the reliability of electronic circuits and affect the actual use of electronic circuits. Usually, the interference such as insufficient DC power filter, inductive interference and grounding fault will threaten the actual work of electronic circuits, and also have a very adverse impact on electronic circuits. It can also be said that because the electronic circuit itself is cumbersome, so it also makes the construction of the electronic circuit will involve a lot of complex content exceptions, thus causing some difficulties to the system maintenance and electronic circuit fault inspection.

3. RESEARCH ON ELECTRONIC CIRCUIT FAULT DETECTION TECHNOLOGY

3.1 Direct observation

It can make technicians directly observe the electronic circuit, through the use of hearing, vision, smell, touch and other senses, effectively judge the causes of the electronic circuit failure, and effectively detect the fault instrument. Technicians can judge whether the level of power supply voltage meets the use requirements, and whether the pins of integrated circuits are connected incorrectly. It can also

judge whether the components are hot or deformed according to the observation. If the abnormality can be observed, the internal components of the electronic circuit of the water mill are likely to be damaged. However, the use of direct observation method can not only effectively improve the detection efficiency, but also improve the detection level of technicians, so that they can continuously accumulate experience in the detection process [2].

3.2 Parameter measurement method

In the detection of electronic circuit faults, the parameter measurement method can be used effectively, and it can also be divided into power on test and power off test. For power off test, Naing actually measures the circuit through the use of the mark in the table when the power is turned off. However, according to the working conditions of the circuit and power supply system, it can be compared It should be analyzed in detail. However, if there is a big difference between the normal value and the measured value, or the fault type is not determined through appropriate analysis, it is necessary to effectively measure the circuit voltage through the use of equipment in the power on test, and then the fault can be detected By analyzing and measuring the state of each branch, we can use reasonable analysis to find the fault, but judge the location of the fault according to the operation of the electronic circuit.

3.3 Voltage and current test method

In the detection of electronic equipment, we need to detect the current, voltage and other related parameters of electronic circuit equipment through real-time detection. We also need to judge whether it works normally through the measurement of the related voltage value in the electronic instrument, so as to make clear the specific location of the circuit fault. However, if the operation of the circuit is not stable enough, it can directly judge the specific location of the short circuit according to the current, and can also measure the voltage and current at the same time, so as to quickly find the fault location. For example, when testing, the current quality display is normal, which also means that the electronic circuit can be normally powered on, but the value of the voltage But it is zero, which means that the electrical short circuit is the cause of the electronic current fault.

4. CONCLUSION

For the electronic circuit fault detection technology, should be in accordance with the actual use of the circuit, the specific types of fault analysis, but because the electronic circuit has a more complex structure, and the interference factors are also many, so in the use of the time it is easy to have a fault, which also requires the relevant personnel to have a good understanding of all kinds of fault detection technology Efficiency analysis, also includes the detection technology of electronic circuit fault detection, however, in the specific detection of the fault, it needs to test and combine according to the actual situation, in order to ensure the effectiveness and quality of fault detection, and also can effectively improve the service ability of electronic circuit.

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Application of Target Cost Management in Enterprise Economic Management

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Abstract: With the continuous development of social economy and science and technology, domestic enterprises increase the comprehensive research on production system and internal management system in the process of production development, which can optimize the management of enterprise development structure and strengthen the control of cost, so as to enhance the comprehensive competitiveness of enterprises. As for the management of the enterprise economy, the management department should increase the professional consideration of the target cost, analyze the economic input and income expectation of the project itself, so as to promote the stable development of the enterprise economy. This paper mainly analyzes the application of target cost management in enterprise economic management, and the research results are only for reference.
Key words: Target cost management; Enterprises; Economic management; Application

1. INTRODUCTION

At the present stage, in the process of economic development, domestic enterprises pay more attention to target cost management, which is to make use of the advantages and disadvantages of enterprises in the social and economic market to carry out more professional analysis and research, which will help to improve the economic benefits of enterprises, clarify the direction of market development, and then promote the professional management and development of enterprise economy. The economic management of enterprises is mainly divided into two aspects: cost budget and cost control, which can reflect the professional judgment of enterprises on the project and help to promote the systematic and integrated development of enterprises as a whole. Therefore, the research on target cost management has an important impact on the economic benefits of enterprises.

2. THE SIGNIFICANCE OF TARGET COST MANAGEMENT IN ENTERPRISE ECONOMIC MANAGEMENT

The application of target cost management in enterprises mainly refers to the cooperative research of departments and employees to achieve effective cost control. Target cost refers to the estimated cost of the project or the standard cost of the project. Therefore, in the aspect of cost control, enterprises need comprehensive consideration from relevant departments, which can effectively improve the economic benefits and comprehensive strength of enterprises. Enterprises need to professionally formulate relevant cost allocation schemes according to several value target cost methods in the aspect of economic market, so as to realize the comprehensive management of enterprise economy, At the same time, we use the way of cooperation to achieve the effective management of enterprise target cost, and then promote the effective development of enterprise economy [1].

3. ABOUT THE PROBLEMS OF TARGET COST MANAGEMENT IN CURRENT ENTERPRISE ECONOMIC MANAGEMENT

3.1 The cost management consciousness of the enterprise is not aware of the importance, and the management concept is in the backward stage

Through the research on the current enterprise economic management, it is found that the enterprise management department is in the actual work. They didn't realize the importance of cost management. At the same time, in the aspect of target cost management, some responsible persons of enterprises put emphasis on cost reduction. As a result, in order to reduce the investment in cost economy, enterprises adopt the way of production cost reduction. Although they have achieved economic development, they have increased the safety risks in product quality, It is not conducive to the effective economic development of enterprises.

3.2 The cost management system of the enterprise is not professional and has no management guarantee

According to the research on the current enterprise economic management, it is found that the enterprise cost management is not comprehensive. In the practical application and development, there is no special cost management system for effective auxiliary management, which leads to the economic development of the enterprise is limited to a certain extent, which is not conducive to the stable development of the enterprise economy. At the same time, in the process of enterprise target cost management, the management department has no special system for auxiliary development in the aspects of cost budget, assessment and management, so as to improve the formalization of target cost management and realize the professional control of cost [2].

3.3 The cost management mode of the enterprise is relatively single, and the allocation of management responsibility is not clear enough

Traditional enterprises generally adopt a single management mode for effective development in economic management. With the development of social economy and scientific and technological level, enterprise management departments increase innovative management in system. However, during the practical application, there is still the concept of traditional mode, which does not achieve substantial optimization development, As a result, in the process of cost accounting, it is unable to effectively clarify the rationality of enterprise value and goal setting. At the same time, the

current enterprise cost management, the existence of management responsibility is not professional, mainly because the enterprise in personnel management, the lack of professional management and research of personnel, resulting in target cost management and employee performance contradiction, is not conducive to the effective management of enterprise cost.

4. FORMULATE RELEVANT MEASURES FOR TARGET COST MANAGEMENT IN ENTERPRISE ECONOMIC MANAGEMENT

4.1 Following the characteristics of the development of the times, strengthen the innovative research on the concept of cost management

As for the economic management of modern enterprises, the relevant management departments need to strengthen the innovative research on the concept of cost management, change the traditional economic management mode of enterprises, and increase the detailed management of cost use channels, which will help to realize the fine management of the whole cost, and then achieve the development goal of maintaining the economic management objectives of enterprises. In the actual development of the enterprise economy, the relevant management departments can build a special target cost management system to realize the professional analysis of the enterprise's market environment, overall income, target cost and other contents, and clarify the work contents and related responsibilities of each department in cost management, which is helpful to realize the effective management of target cost, Promote the sustainable development of enterprises [3].

4.2 Strengthen the optimization of target cost management system

For the economic management of enterprises, affected by the modern economic level, the internal management departments of enterprises can increase the management of target cost by formulating relevant management systems for professional optimization management, so as to achieve effective research on cost guarantee system, accounting system, cost monitoring, cost evaluation and other links, and complete the allocation management of target cost, It is helpful to reduce the cost error and promote the development of enterprise information.

4.3 Increase the information management of enterprise economy and improve the overall level of target cost management

According to the development of modern social economy and science and technology level, the effective management of target cost in modern enterprise economic management can adopt the way of information system for targeted management, which can effectively improve the economic level of enterprises and maintain the sustainable

development of enterprise economy. According to the research findings, enterprises can use the target cost method to predict the cost, profit, income and other aspects, which can effectively improve the quality and efficiency of enterprise target cost management. At the same time, the use of information technology is conducive to ensuring the effectiveness and accuracy of cost management related data [4].

4.4 Make clear the people-oriented development concept and improve the basic quality of management personnel

The economic development of modern enterprises can realize the professional management and control of the target cost by clarifying the people-oriented development concept, and increase the emphasis on the management of professional talent resources. Therefore, enterprises can improve the professional quality and strength of managers by increasing training courses, assessment projects and team building methods, so as to improve the management quality of the target cost.

5. CONCLUSION

To sum up, driven by the rapid development of social economy and science and technology, domestic enterprises strengthen the management of economy, increase the scientific management of cost, and formulate relevant target cost management methods, which will help to realize the effective control of enterprise cost and maintain the orderly development of enterprise economy. In view of the promotion of target cost management in the economic development of enterprises, we can strengthen the research on the concept of cost management, increase the optimization of cost management system, implement the information management mode, and improve the quality of personnel, so as to realize the all-round management of enterprise cost and promote the sustainable development of enterprise economy.

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The Practical Application of Automobile Maintenance and Repair in The Information Age

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Abstract: So far, the car has been really popular, almost every family has a car, which provides convenience for people's travel. In the process of automobile application, regular maintenance or repair is needed. Only in this way can the automobile be used for a long time and play its role. Under the background of modernization, information technology has been deeply applied to various fields, and the automobile field is no exception. Moreover, many new technologies have been deeply applied in the current automobile manufacturing, which makes the maintenance and repair work need to be further improved. Through the application of information technology in automobile maintenance and repair, it provides important data basis and convenience for the implementation of this work. This paper makes an in-depth analysis of the practical application of information technology in automobile maintenance and repair.

Key words: Automobile maintenance; Automobile maintenance; Information technology; Practical application

1. THE IMPORTANT ROLE OF INFORMATION TECHNOLOGY IN THE APPLICATION OF AUTOMOBILE REPAIR AND MAINTENANCE

The advent and wide application of information technology has greatly promoted social development, and brought convenience to people's lives, and information technology has penetrated into people's clothing, food, housing and transportation. The car is a necessary tool for people to travel. With the continuous development of modern industrial technology, many advanced technologies are applied in the car. The precision of electrical components is getting higher and higher, and the traditional maintenance and repair technology is no longer applicable. By strengthening the application of information technology, we can understand the standard parameters of automobile from the database of automobile enterprises, and then we can refer to the standard data to find fault conditions or fault points during maintenance and repair [1]. In short, through the application of information technology in automobile maintenance and repair, it can greatly promote the improvement of work efficiency, which also provides an important driving force for the development of this industry.

2. PROBLEMS TO BE SOLVED IN THE APPLICATION OF AUTOMOBILE REPAIR AND MAINTENANCE INFORMATIZATION

2.1 Late application of informatization

Because China's first and second industrial revolution started late, the development of the automobile industry is only a few decades, compared with western developed countries, there is still a long way to go. Due to the rapid development of industrial technology in western countries, the research on automobile is also very in-depth, in which there are many advanced technologies. With the development of information technology, information technology has gradually been applied to the automobile field from western countries. In the process of the development of automobile industry in western countries, China has just started.

Although China missed the first two industrial revolutions, it grasped the tail in the third industrial revolution, which made China develop rapidly in recent decades. In the automotive field, led by Chang'an, Chery and BYD, they have explored a new road in the case of foreign technology blockade, while developing automotive industry technology and taking into account the application of related information technology. As a result, domestic vehicles have achieved leapfrog development in recent years, although there is still a large distance from Volkswagen, general motors and other automotive brands, But it also makes up for some deficiencies, and it also lays an important foundation for the application of automotive information technology in China [2]. In addition, the implementation of maintenance and repair work needs to be operated by professional and technical personnel, but in their ideology, the acceptance of these advanced technologies is insufficient, which is also the main reason for the insufficient application of information technology in China's automobile maintenance and repair.

2.2 The government and enterprises pay little attention to it

Maintenance and maintenance are essential service items in the process of automobile application, especially maintenance. Scientific and reasonable maintenance can extend the service life of the vehicle. The use of information technology can significantly improve the efficiency of automobile maintenance and maintenance. However, according to the actual situation, the application of information technology in automobile maintenance and maintenance is not only started later, There are also problems that the government and enterprises pay little attention to. From the perspective of the government, in order to promote the development of an enterprise, the relevant laws and regulations will be promulgated and corresponding management departments will be set up to promote the coordinated development of this field. However, in the actual situation, the government has not

established the management department and management system for automobile maintenance and maintenance. Secondly, the car enterprises in China started late. Under the promotion of various new policies, a large number of new car enterprises emerged. However, except for the "old car enterprises" such as Chery, Chang'an and Geely, most of the other car enterprises have not been able to pay attention to the development of integrated services such as maintenance and maintenance, which makes maintenance and maintenance face a large number of problems.

Nowadays, most of the car enterprises in China are gradually strengthening the application of information technology in maintenance and maintenance, but it is not one step, but it needs to be explored constantly and developed on the ground; Meanwhile, it needs to invest a lot of money, and it will not be effective in a short time. Technical personnel are the main body of maintenance and maintenance work, and must have corresponding personnel training system, so as to promote the development of information maintenance and maintenance.

3. IMPROVE THE APPLICATION MEASURES OF INFORMATION TECHNOLOGY IN AUTOMOBILE MAINTENANCE AND MAINTENANCE

3.1 Establish information service platform

Automobile maintenance and maintenance is a necessary project. Automobile can be said to be a comprehensive embodiment of the development of national industrial technology. By strengthening the application of information technology, it can not only expand the path of its development, but also have positive significance for social development. The application of information technology promotes the modernization of this field, and it is a comprehensive technology. In order to make it more in-depth application in automobile maintenance and maintenance, it is necessary to strengthen the application of information media and establish information service platform. The vehicle enterprise should pay attention to the construction of comprehensive information service platform, in which the corresponding database is established, including the relevant data parameters of each model of the vehicle, so that the automobile maintenance technician can query the data needed through the data, so as to confirm the maintenance and maintenance of the automobile fault. At the same time, many car enterprises have already had corresponding information service platform, and have joined many customer service systems, which can be used by customers to independently query the maintenance and maintenance information of the vehicles.

Although the analysis of the previous article shows that the construction of information platform is gradually strengthened in the field of automobile, it is still in the primary stage, which requires the vehicle enterprises to constantly strengthen the application of information technology. At present, scientific and reasonable capital investment is increased and the key points are found. In addition, the car enterprises should follow the development of modern society and change their ideas, realize the importance and necessity of applying information technology, and strengthen the training of technical personnel while paying attention to the construction of information platform.

3.2 Increasing the attention of the government and enterprises

The attention of the state and enterprises is also an important driving force to promote the development of information-based repair and maintenance. From the previous analysis, the state and enterprises do not pay enough attention to this aspect. In this regard, the government departments can set up a department specially responsible for the maintenance and repair of information-based vehicles to supervise and manage the maintenance and repair services of automobile enterprises, so that they can carry out in strict accordance with the standardized standards and avoid the infringement of consumers' interests. At the same time, the leading departments of enterprises should pay attention to the sustainable development of enterprises, and through the development of information-based repair and maintenance services, they can accumulate user resources for enterprises; And we need to pay attention to the application of advanced information technology and the development of related human resource management.

4. CONCLUSION

Under the background of information technology, the automobile field is developing rapidly. However, according to the actual situation, both the automobile enterprises and the government have insufficient application of information technology in repair and maintenance, which also leads to the negative impact on the follow-up service of automobile enterprises. In this paper, the author first expounds the importance of the application of information technology in repair and maintenance, And around its problems and practical application measures are deeply explored, Wang can provide important help for the development of information technology of China's automobile repair and maintenance industry.

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Research on Application of Teaching Method of Computer Course in Colleges and Universities in the Era of "Internet +"

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Abstract: Education has realized innovative development under the background of "Internet +" era. Computer course, as one of the basic courses in colleges and universities, needs to conform to the development trend of The Times and realize innovative application of teaching methods. Based on this, this paper first describes the new teaching objectives of college computer courses in the era of "Internet +", and further puts forward innovative application strategies of teaching methods for college computer courses in the era of "Internet +", for reference.
Key words: Internet +; Computer courses; Colleges and universities

1. INTRODUCTION

In the course of the steady development of education, Internet technology has gradually been applied to teaching activities, and new vitality has emerged under the model of "Internet + education" . In addition, the development and construction of various sectors of society can not be separated from computer skills, in order to improve the quality of personnel training, it is necessary to pay more attention to computer courses, adopt new and effective teaching methods to arouse students'enthusiasm and initiative, and construct high-efficiency computer classes.

2. THE NEW TEACHING OBJECTIVES OF COLLEGE COMPUTER COURSES IN THE ERA OF "INTERNET +"

The era of "Internet +" provides a new direction for the design of computer course teaching activities. It is necessary to realize teaching innovation with the help of Internet technology, and make clear the new goal of computer course teaching in the era of "Internet +". First, the computer course teaching should give consideration to the theory and practice, reasonable allocation of course proportion, can not ignore the practice link, need to do the theoretical knowledge part and the practice application of integration, complement each other, comprehensively improve the computer ability of students. Second, the computer course needs to improve students' problem-solving ability and self-learning ability. It needs to guide students to study computer theory by themselves and develop independent learning habits, so that students will not shrink from the ever-changing Internet technology and grow up in line with the development of The Times. In addition to cultivating students' autonomous learning ability, students' problem-solving ability and practical ability should also be enhanced to develop them in an all-round way. Third, computer courses to inspire students' innovative ability, in the "Internet +" mode, Internet technologies and industries, and incorporating various fields development, from the point of computer courses, not only should have high professional ability, also need to creative thinking and innovation, cultivating innovative computer talented person, promote sustainable development of the computer industry.

3. INNOVATIVE APPLICATION STRATEGIES OF TEACHING METHODS FOR UNIVERSITY COMPUTER COURSES IN THE ERA OF "INTERNET +"

3.1 Clever application of Internet technology

3.1.1 Microlesson video

Micro lesson videos are short and concise. Teachers can record computer operation skills into micro lesson videos and share them with students or upload them to online education platforms. Students can use fragmented time to fill gaps and consolidate classroom knowledge according to their own needs. In the course of computer theory, teachers can record the knowledge content that cannot be demonstrated as micro-lesson videos, form online education resources and send them to students. Students can use mobile terminals or PC terminals to carry out online learning and deeply understand the theoretical knowledge content. Computer practice course, the more difficult to master operation skills, students in the classroom practice to master is not skilled, to better provide guidance for students, teachers can be complicated video recorded for micro computer skills class, students can adjust video playback speed, explore the operation details, to give students a comprehensive guidance.

3.1.2 Flipped Classroom

Flipped classroom refers to adjusting the time in and out of class according to the actual teaching situation, giving students the autonomy of learning, integrating online learning, face-to-face teaching, collaborative learning, independent learning and other methods, connecting inside and outside of class and giving students comprehensive teaching guidance. With the deepening of the "Internet + education" mode, there are plentiful learning resources in the Internet, including excellent teacher public courses, students can use class time to learn computer knowledge, but the students' autonomous learning ability, and active learning consciousness difference, to guide the student to the correct use of network resources and class time, teachers can deploy targeted task after class, Students are guided to collect resources and learn independently, and the traditional teaching mode of "teaching-learning" is transformed into

a teaching mode of "student-self-learning -- internalization and improvement" [1].

3.1.3 Maker activities

Gen guest through practice and communication, will their ideas into reality, for the computer courses, students must use in a large number of practice operation skills, enhance their programming ability, innovation ability, etc., so as to speed up the innovation of teaching reform, to computer courses as the carrier, will create the guest open the idea of sharing, hands-on practice thinking into the teaching activity, Taking teaching and practice into account, students can learn, understand and digest new knowledge and skills by integrating practice [2]. Such as: Computer course learning software related knowledge, teachers lead the students to practice programming skills in university computer base or rooms, when students have a preliminary master programming skills, so that the students according to the programming ability grouping, out of the campus, to pick up a simple programming projects, in the society to raise their ability in practice, in the face of the project problem can be targeted for study, completion, After the completion of the project, students' sense of achievement and sense of pride are greatly improved, and students' interest and enthusiasm in computer skills are fully stimulated. Maker activities are used to promote students' growth.

3.2 Highlight the principal position of students

In the new era of education, teaching activities should be based on the learning situation of students. Teachers should collect teaching resources according to the actual teaching situation, present the teaching resources to students by different teaching methods, and set thinking problems according to the content of teaching resources to guide students to think independently and cultivate their thinking. In computer class, we should give prominence to students' dominant position, pay attention to students' mastery of knowledge, guide students to express their opinions by means of free discussion, viewpoint debate and simulation demonstration, and teachers should properly supplement the key points of knowledge in order to construct an efficient classroom. After complete openness classroom teaching, teachers can set course exploration task, guide the students in small groups around the tasks for the unit content, data collection, sorting, filtering, and the cultivation of students' autonomous learning ability, use the Internet resources, the course exploration tasks, students' ability to apply knowledge, team cooperation ability to ascend, promote the all-round development of students, And improve the effectiveness of computer courses.

3.3 Establish an online communication platform

In the era of "Internet +", the learning environment is not limited to the actual scene, but also based on the Internet to acquire knowledge. In order to realize the innovative construction of computer courses, expand new learning channels and mobilize students' enthusiasm for computer learning, an online communication platform can be built based on the Internet to give students a carrier for free discussion and communication while teaching with the help of network resources. In addition, teachers can regularly share micro-lesson videos or computer skills. Relying on the online exchange platform to release course tasks and teaching plans, so that students according to the teaching plan for pre-class preview. For fully developed the online communication platform of education value, teachers can be combined with students' learning and teaching content set topic of discussion, guide students to actively speak, published their own views, the students deepen the understanding of curriculum knowledge in interaction, finally unveiled the answer by teachers, for students to learn, to improve the ability of problem analysis and solving learning, improve the teaching effect.

4. CONCLUSION

To sum up, in the current social development, to meet the requirements of all walks of life to computer science, colleges and universities should have clearly defined combining with the characteristics of era and computer courses teaching the new target of personnel training, targeted optimization for innovation, the Internet technology into the curriculum construction, highlight the student main body status and provide interactive communication platform for students, To enable students to improve their own ability with the help of Internet resources, improve the goal of talent training.

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Clinical Observation of Xuexuntong Decoction in The Post Vascular Anastomosis

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Abstract: Objective: To investigate the clinical effect of Xuexuntong decoction after vascular anastomosis, 46 patients with vascular anastomosis were randomly divided into treatment group (24 cases) and control group (22 cases). The treatment group was treated with Xuexuntong decoction on the basis of three resisting therapies, while the control group was treated with three resisting therapies. Results: the curative effect of the treatment group was better than that of the control group ($P < 0.01$). Conclusion: Xuexuntong decoction can significantly improve the survival rate of vascular anastomosis.
Key words: After vascular anastomosis; Free flap transfer; Replantation of severed finger and limb; Traditional Chinese medicine therapy

1.INTRODUCTION

Since 1970s, with the development of microsurgical technology, vascular anastomosis has been widely used in replantation of severed fingers, vascular flap transplantation and repair of various vascular injuries. The quality of blood circulation after vascular anastomosis is the key to ensure the survival of tissue. However, arteriovenous crisis such as arterial spasm and vascular re embolism are easy to occur after vascular anastomosis [1]. From March 2020 to March 2021, 46 cases of patients with vascular anastomosis were treated in our department, including 29 cases of replantation of severed fingers, 17 cases of free flap transplantation, and 24 cases were treated with "three anti" (i.e. anti infection, anti spasm, anti thrombosis) combined with Xuexuntong decoction. It was found that the occurrence of postoperative vascular crisis was less, the survival rate of fingers and limbs was high, and the curative effect was significant. Now the report is as follows.

2. CLINICAL DATA

2.1 General information

This group of 46 cases, all from March 2020 to March 2021 in our department of vascular anastomosis patients, were randomly divided into two groups. In the treatment group, there were 24 cases, 17 males and 7 females; There were 15 cases of replantation of severed fingers, including 3 cases of thumb, 5 cases of index finger, 2 cases of middle finger and 5 cases of multiple fingers. Among them, 2 cases were sural neurovascular flap, 3 cases were dorsal plantar flap, 2 cases were latissimus dorsi flap and 2 cases were anterior tibial gastrocnemius flap. There were 22 cases in the control group, including 13 males and 9 females; There were 14 cases of replantation of severed fingers, including 4 cases of thumb, 2 cases of index finger, 3 cases of middle finger, 1 case of ring finger, 1 case of little finger and 3 cases of multiple fingers. Among them,

2 cases were sural neurovascular flap, 4 cases were dorsal plantar flap, 1 case was latissimus dorsi flap and 1 case was anterior tibial gastrocnemius flap. There was no significant difference in gender, age and operation condition between the two groups ($P > 0.05$).

2.2 Treatment methods

The control group was given aspirin 25mg, three times a day, orally for 14 days; Papaverine 30mg, once every 8h, intramuscular injection for 7 days; Low molecular dextran 500ml, once a day, intravenous drip for 7 days; Low molecular weight heparin sodium 12500 units added 500ml 0.9% ns, once a day, intravenous drip, course of 3 days, the rest of the treatment to keep warm in the operation area, antibiotic application to prevent infection, psychological counseling and other comprehensive treatment methods. On the basis of the above treatment methods, the treatment group was treated with Xuexuntong decoction, with the following formula: Huangqi 30g, Yuanhu 12g, Ruxiang 9g, Taoren 9g, Chuanxiong 12g, Honghua 9g, Shenjincao 12g, Baizhu 12g, hawthorn 12g, licorice 6G, myrrh 12g, tangerine peel 10g, Danggui 15g, one dose per day, 200ml each dose, morning and evening, which was decocted by the pharmacy of our hospital for 14 days.

The patients in the two groups continued treatment in the hospital after operation, absolutely lying in bed for 2 weeks, and the temperature was maintained at about 25 ℃ by magic lamp irradiation. Non steroidal anti-inflammatory drugs (NSAIDs) were given to relieve pain, and intramuscular injection of dolantin was given when NSAIDs were ineffective. The skin color, swelling degree, capillary filling and skin temperature were observed.

2.3 Statistical methods

All data are analyzed by SPSS16.0 for Windows software package, and the data is tested to ± S indicated that the specific method was: non parametric rank sum test, significance test level with $P \leq 0.05$ as difference, $P \leq 0.01$ thought there was significant difference.

The following indexes were evaluated after operation: first, the swelling degree of the fingers and flaps of the two groups were observed. Index of swelling degree of the affected finger [2]: the swelling degree of the first degree was slightly swollen but the skin pattern existed, the second degree swelling was obviously without skin striae, but there was no blister, and the third degree swelling was obvious and there was blister. The degree of flap swelling was divided into three parts[3]: I: slight swelling; Degree II: the skin has swelling, but wrinkles still exist; Degree III: the skin swelling was obvious, and the skin lines disappeared; IV: skin is extremely swollen and has tension blisters; Second, the curative effect of two groups of

patients after angiostomy was observed. The results showed that the replantation of severed finger was effective[4] (the severed finger survived, the color of the severed finger was red and moist, the skin temperature was no different from that of the healthy finger, the capillary was filled quickly, the abdominal tension was moderate, and the blood was bright red after blood release); Invalid (the severed finger does not survive, the color of the severed finger is pale or purple, the skin temperature is lower than that of the healthy finger, the capillary is filled negative, the abdominal tension is negative, and the blood volume is dark red or less after blood release). The survival standard of flap [5]. Survival: the skin flap is normal in color, without edema, soft texture, normal skin temperature, and capillary response under pressure; Necrosis: the skin flap turned dark purple to black, dry and falling off. The standard of the effect was established according to the swelling degree and survival of the flap. The results showed that the flap was swollen in degree I, and the survival area was ≥ 90%; The results showed that the flap was swollen in degree II ~ III, and the survival area was ≥ 70%, but less than 90%; Invalid: flap was swollen in degree IV, and the survival area was less than 70%.

3. RESULTS

The swelling degree of limb and flap in the two groups was compared with that of the control group ($P < 0.01$), which indicated that the swelling degree of the limbs and flaps in the treatment group was better than that of the control group. The therapeutic effect of the two groups is shown in Table 2, and the difference between the two groups is significant ($P < 0.01$), indicating that the therapeutic effect of the treatment group is better than that of the control group.

Table 1 Comparison of swelling degree of amputated finger between two groups after vascular anastomosis (n)

Group	Number of columns	Grade I	Degree II	Grade III
Treatment group	15	11	3	1
Control group	14	9	3	2

Note: compared with the two groups, $P < 0.01$.

Table 2 Comparison of the degree of skin flap swelling between the two groups (n)

Group	Number of columns Grade I	Degree II	Grade III	Grade IV
Treatment group	9 6	2	1	0
Control group	8 4	2	1	1

Note: compared with the two groups, $P < 0.01$.

Table 3 therapeutic effect evaluation of the two groups (n, %)

Group	Number of columns	Effective	Invalid	Total effective rate
Treatment group	24	23	1	95.83%△
Control group	22	19	3	86.36%

Note: compared with the two groups, $P < 0.01$.

4. DISCUSSION

With the development and application of microsurgical technology, vascular anastomosis is used in all kinds of operations, such as vascularized flap transplantation, replantation of severed finger, repair of vascular injury and so on. The key to success of vascular anastomosis lies in the patency of vascular anastomosis, especially in hand microsurgery, the patency of vascular anastomosis directly determines whether the replantation of severed finger or free flap can survive. Vasospasm and vascular re embolism are the main reasons for the failure of vascular anastomosis [6]. Low molecular dextran and heparin are usually used for anticoagulation in clinic. Aspirin is taken orally to prevent platelet aggregation. Papaverine is injected intramuscularly to relax vascular smooth muscle and prevent vasospasm. There are relatively few reports on the application of traditional Chinese medicine after vascular anastomosis.

After skin flap repair, TCM syndrome differentiation belongs to local Qi stagnation and blood stasis after trauma. QI being the commander of blood, and Qi circulation leads to blood circulation. When Qi fails to blood, it is unable to promote blood circulation, causing swelling of affected finger and skin flap. Therefore, the principle of promoting blood circulation to remove blood stasis and promoting Qi to relieve pain is adopted. The author applies Xuexuntong decoction to promote blood circulation to remove blood stasis and promote Qi to relieve pain after vascular anastomosis. This prescription uses Astragalus membranaceus, which is sweet and warm, greatly invigorates vital energy, promotes blood circulation, dispels blood stasis and dredges collaterals. Add frankincense, peach kernel, chuanxiong, safflower and other products to promote blood circulation, remove blood stasis, detumescence and relieve pain. Modern pharmacological studies have shown that Astragalus [7] can significantly inhibit platelet aggregation, reduce blood viscosity and dilate blood vessels. So as to improve microcirculation and reduce local edema. Carthamus tinctorius [8] can inhibit platelet aggregation, enhance the dissolution of erythroglobin, and dilate blood vessels. In addition, the aqueous and alcohol extracts of Carthamus tinctorius have anti-inflammatory effects. Taoren [9] can inhibit thrombosis and improve hemodynamics. Its extract can also relieve pain, anti inflammation and promote defecation. Frankincense [10], rhizoma corydalis and Rhizoma Chuanxiong have anti-inflammatory and pain relieving effects. The combination of all kinds of drugs can relieve swelling and pain, improve microvascular spasm and prevent thrombosis.

In this study, the application of Xuexuntong decoction can reduce tissue edema, inhibit platelet aggregation, prevent thrombosis, relieve pain of patients, prevent the occurrence of vascular crisis, and significantly improve the survival rate after anastomosis, which is worth clinical reference and promotion.

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Grey Relational Analysis and Fuzzy Neural Network Method for Predicting Corrosion Rate of Marine Pipeline

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Abstract: In order to predict the corrosion rate of gas and oil pipelines in complex marine environment effectively, this paper combines grey relational analysis and fuzzy neural network as a new method to predict the corrosion rate of offshore gas and oil pipelines. Based on the method of grey correlation analysis, optimized environmental factors have a higher correlation with pipeline corrosion rate,then use fuzzy neural network to find the relationship between pipeline corrosion rate and its optimal environmental factors. By filtering out the factors who have less influence on the corrosion rate, the difficultly of prediction will be reduced and the accuracy of prediction will be improved. The method was tested based on statistic data of pipelines corrosion rate, whose average relative error of corrosion rate prediction was 5.96%. By comparing the errors with other forecasting methods, it proves that the new method based on gray correlation analysis and fuzzy neural network can predict the corrosion rate of pipelines quickly and exactly according to related environmental factors, which has higher prediction accuracy and application value.
Key words: Offshore oil and gas pipelines; Fuzzy neural network; Pipelines corrosion; Prediction; Grey correlation analysis

1. INTRODUCTION

Offshore pipelines are an important method for oil and gas transportation. Due to the complexity of the marine environment, pipeline maintenance is difficult, and its corrosion rate is fast. There are many factors affecting corrosion rate, however, effects and rapidity for predicting of marine pipeline corrosion rate becomes a complex and significant question.

Both domestic and foreign scholars have been carried out large - scale research on the problem about pipelines corrosion prediction. Researchers apply back propagation (BP) artificial neural network did a lot of work, for example, Ling Yang et al. conducted simulation experiments on carbon steel pipelines using oilfield water injection media, and used BP neural network to perform water corrosion prediction and analysis. The average relative error obtained was 5.13% [1]. Songqing Hu et al designed a BP neural network prediction model with crude oil sulfur content, pH value, temperature, pressure, and flow rate as reference parameters, and predicted the corrosion rate in the 16Mn steel pipeline. The maximum relative error is 15%, and the average relative error is

5.22%, which verifies the accuracy of the model [2]. For 3C and A3 steel, Hu G et al. verified the BP neural network using real sea experiments, and the relative error between the prediction results and the experimental results was controlled within 10%, which proved that its prediction accuracy was high [3]. In the FCC fractionation tower prediction experiment, Piao Z.D et al. compared the BP neural network prediction with the radial basis function network (RBF) prediction. The results showed that although the BP neural network prediction has a large amount of calculation, the accuracy is higher [4]. Ren Z.J and others established some artificial neural network models such as genetic algorithm (GA) and GA - BP algorithm to improve the traditional BP algorithm, and predict the corrosion rate of different crude oils to metal pipelines. Compared with the traditional BP algorithm, it reduces the relative error of the prediction result [5-7]. Wang C et al. respectively conduct studies about corrosion prediction model and gray neural network model for predict corrosion rate in actual seawater environment are established[8]. Liu W et al. established a prediction model combining the GM model and RBF model to predict the corrosion rate of carbon steel and low alloy steel in seawater environments, and compared with actual measurement data of offshore oil fields in many regions. It proves that the prediction results of this model are more accurate, but the accuracy of long - term prediction is low, which may be caused by changes in factors affecting corrosion after long - term corrosion of the pipe [9]. Haque et al. applied artificial neural network (ANN) to study the corrosion fatigue performance of dual - phase steel, and the experimental results of the ANN model were good, providing a reliable predictor for corrosion fatigue crack growth in DP steel [10]. Kamrunnahar et al. used Supervised Neural Network (NN) as a data mining tool to predict corrosion behavior for influencing factors such as pH, temperature, exposure time, electrolyte composition, and metal composition. The results show that different metal materials have different high correlation factors[11]. The current corrosion rate prediction model still has some shortcomings, such as lack of logical reasoning ability, low learning rate, and long training time.

From above investigations, the artificial neural network can deal with all kinds of corrosion prediction under multiple factors with great results, but artificial neural network still has some shortcomings, such as the shortage

of logical reasoning ability. Fuzzy neural network was produced by combining the advantages of fuzzy theory and neural network, whose theory bases on the learning mechanism of fuzzy mathematics and neural network. Fuzzy Neural Network (FNN), which combines fuzzy theory and artificial neural network, would combine knowledge expression and numerical calculation well, so that fuzzy control has a certain adaptive ability[12]. In recent years, a large number of scholars have optimized and improved the FNN algorithm. Fukuda et al. used GA algorithm to optimize the FNN structure, and the modified fuzzy rules have nothing to do with the initial state [13]. Fang J.N et al. proposed a self-organizing neural network fuzzy controller, which can achieve the smallest and optimal structure of the fuzzy controller [14]. Ma M et al. optimized the FNN algorithm based on a hierarchical genetic algorithm. In this algorithm, each chromosome is coded hierarchically, and an improved crossover operator, which can optimize the FNN structure and weight parameters at the same time. Jang J.R. used the TBP algorithm to realize the self-learning of FNN [16]. Wang Y.N put forward to use a fuzzy neural network adaptive control method [17]. Miao Q et al. proposed to use a fuzzy neural network model of nonlinear system, and then used an adaptive FNN controller, and adjusted the control parameters of the controller [18]. Ma Y et al. utilized an adaptive FNN controller based on the T-S model for a class of uncertain nonlinear systems [19].

FNN usually sets 3 ~ 5 membership functions for every input parameter, which increases the number of nodes in the neural network. The number of FNN nodes will increase with the growth of the input vector exponentially, which makes it difficult to determine the structure of the network in a control system with many variables, and may also lead to the explosion of the combination of regular points. Grey Relational Analysis (GRA) can parse out the influential factors that are highly related to the target factor from multiple things, and effectively reduce the dimensionality of high-dimensional data in the calculation. Through GRA technology, the number of input parameters and the complexity of the network can be reduced, so that the calculation efficiency would be improved. At present, there are few studies on the corrosion rate prediction of pipelines combined with GRA technology. Dai M.A et al. have applied the GRA analysis method to calculate the correlation between atmospheric corrosion of carbon steel and environmental factors, and analyzed that the main short-term influencing factors of the corrosion of carbon steel are the pH value of rainwater, the average relative humidity, the number of days of rain and condensation; the main factors for long-term corrosion are the length of time when the relative humidity is greater than 80, the average relative humidity, the duration of sunshine, and the amount of Cl- ion deposition [20]. Zhao J.M et al. used the GRA analysis method to study the main influencing factors of carbon steel corrosion in gas wells, including gas flow rate, CO2 partial pressure and HCO3- ion content in produced water [21]. Ye T et al. used the GRA analysis method to analyze the corrosion rate of carbon steel, Zn, and Cu steel pipes

at multiple test sites, the study showed that the corrosion rate of carbon steel and Cu has the greatest correlation with atmospheric SO2; The corrosion rate of Zn has the greatest correlation with precipitation acidity and relative humidity[22]. Therefore, this article combines the advantages of the two methods and effectively combines them to predict the corrosion rate of marine pipelines. The principles of these two methods are described below.

2. PREDICTION ANALYSIS METHOD

2.1 Grey Correlation Analysis

Calculate the correlation of the factors that affect the corrosion rate of marine pipelines through GRA. The calculation steps are as follows:

First of all, the each sequence is converted into proper dimensionless indexes, dimensionless methods include: initial value method, the average method, interval relative method

Calculate grey correlation coefficient $\square(xi)$, a reference sequence $x0$ has several comparative sequence $x1, x2, …, xn$, the comparative sequence and reference sequence in each point correlation coefficient $\xi(xi)$ can be calculated by the following formula, where the ρ expresses identification coefficient, $0<\rho<1$, usually takes 0.5[8].

$$\xi_{0i} = \frac{\Delta(min) + \rho\Delta(max)}{\Delta_{0i}(k) + \rho\Delta(max)} \quad (2-1)$$

Δmin - two- level minimum differential;

Δmax - two-level maximum differential;

$\Delta0i (k)$ - comparison series.

Calculate the correlation degree ri. The closer of ri value to 1, the better to correlation.

$$r_i = \frac{1}{N}\sum_{k=1}^{N} \xi_i(k) \quad (2-2)$$

Sort correlation degree, according to the numerical value of the correlation degree, describe the degree of correlation between factors [8].

2.2 The Fuzzy Neural Network

Takagi –Sugeno(T-S)fuzzy system is the fuzzy system which has great adaptive ability, this model would automatically update and always revise the membership function of fuzzy subset. T-S fuzzy system with the if-then rule to define, regarding the rules for *Ri*, fuzzy reasoning is as follows:

Ri: *if x*1 is *A*1*i*, *x*2 is *A*2*i*,..., *xk* is *Aki*,

then yi=p0i+p1ix1+…+pkixk (2-3)

Aji - fuzzy sets of fuzzy system;

pji - fuzzy system parameters;

yi - the output based on fuzzy rules to get.

The input part (if part) is fuzzy and output part (then part) is certain, this fuzzy reasoning indicates that the output is a linear combination of the input.

T-S fuzzy neural network is divided into four parts, such as input layer, fuzzy layer, compute layer and output layer according to the fuzzy rules (figure 1). Input layer is connected to the input vector which is expressed in *xi*. The number of nodes and the dimensions of the input vector are the same. Fuzzy layer uses membership functions to make fuzzy of input values, thus it can get fuzzy membership values. The membership is calculated with fuzzy multiplying. Output layer is used for calculate the output value of the fuzzy neural network[23].
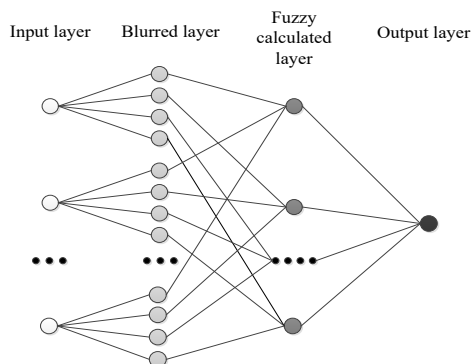
Fig. 1. Topology of T-S FNN

The learning algorithm of FNN is as follows:

2.2.1 Error calculation

$$e = \frac{1}{2}(y_d - y_c)^2 \quad (1)$$

yd - expectant output of network;

yc - actual output of network;

e - the error between the expectant output and the actual output.

2.2.2 Coefficient correct

$$p_j^i(k) = p_j^i(k-1) - \alpha \frac{\partial e}{\partial p_j^i} \quad (2)$$

$$\frac{\partial e}{\partial p_j^i} = (y_d - y_c)\omega^i / \sum_{i=1}^m \omega^i \cdot x_j \quad (3)$$

pji - coefficient of neural network;

α - learning rate of the network;

xj - input parameter of the network;

ωi - membership degree product of input parameters.

2.2.3 Parameter correction

$$c_j^i(k) = c_j^i(k-1) - \beta \frac{\partial e}{\partial c_j^i} \quad (4)$$

$$b_j^i(k) = b_j^i(k-1) - \beta \frac{\partial e}{\partial b_j^i} \quad (5)$$

cji - the center of membership functions ;

bji - the widths of membership functions.

β - correction coefficient

3.THE EXPERIMENT

To verify the correctness of the prediction method, it is necessary to use the marine pipeline corrosion rate statistics to test the method experimentally.
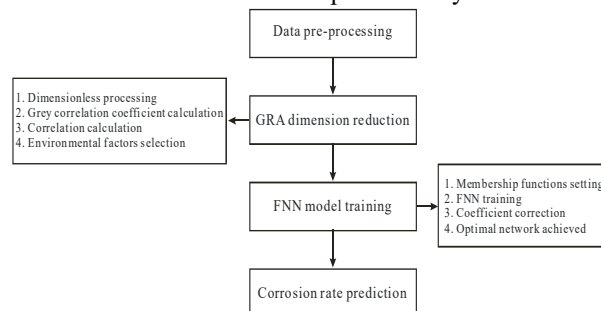
Fig. 2. Experimental procedure

Figure 2 shows the experimental steps. First, GRA is used to select several environmental factors that are highly correlated with the corrosion rate, and then the fuzzy neural network is used to train and predict the data after dimensionality reduction in order to compare with the existing results. Since there are few corrosion rate data in actual production work, and a large number of samples are needed for training, this paper uses the experimental data of real sea in literature [3] for experimental testing.

3.1 Screening influencing factors

According to the experiment in the literature [3] the data of corrosion rate on the 3C steel and A3 steel is in different seawater environments (Table 1). In the table, sample number 1 ~ 26 express 3C steel, no. 27 ~ 50 express A3 steel. Each group of sample data has corrosion rate and five environmental factors. Then a fuzzy neural network is used to seek the mapping relationship between corrosion rate and environmental factors.

Table. 1. Experiment data of corrosion[3]

number	Temperature/ °C	Oxygen content / (mg/L)	Salinity/ppt	PH	Oxidation-reduction potential / mV	Corrosion rate / (μA/cm2)
1	25.9	6.71	30.1	5.1	378	16.4
2	29.35	6.09	29	6.3	400	16.9
3	27.9	6.18	31.5	7	363	15.57
4	24	7.95	30.2	8.1	324	13.65
5	28	5.05	31.4	9.2	240	13.24
6	27.32	3.21	29.31	8.2	281	12.91
7	27.87	6.55	31.68	7.2	356	14.06
8	28.27	6.98	28.2	6.6	384	15.47
9	30.7	7.15	31.74	6.5	401	16.28
10	29.37	6.82	30.12	6.2	414	17.11
11	24.27	0.8	32.56	8.1	717	3.61
12	27.45	2.6	35.37	7.96	287	7.94
13	27.23	4.2	31.94	7.89	289	9.63
14	27.48	5.9	32.39	7.83	331	10.58
15	28.75	6.8	32.22	8	340	11.43
16	28.52	8.4	32.1	8.01	345	12.52
17	28.45	9.9	31.95	7.93	309	22.64
18	23.95	7.61	9.17	8.04	231	10.94
19	24.73	6.06	17.33	7.88	321	11.45
20	24.6	7.52	24.42	7.57	210	11.83
21	24.51	7.02	32	8.16	308	12.55
22	23.65	6.51	41.34	7.67	245	8.4
23	16.74	7.11	33.55	8.25	178	10.85
24	21.11	6.03	33.44	8.03	295	11.45
25	25.57	6.7	32.19	8.09	325	11.87
26	31.16	4.38	33.21	7.94	242	8.92
27	24.27	0.8	32.56	8.1	171	2.55
28	27.45	2.6	35.37	7.96	287	10.96
29	27.23	4.2	31.94	7.89	289	12
30	28.72	6.8	32.21	8	325	13.33

31	28.52	8.4	32.1	8.01	345	17.31
32	28.45	9.9	31.95	7.93	309	22.48
33	23.95	7.61	9.17	8.04	231	8.13
34	24.95	6.8	16.29	7.82	341	9.07
35	24.6	7.52	24.42	7.57	210	10.74
36	27.32	3.12	29.31	8.2	281	13.59
37	24	7.95	30.2	8.1	324	12.89
38	27.78	6.35	31.38	7.2	356	13.61
39	27.97	6.05	31.94	6.6	384	14.6
40	30.7	7.15	31.74	6.5	401	15.0
41	29.37	6.82	30.12	6.2	414	15.39
42	29.35	6.09	29	6.3	400	16.45
43	27	6.7	30.7	7	350	12.6
44	27.9	5.15	31.5	9.2	264	9.08
45	25.55	6.67	31	8.09	320	12.49
46	24.31	6.42	40.67	7.88	250	8.75
47	24.11	6.38	41	7.98	228	8.99
48	17.45	7.48	34.08	8.1	135	17.05
49	21.95	8.28	34.64	7.95	113	17.34
50	27.19	4.91	33.5	7.99	275	15.48

This study first uses GRA method to analyze the correlation of five environmental factors and corrosion rate, and respectively uses three different dimensionless methods (Initial value method, the average method, interval relative method) to get the average correlation value of the three methods. The average correlation value expresses correlation degree between various environmental parameters and corrosion rate (Figure 3).
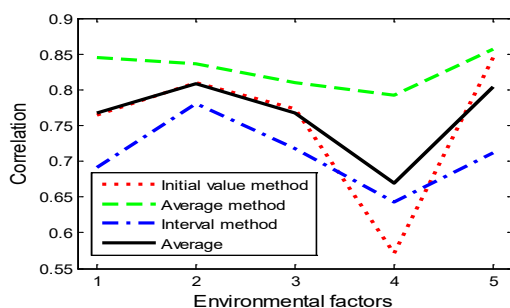
Fig. 3. Correlation of influencing factors

In Figure 3, sample number 1 to 5 respectively is temperature, oxygen content, salinity, pH and oxidation-reduction potential. The environmental factors that correlation degree is above 0.8 have oxygen content and oxidation-reduction potential. The order of the size about

the correlation degree between environmental factors and corrosion rate as follows:

oxygen content>oxidation-reduction potential>salinity>temperature>pH

Therefore, this paper respectively selects the second, third, and fourth environmental factors which have high correlation degrees with corrosion rate and all five environmental factors as input parameters of fuzzy neural networks. Then the prediction of corrosion rate is studied.

3.2 Corrosion rate prediction

Four membership functions were set for each input parameter, in other words, when there are two input parameters, the GRA - FNN model structure is the 2-8-2-1. Fifty groups of data samples were divided into training set and test set, four groups of data were selected as test set and other forty two groups of data were selected as training set of neural network. In MATLAB, the prediction of pipelines corrosion rate is based on GRA-FNN and is accomplished by programming. With the training cycle is increased, the training error of the network is reduced. According to the experiment, each network which has different dimensions after training 80 times has been stabilized. The trained network is used for testing test set (Table 2).

Table. 2. Predicted results of corrosion rate

Number	Actual corrosion rate / (µA/cm2)	two input parameters		Three input parameters	
		Predicted results / (µA/cm2)	Relative error/ %	Predicted results / (µA/cm2)	Relative error / %
7	14.06	13.56	3.56	14.03	0.23
10	17.11	14.82	13.38	14.93	12.74
19	11.45	12.48	9.00	11.27	1.54
21	12.55	13.00	3.59	14.00	11.53
30	13.33	13.15	1.35	13.98	4.89
38	13.61	13.40	1.54	13.75	1.04
40	15.00	14.92	0.53	15.35	2.32
42	16.45	14.03	14.71	13.74	16.49

In the predicted results of pipelines corrosion rate: two environmental factors were selected as input parameter, the mean absolute error of network was 0.90µA/cm2, the minimum relative error was 0.53%, the average relative error was 5.96%. The forecasting errors of eight groups of results were less than 15%. In the above results, there were five groups of results were less than 4%; three environmental factors were selected as input parameter, the mean absolute error of prediction was 0.96µA/cm2,

the minimum relative error was 0.23%, the average relative error was 6.35%.The forecasting errors of eight groups of results were less than 17%. In the above results, there were five groups of results were less than 5%. In conclusion, the prediction effect of pipeline corrosion rate is good by using the method of gray correlation analysis and fuzzy neural network.
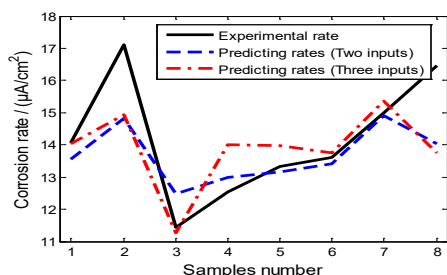
Fig. 4. Predicted results

This article is based on the curve of the fuzzy neural network prediction of corrosion rate compared with the experimental data (Figure 4.), the prediction data of pipeline corrosion rate in the marine environment is obtained by network coincides with the experimental data. This reflects that the learning and prediction ability of the

grey correlation analysis and fuzzy neural network method are strong, thus expresses the method for pipeline corrosion prediction is feasible. After optimizing environmental factors through GRA method, prediction accuracy of fuzzy neural network remained at a high level. Due to the lack of sample size, the forecast results are different from experimental data.

3.3 Methods Contrast

To test the application effect of gray correlation analysis and fuzzy neural network method, the top four environmental factors which have high correlation degrees with corrosion rate and all five were selected as the input parameter of fuzzy neural network to predict corrosion rate of pipelines,and compared with the results of the first 2 parameters and the first 3 parameters (Table 3).

Table. 3. Comparison of methods

Neural network	Fuzzy neural network				BP neural network
	2Parameters	3Parameters	4Parameters	5Parameters	
The dimensions of input vector	2	3	4	5	5
Hidden layer nodes	8	12	16	20	6
Cycle of convergence	80	75	120	50	25
Training error / (μA/cm2)	2.25	2.43	1.98	2.23	1.45
Average relative error of prediction / %	5.96	6.35	7.05	6.54	10.32

According to Table 3, the GRA method reduces the qnantity of input vectors and network nodes with effect, simplifies the structure of the fuzzy neural network, and improves the slope of the network model. With the decrease of input parameters, the prediction error of the fuzzy neural network shows a trend of first increasing and then decreasing, and the overall prediction accuracy remains a relatively high level.
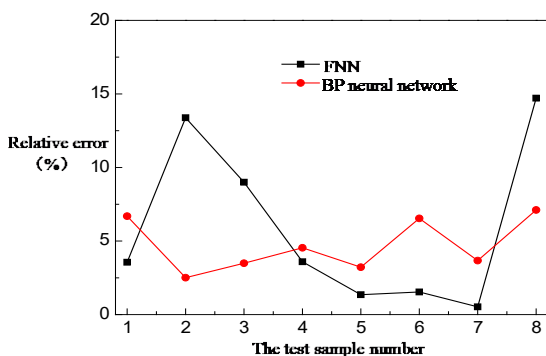

Fig. 5. Comparing the relative error of test results

Afterwards, the error comparison between the BP neural network test results in the literature [3] and the mixed prediction results (2 parameters) of gray relational analysis and fuzzy neural network (Figure 5). According to Figure 5, after FNN analyzes the influencing factors of corrosion rate through GRA, the error of the experimental test results fluctuates greatly, which is caused by the small number of experimental samples and the relatively large changes in the value of the influencing factors. However, the relative error of 5 sets of test results in the 8 sets of prediction samples of fuzzy neural network is better than the test results of BP neural network in literature [3]. Therefore, it shows that this method has better advantages and comparison in corrosion rate prediction. High precision.

4.CONCLUSION

This paper puts forward a numerical modeling method based on the grey relation analysis and fuzzy neural network for predicting pipeline corrosion rate in the marine environment. The method adopts the data of corrosion rate under different seawater environment parameters in the literature for test. The average relative error of pipeline corrosion rate is 5.96%, test results show that the method based on grey correlation analysis and fuzzy neural network is feasibly used for the prediction of pipeline corrosion rate. In addition, the method still has good prediction accuracy under the condition, the number of environmental factors are reduced. Therefore, according to the environmental factors of pipelines, the method based on the grey correlation analysis and fuzzy neural network can rapidly and accurately predict the corrosion rate. At the same time, the method still has some deficiencies, for example, the convergent cycle of network training is still not ideal and some errors in prediction results. The future work will be based on testing a lot of research data about pipeline corrosion rate in the marine environment to improve the prediction accuracy and generalization on the method of the grey correlation analysis and fuzzy neural network.

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The Enlightenment of Reggio's Educational Idea on The Practice of Philosophy Enlightenment Education for Children in China

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Abstract: China's early childhood philosophy enlightenment education is in the development stage, we need to learn some excellent ideas to promote its vigorous development. Reggio's educational ideas of environment, children and teachers have a certain enlightenment to our country's early childhood philosophy enlightenment education; Teachers respect and support children's dialogue; Respect children's subjectivity in philosophy enlightenment education.
Key words: Children's philosophy enlightenment; Reggio's educational philosophy; Enlightenment

1.INTRODUCTION

Philosophy for children was born in the United States in the 1970s, and its representatives are Lipman and Matthews. They both think that children have the gift of philosophy and emphasize the importance of children learning philosophy. Children's philosophy was introduced into China in the 1990s. In the past 30 years, children's philosophy has attracted the attention of many theoretical and practical researchers, and has made some remarkable achievements. However, most of these achievements are concentrated in the primary school stage, and the research on children's philosophy is relatively small. The reasons are as follows: first, many researchers believe that children are in the stage of concrete image thinking, and it is difficult to understand the abstract problems of philosophy. For children, the field of philosophy is like a mysterious tower, far away and untouchable. In fact, it is adults' disrespect for children's philosophical nature, This also makes our country at this stage only a small number of kindergartens to carry out early childhood philosophy enlightenment education curriculum. Second, in kindergartens that have carried out children's philosophy enlightenment education courses, it is found that many kindergarten teachers lack the art of dialogue, do not know how to protect children's strong curiosity about everything in the world, and can not support children's philosophical exploration and guide children's in-depth knowledge of things. Therefore, it is urgent to study the kindergarten philosophy enlightenment education.

2. CHILDREN'S PHILOSOPHY ENLIGHTENMENT EDUCATION IN CHINA

2.1 Contents of children's philosophy enlightenment education

Because children's philosophy is a branch of children's philosophy, the content of children's philosophy should come from the content of children's philosophy. According to Wu Guoping's content of children's philosophy education, this paper holds that children's philosophy is a science to develop children's thinking by using the epistemology and methodology of philosophy. The content of children's philosophy should include three aspects: human and nature, human and self, human and community[1]

2.1.1 Man and nature

Children's understanding of the laws of nature and thinking about the relationship between man and nature is an important part of children's philosophy. Children are born with a strong curiosity and keen observation, everything in nature can easily arouse children's curiosity and desire to explore. Therefore, we can enlighten children's philosophical thinking and discussion from various changes in nature when we carry out philosophical enlightenment education for children. For example, when children learn "tadpoles and frogs", they know the growing process of frogs and the changing rules of life in nature; In learning "stars and moon", children can know the law of the rising and falling of the sun, the alternation of day and night through learning; When learning "spring is coming", we can understand the scientific knowledge in the change of four seasons. These changes in nature contain profound philosophical thoughts.

2.1.2 People and self

The discussion of "I" has always been the basic content of philosophy and one of the hot topics. People have been thinking about "who am I" from birth to death" Where do I come from? " It can be seen that self thinking does not appear after adulthood, but runs through the whole process of children's cognitive development. In the process of actively thinking about these problems, children can help them know themselves, develop themselves, believe in themselves and respect others. Therefore, it is very important to help children actively think about the philosophical content of human and self in children's philosophy enlightenment education. For example, in the process of self-awareness, by making children think: who am I? How to prove my existence? And so on these questions let the child know the self existence, understands "I" is the unique life body.

2.1.3 People and community

Knowing others and learning to communicate is an important part of the philosophical theme of "people and community". No matter whether we are in study or in life, we must contact and associate with people. When children come to this world, they begin to communicate with people. Children's growth is a process of continuous

socialization and development. In this process, communication and contact with people are everywhere. Therefore, in the early childhood philosophy enlightenment education, let children to think about the "people and community" this aspect of the problem, is conducive to children learn to communicate, understand some simple interpersonal skills. For example, let children think about why we face different people and what are the characteristics of good friends? What makes a person a good friend of others? And other questions can help children know others. At the same time, in the process of knowing others, we should think about "whether we should share everything with our friends"; To discuss "is it good or bad to be different?"" When is it good to cooperate with others? " And some other problems, help to cultivate children in communication with people in the correct way to deal with the problem.

2.2 Methods of children's philosophy enlightenment education

There are many ways to enlighten philosophy education, such as dialogue method, story method, example method combined with story, reading method of famous works, etc. However, through the practice of kindergarten research, it is found that dialogue method is more suitable for the Enlightenment of children's philosophy education, because dialogue is the most common method of interaction between children and teachers in kindergarten, and positive dialogue helps to stimulate children's philosophical thinking. Lipman, the father of children's philosophy, highly praises Socrates' dialogue teaching method, which is highly targeted and flexible [2]. The premise of active dialogue is to learn to listen. When children learn to listen to other people's conversation, they have the opportunity to understand other people's ideas, and even make children realize that there are differences between different individuals; When teachers listen to children's dialogue carefully, they will pay close attention to the meaning of what children say, and observe what children want to express or do. Then teachers can respond to children according to what they hear and observe. Matthews emphasized the role of listening. Adults should listen carefully to children's views on philosophy. Lipman also emphasizes that questioning and discussion are the fundamental way to learn philosophy and the best way to teach philosophy. Shao Yannan believes that "thinking and language are inseparable, and dialogue is the best tool to develop thinking in teaching." It can be seen that listening and dialogue is an important method of children's philosophy enlightenment education. Therefore, teachers should learn to listen, teach children how to listen, and encourage and support children to have dialogue.

2.3 The main body of children's philosophy enlightenment education

The main body of children's philosophy enlightenment education is children. In the process of children's philosophy enlightenment education, adults should believe that children have the ability to think philosophically and leave the initiative to children. Adults should indirectly inspire children to think about philosophy. Because children's thinking often comes from games and children's daily life of the world around the confusion and curiosity. And these questions about life contain rich philosophical thoughts, such as: what is beautiful? Isn't this philosophical thinking? Therefore, in this process, adults should try their best to let children think and express their views, mobilize their enthusiasm, and properly throw out a question to guide children to have a deeper discussion. For example, why do some people think these things are beautiful, while some people think they are not? Instead of adults to children's questions directly and quickly answer, don't leave enough time for children to think, ignore children's dominant position in this process. Respect is the premise of all education, so the development of children's philosophical enlightenment education also needs adults to respect children from the heart, identify with children's philosophical potential, and give full play to children's philosophical subjectivity. Matthews once said: "in a certain way, adult philosophy is just the idealization of children's philosophy, which is the rational reconstruction of the best way to understand the world when the growing children's cognitive or moral ability is threatened." Therefore, teachers should act as a guide in the process of children's philosophy enlightenment education, create situations for children to think philosophically, encourage children to think philosophically, and fully respect children's philosophical subject status.

3. REGGIO'S EDUCATIONAL IDEA AND CHILDREN'S PHILOSOPHY ENLIGHTENMENT EDUCATION

Reggio's educational philosophy is the condensation of Reggio's educational content and the summary of Reggio's educational experience. These experiences combine the traditional Italian culture with the theories of Dewey, Piaget and vygowski, and form the unique Reggio education concept through the repeated process of continuous practice reflection summary and re practice.

3.1 Reggio's environmental view provides environmental support for children's philosophy enlightenment education

"The preschool environment in Reggio will shine a light on everyone who comes into her. People believe that children have the right to enjoy a variety of sensory experiences in a rich and diverse environment."[5] One of the goals of Reggio environment creation is to promote children to use multiple perspectives for multiple connections. For example, a mirror will be placed on the ceiling of the classroom to encourage children to observe themselves in different ways; Outside the classroom, through animals and plants, shells, beautiful stones, and different wood to establish contact with nature, through different windows to see the world. Through the creation of these environments, children can observe the surrounding environment from different angles, resulting in the connection of a variety of things. These connections help children form some new experiences by observing the changes of things in the natural environment, which will be accompanied by many doubts. By asking questions, children can actively think and solve problems with the help of adults. This process helps to train children's thinking ability, so as to cultivate their philosophical

thinking ability. Children's philosophical thinking comes from the environment. The more connections, the more complex the environment created, the more conducive to the development of children's philosophical thinking. The principle of Reggio's environmental view is just in line with the content required by children's philosophy enlightenment education. The content of children's philosophy enlightenment education also needs to arouse children's attention and thinking about human and nature, human and self, human and community. The purpose of Reggio's environmental view is to cause children to connect different things through the complex environment. Therefore, Reggio's environmental view provides environmental support for children's philosophy enlightenment education.

3.2 Reggio's view of teacher provides method support for children's philosophy enlightenment education

In Reggio's view of teachers, the task of educators is not only to allow children to express their ideological differences in different ways, but also to make it possible for them to communicate through negotiation and compare their ideas. These require teachers to learn to listen to children's conversation, encourage children's dialogue, and on this basis, have a more in-depth discussion on a topic. In Reggio's on-the-job teacher training, they emphasize that teachers should learn to listen and keep records, because records can be regarded as a kind of intuitive listening. In Reggio, teachers are supporters, observers and encouragers. The focus of teachers' role is to encourage children's dialogue through attentive and heuristic listening, get inspiration from children's dialogue and the process of jointly building knowledge, trigger the opportunity of discovery, and promote children's development in all aspects. Reggio's teachers believe that listening can focus on children more comprehensively, record and archive what they have observed and heard through listening, and then on this basis, teachers use a way of intelligent dialogue to enter the children's group and feel their excitement and curiosity. Carlina, director of Reggio children's center, also stressed that listening is the core of early childhood education and plays an important role in realizing Reggio's educational experience. Reggio's view of teachers emphasizes the ability of teachers to listen and dialogue, which coincides with the way of children's philosophy enlightenment education. Therefore, Reggio's view of teachers can provide method support for our way of children's philosophy enlightenment education.

3.3 Reggio's view on children provides support for teachers to establish children's subjectivity in early childhood philosophy enlightenment education

In Reggio's whole educational philosophy, the core group is children. They emphasize that they should respect children as much as they respect themselves [6]. In the concept of Reggio teachers, they think that children have great potential for development, have a strong desire to learn, explore and understand the world around them, and can actively construct knowledge and experience in the interaction with the outside world, and carry out philosophical thinking. Children are individuals with the same rights as adults, and they are the main body of education. In Reggio, both teachers and parents firmly believe that children are independent individuals. In the process of education, children enjoy their own rights, have their own abilities and skills, and have their own experience and feelings. Parents and teachers only act as companions to participate in the process of children's growth. The goal of Reggio education is to provide more opportunities for children to discover and innovate, so that children can actively learn in the process of exploration, rather than just relying on the spread of language and words to learn [6]. Malaguchi once put forward: "children have great and inestimable power, and children should be absolutely respected." Reggio's idea of education emphasizes respecting children's subjectivity and provides sufficient time for children to think and express their views. It is exactly in line with the idea of respecting children's subjectivity mentioned in children's philosophy and believing that children have the ability of philosophical thinking, which can provide support for teachers to establish children's subjectivity in children's philosophy enlightenment education.

4. THE ENLIGHTENMENT OF REGGIO'S EDUCATIONAL IDEA ON CHILDREN'S PHILOSOPHY ENLIGHTENMENT EDUCATION

Reggio's educational ideas of environment, teachers and children just provide support for our children's philosophy enlightenment education, and can provide some enlightenment for our children's philosophy enlightenment education.

4.1 Build a multi connected environment to arouse children's curiosity

The educators of Reggio preschool school emphasize that there is no useless environment in the school, and think that building a multi connected environment can stimulate children's imagination and curiosity. Stimulating children's curiosity and imagination is essential in the process of children's philosophy enlightenment education, so it is also very important to build a multi connected environment. Environment is a recessive part of children's philosophy enlightenment education. Environment generates curriculum, curriculum creates environment, and learning Reggio's principles of environment construction in the process of constructing kindergarten environment can help us better carry out children's philosophy enlightenment education. For example, through the blooming and falling of different kinds of flowers in different seasons in the garden, children can be inspired to think about the differences in the growth cycle of different plants; By observing the stick in the mineral water bottle after the rain, children can explore the phenomenon caused by visual illusion; Through the setting of mirrors around, children can observe the difference between themselves and their peers. The creation of these different environments in life can cause children to think about some philosophical problems. Children's curiosity comes from life, and many contents of children's philosophy also come from life. Therefore, the construction of a multi connected environment in daily life can inspire children to think philosophically. However,

in the process of learning, we also need to integrate our own cultural characteristics. Schools in different regions have their own "environment", with their own use of space, shape, color and materials, to add help to children's philosophy enlightenment education.

4.2 Teachers respect and support children's dialogue

Listening and dialogue is an important way of children's philosophy enlightenment education. Teachers respect and support children's dialogue, which is the most important link in the process of children's philosophy enlightenment. From Reggio's view of teachers, we find that they emphasize that teachers listen to children, respect and encourage children to have dialogue. Therefore, from Reggio's view of teachers, we teachers should learn to listen to children, teach children to learn to listen to other people's views and ideas, and believe that children can complete their understanding and thinking about things by listening to other people's dialogue and talking with their peers. As teachers, we don't need to teach children to ask "why", because everyone needs to understand the reasons of things, and want to know the meaning of the world around us and the meaning of life. Children will not only ask "why", they can also find the answer for their "why", and establish their own theory. Even when children think about "why" every time, they are not simply seeking answers, but they have the courage to find multiple answers to a question. What teachers should do is to provide sufficient time for children to think, have enough patience, effectively listen to children's dialogue, do not rush to interrupt children's dialogue, and give a "standard answer" to children's questions. Therefore, in the process of children's philosophy enlightenment education, teachers can be listeners, listening to children's thoughts and thinking about something; Teachers can encourage and guide children to express their ideas and guide them to further philosophical discussion.

4.3 Respect children's subjectivity in philosophy enlightenment education

In Reggio's educational philosophy, children are born with thought, power, creativity, curiosity and exploration. They are the main body in the process of education. Adults should give children full respect. We should learn from Reggio's view of children their respect for children, respect children's subjectivity in philosophy enlightenment education, believe that children can carry out philosophy enlightenment education, adults can not deprive children of the right to philosophical thinking, we should fully believe that children have the potential of philosophical thinking. Reggio educators emphasize that children do not passively accept experience, but actively construct their own knowledge and experience in the process of communication and interaction with peers. Liu Xiaodong put forward: to enlighten children in philosophy, adults should first have a correct understanding of children's Philosophy [7]. Matthews also suggested that adults living in the scientific world should abandon their sense of superiority in front of children and listen carefully to their philosophical, cognitive or moral questions. Therefore, we should fully respect children's subjectivity status when we carry out children's philosophy enlightenment education, so that children's philosophy potential can be fully developed.

In a word, China's early childhood philosophy enlightenment education is still in an exploratory period, with great development potential. Reggio's preschool education began to reform in the 1960s. In a short period of 60 years, Reggio has constructed its own unique early childhood education model and formed Reggio's education concept, which has a wide influence on the world. These are the results of their constant attempts and explorations. Reggio's educational ideas of environment, children and teachers are closely related to the various aspects of our country's early childhood philosophy enlightenment education, which can provide many important inspirations for the development of our early childhood philosophy enlightenment education.

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College English Multimodal Classroom Teaching Practice

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Abstract: College English teaching requires a certain degree of flexibility and activity in the classroom, so we put forward a multi-mode classroom teaching model to improve the overall teaching effect. Based on the teaching practice, this paper briefly introduces the theories and ideas of college English multimodal classroom teaching, and carries out a detailed analysis of the specific classroom design, in order to construct and perfect the course model, and improve the English level of college students through the improvement of teaching intuitiveness.

Key words: College English; Multimodal classroom; Teaching practice

1. INTRODUCTION

With the development of information technology and the application of multimedia technology, the way of classroom teaching has become more abundant, which directly promotes the multi-modal development of college English class. According to the analysis of teaching practice, the multi-mode classroom teaching mode can effectively alleviate the disadvantages of traditional teaching, help students to achieve the improvement of language ability and language sense through the shaping of various language environments, and thus gradually build up the interest in learning and develop the habit of independent learning.

2. OVERVIEW OF MULTIMODAL THEORY

Modal emphasizes the way of communication generated by the interaction between the senses and the environment. The multimodal discourse analysis, which originated from the western countries, is the language functionology generated by the analysis of symbolic meaning. From the practical application, multimodal can not only help us more accurately grasp the meaning of language in the process of communication, but also enhance the expression effect by the addition of other symbolic information, such as pictures, text, etc. Meanwhile, it plays a very important role in interpreting the meaning of discourse and achieving the purpose of social communication [1].

3. COLLEGE ENGLISH MULTIMODAL TEACHING

Through the above analysis of multimodal, we can try to apply it in the process of college English teaching. Of course, this requires the feasibility of establishing multimodal between teachers, students and the teaching environment. For example, the construction of communication between teachers and students, the use of all kinds of symbol resources in the classroom, etc. Multimodal teaching can realize the use of multiple modes and strengthen students' memory of relevant content with the enrichment of information means. It is worth noting that the use of various media and symbolic modes does not necessarily mean the effectiveness of multimodal teaching. The most important thing is that it can be integrated with other teaching methods to create a good language learning environment and interactivity. In view of this, we must establish a clear understanding of multimodal teaching, so as to give full play to the advantages and ensure the rationality of classroom design.

4. ANALYSIS OF COLLEGE ENGLISH MULTIMODAL CLASSROOM TEACHING PRACTICE

4.1 Factors affecting classroom design

Classroom design is very important for the construction of multimodal classroom, especially for college English teaching, more emphasis should be placed on the combination of modes, and teaching dialogue and communication should be realized according to the actual context. In the specific teaching process, teachers should carry out the process design according to the teaching content, and determine the teaching steps around the teaching objectives, and then supplement the teaching resources and choose the media methods, so as to improve the teachers' ability to control the college English class. In other words, classroom design is the premise of multimodal teaching, but also to highlight the advantages of each mode of teaching is the fundamental.

4.2 Teaching Goal Setting

All teaching courses need to set teaching objectives before the development, which is also the basic condition for the orientation of teaching courses. As for college English teaching, the focus should be on cultivating students' oral English and listening skills, and even reading and writing links can be taken as auxiliary projects. At the same time, teaching objectives should be set in a certain level, so as to tap the potential of students.

4.3 Teaching content analysis

Teaching content analysis is the main basis for multi-modal classroom teaching of college English. For example, each unit of college English has different themes, and the different text forms also determine the inconsistency in modal selection. Therefore, teaching content should be strictly referred to to improve the rationality and effectiveness of the teaching process.

4.4 Hardware facilities preparation

The hardware facilities emphasized here refer to multimedia equipment, network equipment and fixed equipment such as blackboard, etc. The quality and popularity of such facilities are also one of the issues that must be considered in teaching design, and can even establish the feasibility for the development of multi-mode classroom. In addition, the so-called environmental analysis should also be carried out, that is, the campus

environment, indoor environment and social environment, especially the need of social environment for English talents and abilities will directly affect the teaching process. At the same time, the comfort of the overall environment is also very important. For example, when the temperature rises, students can't concentrate, so it is necessary to improve the environment and the application of multi-modes to improve students' interest in learning [2].

4.5 Understanding of teachers and students

For teachers, their own experience, ability and personality may affect the construction of college English multimodal classroom. Similarly, students' interests, basic knowledge and learning awareness are also an integral part. For example, many teachers have reported that, under the influence of social development, the differences among students not only exist all the time, but even have undergone tremendous changes. Therefore, in order to improve the integrity of classroom teaching, it is necessary to adhere to individualized teaching. Therefore, it can be seen that college English multimodal classroom teaching practice is the only way for the development of education, and it can well solve the teaching problems caused by students' differences.

4.6 Modal selection of classroom teaching

The modal selection of classroom teaching mainly includes the following aspects: First, adhere to the optimal principle. When choosing specific teaching modes, the target mode should be considered and whether the target mode has certain advantages in terms of the content to be expressed compared with other teaching methods. For example, when discussing issues related to the natural environment, pictures and videos are of obvious shock and instructional intuitiveness. Therefore, more such resources should be prepared to stimulate students' enthusiasm for participation. Next, adhere to complement aggrandizement principle. In the process of university teaching, there is often a situation that a certain mode cannot clearly express the teaching content. At this time, in order to help students understand, it is necessary to consider the construction of multi-modes to realize the reinforcement and integration among various teaching modes. For example, when explaining complex words, oral narration lacks intuitiveness, while body shape and

PPT presentation can better explain the words learned, and also have good interest. Again, adhere to the principle of dynamic change. In order to ensure the continuous activity of English class, the teaching mode should be adjusted regularly to prevent students from being bored with the single teaching process. For example, when carrying out English listening teaching, the previous teaching method is to play audio, which will make the class boring in the long run, so necessary adjustments should be made. Such as through watching American TV series or news reports, the penetration of English listening teaching. Finally, adhere to the student-centered principle. The fundamental purpose of the construction of multi-modal classroom teaching mode is to improve students' English proficiency. Therefore, in the process of modal selection, we should adhere to the student-oriented approach, and constantly enrich and optimize the multi-modal classroom according to students' interest points and teaching evaluation feedback. At the same time, students should also be encouraged to take the initiative to output language and effectively apply what they have learned. In addition, teaching evaluation should be adjusted to ensure its objectivity and adaptability.

5. CONCLUSION

To study the practice of multi-modal classroom teaching, it is necessary to fully realize the significance of multi-modal classroom in promoting the reform of college English education, and then carry out detailed analysis and improvement from the basic elements of classroom, so as to improve the activity of classroom. At the same time, the student-centered teaching concept should be emphasized to ensure that students can get good audio-visual experience and lay a foundation for improving college students' comprehensive English application ability.

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Design of Industrial Intrusion Detection System Based on Hybrid Random Edge Computing

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Abstract: With the development of China's economy and the improvement of technical level, China's industrial level has been significantly improved, industrial control intrusion detection system in which occupies a more important significance. The so-called intrusion detection system is in accordance with the security policy, the operation of the industrial network, the system to monitor, to "blacklist" rules match to find a variety of illegal operations or abnormal behavior of hardware and software integration equipment, can be guaranteed the purpose of network security. Based on this, this paper analyzes the design of industrial intrusion detection system based on mixed random edge calculation, which can provide suggestions for relevant departments to carry out related work.
Key words: Hybrid stochastic edge calculation; Industrial Intrusion Detection System; Industrial development

1. INTRODUCTION

At present, intrusion detection system has been more widely used in industrial scope, but now many of the intrusion detection system is to use the misuse detection model, for unknown attack is unable to effectively detect, and lead to false alarm rate increase, so this article edge calculation method based on hybrid stochastic analysis and the actual situation of industrial control intrusion detection system design.

2. RANDOM EDGE CALCULATION AND ANALYSIS

Along with the development of our country's economy as well as the technical level of ascension, information technology has got more extensive application of edge is with the development of network technology and derived a kind of technology, the concept of the specific refers to the network edge side, close to the content or data source integration, the core competence of the network, computing, storage, application open platform, Edge intelligence services are provided nearby to meet the key needs of industry digitalization in agile connection, real-time business, data optimization, application intelligence, security and privacy protection [1]. Issued by computing the edge of the handle is through the network node, the data near the source of in-depth analysis, data processing and analysis, in the process of data processing data is required to make the transfer, which can reduce the network traffic and the corresponding time, on the edge of the concrete application of calculation of the advantages of a total of the following:

2.1 It can shorten the time of face recognition.
2.2 Reduce energy consumption of the system.
2.3 Improve data integration and migration time.

3. OVERVIEW OF INTRUSION DETECTION SYSTEM

Intrusion Detection System (IDS), which is the abbreviation of English Intrusion Detection System, is a kind of network monitoring system derived from the continuous development of information technology. It can timely monitor the network transmission. A network security device that alerts or takes proactive action when suspicious transmissions are detected while in operation. In fact, this technology is significantly different from other network security technologies. It is an active and proactive security protection technology. At present, this technology has been rapidly developed. There are some obvious defects in the application of single-handed technology, that is, due to the rapid development of modern network technology, the network transmission rate is greatly accelerated, which leads to a relatively large burden in the operation of the whole IDS system, making the reliability of the detection work is not high. The high false alarm rate of IDS is also very serious due to the greatly accelerated network transmission rate.

4. DESIGN OF INDUSTRIAL INTRUSION DETECTION SYSTEM BASED ON MIXED RANDOM EDGE CALCULATION

4.1 Overview of industrial intrusion detection system design based on mixed random edge calculation

Along with the development of our country's economy as well as the technical level of ascension, the network system of our country got further development, in the new period for the attention of the network security sex significantly promoted, so this article in carries on the design is proposed based on a hybrid random edge control in intrusion detection system is designed, which can optimize the effect of the specific application, in fact, This design of industrial intrusion detection system based on mixed random edge calculation is divided into two modes, namely misuse detection component and anomaly detection component. Misuse detection component belongs to online mode, which can detect all kinds of data in real time, and the anomaly detection component is in offline component [2].

In the online stage when the system is running, the system uses the misuse detection component to detect the known attacks inside the system, and the misuse detection component captures the network data with the network sniffer working in the hybrid mode during the application, and then transfers the data to the Snort detection module inside the system for implementation. In fact, the Snort detection module includes several important functions, such as decoder, preprocessor, detection engine, alarm system, etc. When system is running can be decoded by capturing the network data analysis, and then use matching algorithm for matching, and analysis the data of

the rule base, at run time if there is no match to any intrusion rules, you need to the corresponding data can be sent to the anomaly detection component, if matched to the corresponding rules, The known attacks need to be stored in the corresponding database, and then the Web-style visual monitoring platform can be used to obtain the data from the data, and then the direct intrusion information can be generated within it, and the alarm can be generated.

In the Offline phase, the system can use the exception detection component to detect novel and unknown attacks. In system operation after misuse detection component of the uncertain data filtering and the uncertainty of abnormal data into the database, which can be produced by service pattern to retrieve data from the exception database, which can generate a model based on the service class, and can be generated to in-depth analysis of the sample data, Detector module and the data into the outliers, the detector can outliers in the abnormal database to retrieve the related data, using the outliers detection technology for testing, if detected any attack will generate alarm for abnormal alarm module, at the same time can also detect the invasion of training is stored in the database, This allows you to establish new rules for Snort detection modules that misuse detection components.

4.2 Experimental effect analysis

In the process of the experiment, we chose the most common FTP, HTTP, POP, SMTP, Telnet

The relevant information is extracted from the five databases and a sample normal data set is formed internally and the attack data is extracted from the attack data set and added to the normal data set, so that the internal data set can be formed, 1%, 2%, 5% and 10% data sets. It can represent 1%, 2%, 5% and 10% of the data in the data set as attacks, and can use detection to evaluate the performance of the system.

At the time of actual experiments need to analyze the actual situation, can be found that the control in intrusion detection system based on hybrid random edge design can obtain better effect, when low false alarm rate of the need to have a higher detection rate, effective to detect the unknown attacks, will can control the false alarm rate over 1%, Moreover, the system has a high detection rate of 95%, and after testing the attack data sets of 2% and 5%, the system can also show a relatively good performance, so as to reduce the experimental effect, timely detect the intrusion behavior, ensure the security of network operation in the new era, and improve the detection rate.

5.CONCLUSION

With the development of China's economy and the improvement of technological level, network security plays a very important role in the new era, has an important position. Based on this, this paper designs an industrial intrusion detection system based on mixed random edge computing, which can detect unknown attacks in the process of network system operation in a timely manner, thus helping to optimize the detection system. Improve the detection rate to ensure the effect of specific applications.

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Brief Talk on Enterprise Marketing Management and Innovation Strategy

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Abstract: With the continuous development of social economy and science and technology, domestic enterprises follow the pace of development of The Times, increase the optimization and improvement of the internal system, help to realize the transformation and development of enterprises, and enhance the share and competitiveness of enterprises in the social market, and promote the innovation and development of the social economic system. As for the development of enterprise marketing, the Marketing Department should increase the implementation of market investigation activities, which can accurately control the social needs, help to increase the flexibility of marketing management, and then promote the sustainable development of the enterprise itself. This paper mainly for the enterprise marketing management related analysis, the research results are only for the reference of the relevant people.
Key words: Enterprise; Marketing; Management; Innovation; Strategy

1. INTRODUCTION

In recent years, the national economy and overall national strength improved significantly, leading to the domestic each big enterprise's economic benefits, and expanding sales of products, but the development of social economic and trade has the characteristics of diversity and dynamic, so enterprise in the economic development at the same time, increase the application of advanced technology and trade patterns, It can effectively improve the comprehensive competitiveness and economic profits of enterprises, and then reflect the necessity of innovation and development of domestic enterprises. For the current marketing development of domestic enterprises, relevant leaders need to focus on the marketing key, marketing mechanism, marketing channels and other aspects of the analysis and market research, and then develop a more standardized and systematic marketing promotion program, help to promote the smooth development of enterprise marketing management.

2. ON THE PROBLEMS EXISTING IN THE MARKETING MANAGEMENT OF CURRENT ENTERPRISES

2.1 The enterprise marketing concept is in a backward state

Through the investigation of the development of enterprise marketing management, it is found that some enterprises still adopt the traditional marketing concept, which is mainly reflected in the following aspects. First, the goal of marketing management is to sell goods and carry out the propaganda and sales of the hard tasks. Second, the marketing management department focuses on the improvement of individual ability, and then ignores the cooperative development of the marketing team; Third, enterprises attach one-sided importance to the economic benefits brought by the Marketing Department, and then ignore the cooperation between the Marketing Department and other departments [1].

2.2 Enterprise marketing lacks the application of network means

According to the study of enterprise marketing management development situation, found that the corporate sector in the process of marketing management design and promotion, ignore the social application value of network means, cause in the process of daily sales, still use store sales, face-to-face communication, can lead to the development of enterprise products in the market by the limitations of channels, Furthermore, it affects the innovative development of enterprise marketing management, which is not conducive to the effective development of enterprises in the modern economic market.

3. FORMULATE RELEVANT MEASURES FOR THE MARKETING DEVELOPMENT AND INNOVATION RESEARCH OF MODERN ENTERPRISES

3.1 Make clear that service quality is the core of marketing and increase the auxiliary role of price competition

The development of the Marketing Department of modern enterprises is affected by the process of economic integration in international trade. Increasing the comprehensive application of information technology and network technology can effectively improve the sales quality and efficiency of enterprises and promote the diversified development of the marketing system of enterprises. The development of modern enterprise Marketing Department, the first thing you need to clear the service quality as the core of marketing, therefore in the process of marketing, staff need to use the high quality service for the consumer's trust and recognition, helps to improve enterprise's market competitiveness, at the same time auxiliary by price competition, for the varieties, quality and price of a commodity goods, with low profit sales, On the basis of maintaining the balance of market competition and development, price struggle is carried out to increase the share of enterprise products in the market. Therefore, the design and planning of marketing content of enterprises need to accurately control and position according to the market demand, so as to facilitate the building and management of relevant mechanism and interest relationship [2].

3.2 Establish a market-oriented network marketing operation mechanism

Network technology is an important content of modern social market economy, the use of network technology can not only realize investigation and statistics of market

demand, increase product sales channels at the same time, the enterprise economic development play an important role of the market, so the modern enterprise marketing management can be operational mechanism by building a network, and no clear guidance, take the market as the economic development Able to realize the rationalization of enterprise operation management, promote the economic development of enterprises.

3.3 Increase research on management and innovation in sales

To optimize the management of enterprise marketing management, leadership and management departments to increase innovation research on sales, but because the sales management has diversified characteristics, lead to management of Marketing Department of whole enterprise existence one-sided sex, so government leaders to marketing goals need to be clear and sure, require marketers first with the aid of the enterprise marketing way and system, Accurate clarification of social needs is conducive to enhancing the effectiveness of the determination of sales plans, and thus improving the stability of the overall development of marketing management departments [3].

In the new era of the development of the economic system, the application of network and automation content should be added, is beneficial to enhance the speed and efficiency of economic development, and the enterprise internal related department to unified management, strengthen the collaboration between departments, to realize the effective application of network method, to the enterprise development play an important role in the new era of Internet.

3.4 Establish a professional and effective marketing management team

Modern enterprise management of Marketing Department, can undertake professional driven by building a professional team, so the enterprise human resources department needs to form enterprise market and the marketing situation, with specific employment, and to increase the staff's professional training, to enhance the staff's knowledge level and management power, in the development of practical marketing helps to realize the consumer thinking guidance, And then enhance the overall level of enterprise marketing development and interests.

For enterprise Marketing Department of the actual sales stage, managers need to change the traditional marketing model, using the Internet to carry on the innovation and development, in the aspect of marketing using human assistance to marketing service management, timely solve customer feedback related issues, to ensure that the marketing order smoothly, raise the credibility of the enterprise in the aspect of social market [4].

3.5 Strengthen the innovative management of marketing management concepts

About the development of modern enterprise marketing management, the relevant leaders need to follow The Times to change the concept, to ensure that the marketing concept can conform to the characteristics of the development of the market, and help to drive the economic interests of enterprises, improve the comprehensive competitiveness of enterprises. The innovation research of the concept of marketing management needs to clarify the status of consumers in marketing management. Through the effective management based on the needs of consumers and shopping psychology, as well as high-quality services, it can help promote the integrated development of marketing, and then complete the innovative development of the concept of enterprise marketing management.

4. CONCLUSION

to sum up, in the era of social economy and the innovation and development, driven by domestic enterprises strengthen the optimization of internal management system, management, marketing management department, in particular, the increased marketing involves the integration of content and, in turn, guarantee the clarity and effectiveness of the marketing management development, and thus to improve enterprise economic benefits and competitive development purposes. In accordance with the need of the development of the enterprise market marketing, clear quality of service marketing core, and the increasing network marketing, the running mechanism of the marketing management team, strengthen the innovation and development, can effectively increase the diversity of marketing management and efficiency, innovation and development of the whole enterprise play an important role.

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Discussion on The Development Of Electronic Commerce Of Small And Medium-Sized Enterprises In Our Country

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Abstract: In recent years, with the rapid development and widespread application of Internet technology, accelerate the pace of the development of the global economy, e-commerce is the product of the rapid development of information times. With the arrival of the era of e-commerce, it has brought great changes to people's life style and thinking mode. The development of e-commerce cooperation mode has brought more opportunities and greater challenges to China's small and medium-sized enterprises. How to improve the development pace of e-commerce in small and medium-sized enterprises and effectively solve the problems faced by small and medium-sized enterprises in the development of e-commerce has become the primary problem facing the development of small and medium-sized enterprises in today's society.

Key words: Small and medium-sized enterprises; E-commerce; Internet; Effective strategy

1. INTRODUCTION

The development of small and medium-sized enterprises has a greater impact on China's national economy, small and medium-sized enterprises occupy an important position in China's socialist market economy. However, compared with most state-owned enterprises and joint ventures in China, there are many disadvantages in terms of production mode and production technology. With the development of Internet technology, the rise of e-commerce has played a significant role in promoting the development of small and medium-sized enterprises in China. Therefore, this paper mainly focuses on the current situation of e-commerce development of small and medium-sized enterprises in China, the significance of the development of e-commerce of small and medium-sized enterprises in China and the effective strategies to improve the pace of e-commerce development of small and medium-sized enterprises in China[1-3].

2. THE DEVELOPMENT STATUS OF E-COMMERCE OF SMALL AND MEDIUM-SIZED ENTERPRISES IN CHINA

2.1 E-commerce of small and medium-sized enterprises is gradually recognized

In recent years, due to the widespread application of Internet technology, the rise of e-commerce model has brought great convenience to people's life and work, making e-commerce recognized by more and more small and medium-sized enterprises [1]. Most enterprises are gradually learning the marketing model of e-commerce to carry out internal reform and innovation, and actively create their own enterprise e-commerce website platform, in order to promote the continuous development of small and medium-sized enterprises.

2.2 The government should improve corresponding support

As the economic activities brought by e-commerce push forward, the government vowed at the conference to firmly support the development of e-commerce, cloud computing and Internet big data to promote the development of China's small and medium-sized enterprises. In order to support the development of e-commerce, the government reduces the taxation of e-commerce, and puts forward "Several Opinions on Accelerating the Development of E-commerce" to the development of e-commerce, and makes corresponding laws and regulations, and provides an important guarantee for the development of e-commerce by small and medium-sized enterprises.

2.3 Lack of conditions for the implementation of internal e-commerce

E-commerce is an emerging economic model, China's e-commerce is still in the initial stage of development, making China's small and medium-sized enterprises in the development of e-commerce there is a greater lack, first of all, the understanding of e-commerce is not enough. Secondly, there are serious deficiencies in the conditions for the implementation of e-commerce. Finally, although China is introducing some relevant laws and regulations according to the development of e-commerce, there are still great uncertainties in the development of e-commerce, and relevant laws and regulations must be revised and improved in the development of e-commerce [2]. According to the survey, the development of China's small and medium-sized enterprises themselves is relatively backward, its enterprise information construction is also relatively backward, which also brings greater constraints to the development of e-commerce.

2.4 Backward e-commerce facilities

In China's small and medium-sized enterprises, there is a serious polarization of the phenomenon, for example, the IT industry e-commerce information construction technology is relatively perfect, such as other service industries of the construction of e-commerce information is relatively backward, resulting in a serious imbalance in the application of e-commerce in small and medium-sized enterprises. Due to the lack of in-depth understanding and correct cognition of e-commerce, blind establishment of e-commerce platform, can not clearly understand its ultimate goal, there is no corresponding strategic

development plan, can not effectively reflect the image of the enterprise, resulting in the lack of utilization rate and practicability of e-commerce information construction. The occurrence of the above phenomenon makes the leaders in the enterprise gradually reduce the investment of the corresponding funds and energy in the construction of e-commerce informatization, resulting in the lack of the corresponding funds and equipment support in the enterprise.

2.5 Lack of professional talents

The development of e-commerce mainly depends on the competition among talents. The development of most small and medium-sized enterprises has been focusing on the production of enterprises, without correctly recognizing the role of their e-commerce talents. Relevant e-commerce professionals are of great significance for the control and research of the current socialist economic market. Through effective data analysis to develop advanced electronic marketing means to the development of e-commerce enterprises to bring greater impetus. Therefore, enterprises lack of the introduction and training of professional and technical personnel, making the development of enterprise e-commerce serious lack of innovation, can not effectively play the great advantages of e-commerce to enterprises, leading to the development of enterprises in e-commerce stagnated.

2.6 Lack of long-term planning

The development of small and medium-sized enterprises in our country only pays attention to the immediate economic interests, ignoring the long-term plan for the development of e-commerce. In order to ensure the long-term development of e-commerce and bring practical benefits to enterprises, enterprises must develop a sound e-commerce system, and formulate corresponding strategic plans and strategic objectives at each stage according to the actual situation of enterprise development.

3. THE SIGNIFICANCE OF DEVELOPING E-COMMERCE AMONG SMALL AND MEDIUM-SIZED ENTERPRISES IN CHINA

3.1 Help to improve the core competitiveness of small and medium-sized enterprises

The development of e-commerce economic model can effectively improve the backwardness of the business model faced by small and medium-sized enterprises, and develop more marketing means and production and operation model, so that small and medium-sized enterprises can continuously adapt to the development of the market. The biggest advantage of the development of e-commerce model is to improve the marketing means of enterprises and reduce the investment of their capital cost, so as to enhance the economic benefits of enterprises. The use of modern information technology means according to the market data for effective analysis of accurate advertising, to obtain effective transactions, reduce the cost of enterprise marketing strategy.

3.2 It is beneficial for small and medium-sized enterprises to effectively expand the market

The development of e-commerce is to make full use of Internet technology and other relevant socialist market economy to carry out effective communication. Breakthrough the traditional limited market development mode, the use of Internet technology can effectively cooperate with the global market. So that the cooperation between enterprises is no longer limited by time and space, which brings great advantages to the development of the market of small and medium-sized enterprises.

4. EFFECTIVE STRATEGIES TO IMPROVE THE PACE OF E-COMMERCE DEVELOPMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES IN CHINA

4.1 Develop a reasonable strategic development plan

Small and medium-sized enterprises should formulate reasonable strategic development goals according to their own development conditions, and improve the corresponding e-commerce system. An overall plan is made for the strategic development goals, marketing means, supporting facilities and logistics system management of enterprises' e-commerce [3]. Effectively combine the short-term plan goals with the long-term development goals of enterprises' e-commerce, so as to promote the sustainable development of SMEs' e-commerce.

4.2 Increase capital investment and introduce professional and technical personnel

The development of small and medium-sized enterprise electronic commerce, to the requirements of technical equipment and technical personnel, need professional technical manpower make full use of modern information technology to the socialist market economic trends and financial situation is analyzed, and combining the actual development of the small and medium-sized enterprise itself for effective planning, formulation and implementation, To continuously improve the application level of e-commerce economic model of Chinese enterprises in China, in order to enhance the core competitiveness of small and medium-sized enterprises in China, ensure the important position of small and medium-sized enterprises in the socialist market economy, and promote the sustainable development of small and medium-sized enterprises.

5. CONCLUSION

To sum up, with the development of global economization, China's small and medium-sized enterprises must develop towards the economic model of e-commerce, in order to constantly adapt to the pace of the development of The Times. This requires small and medium-sized enterprises to formulate reasonable strategic development plans according to the current development status of enterprises, and increase the capital investment in e-commerce, the introduction of professional technical talents, to promote the development of e-commerce of small and medium-sized enterprises in China.

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Significance and Influence Of Social Work Intervention In Children's Hospice Care in China

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Abstract: In everyone's inherent impression, China's hospice care services mainly focus on adults or the elderly at the end of the disease, but children's hospice care also has a lot of target service groups, also need to get the attention of the society. This paper briefly introduces the origin and development of children's hospice care, summarizes the current situation and existing problems of children's hospice care in China, and analyzes the influence and role of social workers' intervention in children's hospice care.
Key words: Social work; Hospice care for children; Domestic status quo and problems

1. THE MEANING OF CHILDREN'S HOSPICE CARE

Hospice care is an emerging multidisciplinary discipline based on humanitarianism. It aims to help patients manage their diseases, relieve their pain to the maximum extent, and obtain maximum comfort, attention and needs, so as to provide comprehensive care and counseling for patients and their families at the end of their lives. The World Health Organization defines "children's hospice care" as a kind of positive attitude, comprehensive care for the terminally ill children. It focuses on improving the quality of life of children with cancer at the end of their lives, providing short-term care and psychological support to families of children with such children, and preparing parents for grief after the death of their child, helping them to cope with the death and grief of their child[1-6].

2. THE EXISTING PROBLEMS OF CHILDREN'S HOSPICE CARE IN CHINA

Children cancer patients in China is a large group of cancer patients. According to incomplete statistics, in 2019, the number of children aged 0-14 in China accounts for 19% of the country. There are 30,000 to 40,000 pediatric cancer patients in China every year, and on average, 4-6 children are diagnosed with malignant tumors every hour. Medical advances have made it possible for 80 percent of children to be cured, but nearly 20 percent of children with cancer are too sick to be cured. The problem of hospice care for children with cancer is a problem that needs to be solved worldwide. Compared with foreign countries, China's hospice care started later, and most of the target population of institutions for the terminal adults, and children's hospice care has not received enough attention, so the establishment of children's hospice care and the improvement of service content is imperative. At present, the problems of children's hospice care in China are as follows:

2.1 Overtreatment

For children with advanced cancer, though, use medical means may also cannot be cured, but parents will still with a huge mental pressure and economic pressure, even has a "even ruin to cure her child, the child is the hope of his family," the notion that choose to keep cancer patient in the hospital for treatment. However, for the majority of children, their condition does not improve significantly, they have to bear not only physical pain and mental stress, even the physical condition will get worse. Spall points out that the cost of providing medical and care services to terminally ill patients in general hospitals is much higher than hospice facilities. This will not only cause excessive waste of hospital medical equipment and medical resources, but also the consequences of excessive treatment are extremely adverse to parents and children. Not only do children with cancer have to endure the physical pain of treatment, but parents of children with cancer also suffer the psychological pain. Therefore, the effective intervention of children's hospice care institutions can not only greatly reduce the waste of hospital resources, but also effectively reduce the mental pressure of parents and children and the economic pressure of their families, which is conducive to the maximum allocation of limited medical and health resources.

2.2 Medical staff lack expertise in the field of children's hospice care

Hospice care medical staff need to have professional knowledge, in foreign countries and China's Hong Kong, Taiwan and other economically developed areas, the staff engaged in hospice care must receive professional formal training, training qualified before they can engage in this industry. However, Steel R D's study found that most health care workers were unable to provide effective communication and psychological support to children and their parents, and health care workers themselves lacked education and training in hospice care, which made them unable to play their due role in this field. Due to the comprehensive and professional needs of children's hospice care, professional teams are needed to intervene in the field of children's hospice care to provide the overall care and after-care for the dying children and their families, so that the dying children can feel at ease to leave in the last stage of their short life.

3. THE INFLUENCE OF SOCIAL WORK ON CHILDREN'S HOSPICE CARE

Cancer, which is a refractory disease, not only makes the

children bear psychological and physical pain, but also brings great psychological pressure and economic burden to their parents and families. Therefore, the intervention of social work can achieve a certain social support significance. Using professional theories and working methods, social workers can provide more professional services in the field of hospice care for children with cancer. In providing end-of-life care for children with cancer, social workers need to look beyond the child or the environment in which he or she lives and pay more attention to coordination. Social workers' intervention services for dying children should be coordinated from the following aspects:

3.1 From the perspective of dying children, the intervention of social work requires both physical and psychological intervention for children. Children of different ages have different ways of expressing diseases. For younger children, they can be evaluated according to professional scales by observing their expressions and body movements. The older children, who already had verbal skills, were assessed by the way they described pain. Therefore, in this assessment process, social workers must establish a deep relationship of mutual trust with the child. For example, social workers can relieve children's tension by chatting, listening to music, playing games and other ways to divert their attention. Psychological intervention is mainly to encourage children to express their emotions. Under all kinds of pressure, many children will intentionally or unintentionally conceal their feelings and reactions to the condition, which will not only affect the doctor's diagnosis, block the treatment process, and then accelerate the development of the condition. Therefore, social workers need to timely understand a series of children's reactions to pain, dig out children's more real emotions, and provide them with appropriate relief and decompression, so that children can reduce pain.

3.2 From the perspective of the family of dying children, the intervention of social work is mainly psychological intervention for family members. From the time a child is diagnosed to the time his or her illness worsens to the time he or she finally leaves, it can be hard on family members, who are under all kinds of stress. Therefore, it is urgent for social workers to intervene in the families of children with cancer. There are three demarcations for social workers to intervene in the families of children with cancer: First cut-off point is, the child after diagnosis, the doctor may recommend that families with the method of relieving treatment, at this time is the most vulnerable parents heart, social workers need to explain what is the family members of soothing treatment at the same time, ease family member's bad mood from time to time, and to lead them to accept children's condition and physical condition now. The second boundary point is that when the child's condition deteriorates, family members are suffering from great mental and economic pressure. Social

workers need to relieve the great mental pressure of family members and find effective solutions to the dilemma of lack of economic resources, such as linking social resources and mobilizing social forces. The third demerit point is that after the death of a child, family members will be overwhelmed with grief, so social workers need to provide them with grief counseling, and provide the families of dying children with opportunities to get grief and bereavement professional counseling in the hospital or in the community, so that the family members' grief can be relieved as soon as possible.

3.3 From the perspective of external environment, the intervention of social work needs to link external resources. Children should be at their most innocent and carefree, but due to the disease, the final journey of their lives will be spent in the hospital, completely separated from their peers and school. At this stage, social workers should try to find external resources that can be linked, so that dying children can still play and live happily in the last stage of their short life.

In a word, there is still a long way to go for the development of children's hospice care, which needs the joint efforts of the government, society and family. To promote the exploration of the relevant theoretical knowledge of children's hospice care services, promote the formulation of relevant social policies, strengthen the relevant education of social workers, improve their professional skills, and increase the input of social work in relevant fields to jointly promote the improvement of children's hospice care system, so that children's hospice care can be more perfect.

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Research on The Construction and Path of Multimodal Discourse Theory Teaching Mode in Higher Vocational Public English Teaching

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Abstract: Public English is a compulsory course in higher vocational colleges. If multimodal discourse theory teaching mode can be applied in teaching, it will help to improve the teaching effect and students' English level. This paper briefly analyzes the connotation of multimodal discourse theory and the value of constructing teaching mode. Focusing on the current situation of Public English Teaching in higher vocational colleges, this paper tries to promote the effective improvement of Public English Teaching in Higher Vocational Colleges by establishing rich teaching courseware, paying attention to the modal effect of body language, creating practical situations in daily life, and strengthening multiple evaluation of English teaching.

Key words: Higher Vocational Public English teaching; Multimodal discourse theory; Language mode

1.INTRODUCTION

Multimodal discourse theory refers to the teaching theory based on the multiple modes of action, language, vision and touch. The construction of new multimodal discourse theory teaching mode in public English Teaching in higher vocational colleges is helpful to enhance students' interest in English learning, cultivate students' good learning habits, greatly improve students' English listening, speaking, reading and writing ability, and promote students' comprehensive ability to use English.

2. THE CONNOTATION OF MULTIMODAL DISCOURSE THEORY

There are many different views on the analysis of the concept of multimodal discourse theory. This paper mainly defines the phenomenon that tactile, auditory and other sensory aggregates, combined with action, language, image and other symbolic resources to implement communication. In discourse communication, it is often necessary to increase the accuracy of discourse content expression with the help of gesture, facial expression, voice and other diversified ways. For example, in the field of teaching, we can change the traditional face-to-face teaching method, and use slides, multimedia equipment and other auxiliary tools to increase classroom richness, so as to improve the teaching effect.

3. THE CONSTRUCTION VALUE OF MULTIMODAL DISCOURSE THEORY TEACHING MODE IN HIGHER VOCATIONAL PUBLIC ENGLISH TEACHING

The construction of multimodal discourse theory teaching mode in Higher Vocational Public English teaching has prominent practical value, which is reflected in the following two aspects:

3.1 Enhance students' enthusiasm. As a language subject, public English course in higher vocational colleges has received many years of English education for native Chinese students. However, some students still have some fear of English learning and can not form a strong enthusiasm for participation in the classroom. The multimodal discourse teaching mode is based on the student's dominant position, combined with the real feelings of the classroom, to mobilize their enthusiasm as far as possible, to promote the original boring knowledge point explanation, through the action gesture, sound image, sensory sense and other modal forms of transmission, to promote students to have a clear learning motivation in the rich English classroom, so as to re adjust their learning attitude [1].

3.2 Make the class more interesting. Under the stimulation of different modes, students have different intuitive feelings and psychological experience. Based on this, the teaching mode can take active learning as a foothold, encourage students to participate in classroom teaching activities voluntarily under the guidance of teachers, and then improve learning efficiency. Moreover, due to the participation of diversified modes, the interest of the classroom is greatly enhanced. For example, when explaining the knowledge of English grammar, oral explanation will be changed to teaching in the form of ballad memory and watching movies, so as to promote students' progress in the open classroom environment, and ultimately ensure that students and teachers maintain a harmonious relationship and develop the habit of autonomous learning in the interaction. Based on this, multimodal discourse theory teaching model is worth promoting in the field of teaching.

4. THE CURRENT SITUATION OF PUBLIC ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

The opening rate of Public English in higher vocational colleges is relatively high. Many English teachers have made a lot of exploration on English teaching reform and achieved good results, but there are still some problems: first, students' participation is not high. Students' interest in learning often affects their classroom performance. At present, some students often show negative emotions in English class and can not complete the classroom learning tasks on time, which leads to the decline of teaching efficiency; Secondly, students lack good English learning habits. Some students have not formed a good habit of listening, speaking, reading and writing since they came into contact with English knowledge in primary school.

As a result, they still have habit defects after entering the University. If it is not corrected in time, even if more training is set up for it, it can not achieve the expected teaching effect, or even seriously hit its self-confidence; Thirdly, teachers' teaching should be separated from life scene experience. As adult college students, their life experience is relatively rich. However, in English teaching, teachers do not fully contact with the reality of real life to carry out teaching work. They only teach English for the purpose of teaching English, which increases the difficulty of students' learning; Fourth, the teaching evaluation is not appropriate. The current evaluation index is relatively single, which should be expanded by combining with different modes [2].

5. THE CONSTRUCTION PATH OF MULTIMODAL DISCOURSE THEORY TEACHING MODE IN HIGHER VOCATIONAL PUBLIC ENGLISH TEACHING

5.1 Establish rich teaching courseware

In order to construct the teaching mode under the multimodal discourse teaching theory, we need to further improve the teaching courseware, pay attention to the richness of the teaching courseware, comprehensively use the mode, enhance the students' interest in learning, enable the students to complete the classroom tasks efficiently under the guidance of teachers, and create favorable conditions for the practical application of students' follow-up English skills.

Common modes include feeling, symbol, etc. if we analyze them in detail, it mainly refers to students' five senses (mainly touch, vision and hearing), as well as action expression, image language, etc. When designing the courseware, teachers should pay attention to the mode synergy, find out the type of mode, and ensure that the courseware plays an important role in English teaching. On the one hand, teachers should rely on the learning situation and teaching materials to collect modal indicators, so as to deepen the memory of curriculum knowledge in the form of combined mode. On the other hand, teachers should make clear the teaching objectives, and consider the fit with the teaching objectives when choosing the mode. For example, when choosing the language mode, we should judge whether we can exercise the students' expression ability. If the use of one or two modes can not achieve complete teaching, we can continue to add modes, which will produce supplementary effect, and ultimately mobilize the enthusiasm of students, so that they are willing to participate in English learning activities intuitively.

Taking "patriotism" as an example, teachers should take the theme as the center in the courseware design, actively collect relevant materials, and bring new teaching services to students by means of various modes. Teachers can make the program from visual, video and audio modes. First, for the selection of visual mode, students can broadcast Chinese national flag, national emblem and revolutionary martyr photos. The video can capture some of the movie and television clips of Chinese soldiers fighting in the Anti Japanese War, such as "let bullets fly", "tunnel war", "encirclement and suppression", etc.

through the rendering of the film and television content, students' attention can be attracted. As for the audio mode, the patriotic songs such as the national anthem, the song of the seven children and the transmission of the dragon are the main ones, which make the students resonate from the hearing, and thus have patriotic feelings. Generally, it is difficult to arouse students' enthusiasm by using only one mode, even lead to the tedious teaching content in the classroom. If we can use multimodal discourse teaching mode and interact with students, students will get good learning results with the help of teachers. Therefore, teachers should try to take multiple modes as the main teaching elements in courseware, so as to increase the richness of teaching content and guarantee the teaching quality[3].

5.2 Pay attention to the modal effect of body language

As a language discipline, English should choose language mode + action mode as the first choice when constructing multimodal discourse theory teaching mode. Language and action are important elements of language expression, especially in the two person dialogue scene, relying on language alone is easy to produce ambiguity. At this time, if we can match the necessary actions, we can further enhance the effectiveness of communication, and then achieve the integrity of expression. In language mode, teachers should pay attention to the standardization and humor of teaching language. The action mode also needs to make specific actions according to the teaching content, so as to optimize the teaching effect.

Teachers should also pay attention to the following four aspects in the application of body language modality: first, as a modal form with natural attributes, body language modality should be closely related to the content of teaching materials, combined with the characteristics of students' body movements, so as to ensure that students can have deep memory with the help of body language modality, so as to deepen their understanding of English knowledge; Second, teachers should skillfully use language when applying multimodal discourse theory, so as to achieve coherence between body language mode and auditory or visual mode, so as not to affect students' learning effect; Thirdly, body language has an auxiliary effect on visual language. Teachers should find the relationship between each mode to ensure that students can enhance their learning experience in the new multimodal teaching mode. For example, in "campus", when teachers explain the schedule, they can use reading, eating and other actions to make students deeply aware of the teacher's expression language and deepen their impression in hearing. This can not only increase students' interest in learning, but also maintain students' enthusiasm for learning; Fourth, in the stage of body language modal use, teachers should also strengthen the rational application of the main call language. On the one hand, they need to help students put their attitude in order to improve the friendship between teachers and students. On the other hand, teachers need to put their own cognitive feelings into the use of body language mode to ensure that students have a deep memory of the teaching content under the guidance of teachers, so as to avoid unilateral

memory of body language, which makes students unable to fully grasp the knowledge content. Therefore, teachers should adjust their mode coherence and relevance to make a breakthrough in public English Teaching in Higher Vocational Colleges under the teaching mode of multimodal discourse theory.

5.3 Create life oriented practice scenarios

The construction of English teaching mode based on multimodal discourse theory needs to be fully combined with students' life experience. Generally speaking, if teachers use modes flexibly in teaching, they can make students keep plenty of energy in learning knowledge. If we can create practice scene in teaching, it can not only exercise students' practical skills, but also help students to shorten the distance with English learning, so as to avoid students' passive state in class due to their weak English foundation. Higher vocational college students have accumulated corresponding life experience from their daily life, and some of them have accumulated certain social experience through their work study program. Especially for the part-time students who have been engaged in tutoring and other language communication requirements, teachers create life-oriented practice scenarios for students in English teaching, and make full use of multimodal Teaching, Let the students learn and use English well in the simulated real scene.

When teachers apply diversified modes to English teaching, they should first choose a suitable practice platform; Second, we should pay attention to the creation of teaching situation, with the help of life resources to create authentic teaching scenes for students, adhering to the principle of "life is teaching" and providing high-quality teaching services for students. For example, for students majoring in normal education, teachers can create "teacher teaching simulation activities" for them, let them act as an English teacher, explain knowledge points to students, and then in this environment, increase classroom interest, let students perceive and experience professional characteristics in advance, and cultivate their practical ability. Based on this, teachers should always take the cultivation of students' practical ability as the core goal in English teaching, try to understand students' life experience, apply students' life experience materials to the teaching process, and promote students to learn English well in diversified teaching scenarios. So as to help students achieve comprehensive and balanced development in a new teaching environment [4].

5.4 Strengthen multiple evaluation of English Teaching

The main purpose of evaluation is to have a more comprehensive understanding of students' English learning process, encourage students to learn and improve teachers' teaching; In Higher Vocational English teaching, we should establish an evaluation system with multiple evaluation objectives and methods. We should not only pay attention to students' learning results and level, but also pay attention to their learning process and their emotions and attitudes in English activities, so as to help students understand themselves and build confidence. Under the traditional teaching mode, the written test has become the main way to evaluate the English learning effect, but this way has certain one sidedness, many students with single ability can not show their learning results on the test paper. In particular, some students do not have a solid foundation in learning and do not do well, but they have a correct attitude towards learning and are stronger in spelling. At this point, if a single paper to deny the students to pay, it will seriously hit their enthusiasm. Therefore, in the process of evaluation, we should emphasize the diversification of the evaluation subject, especially the students as the evaluation subject. We must pay attention to the diversification of evaluation objectives, evaluation contents, evaluation methods and process evaluation.

6. CONCLUSION

In a word, the construction of Public English teaching mode based on multimodal discourse theory should be carried out from the following aspects: abundant teaching courseware, body language modal effect, living practice situation and diversified evaluation methods. The application of multimodal discourse theory teaching mode can help to improve the current situation of English Teaching in vocational colleges, improve the quality of English teaching, cultivate students' interest in English learning, and promote students to have a strong learning experience in English classroom, so as to improve the comprehensive use of English.

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The Application of Gan Elements in Modern Graphic Advertisement Design

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Abstract: China has five thousand years of history of civilization, the essence of traditional culture is the Chinese traditional elements, as a multi-ethnic country, each nation has its own culture and characteristics, in such an environment, jiangxi elements as jiangxi folk elements is also used in all walks of life, this paper mainly discusses the connotation and characteristics of jiangxi element, analyzing the present situation and problems of plane advertisement design, This paper focuses on the application of Gan elements in modern print advertising design, hoping to promote the development of print advertising and provide reference for more people.

Key words: Jiangxi element; Print advertising; Design concept

1. INTRODUCTION

With the progress of The Times, the traditional print advertising design has been unable to meet people's aesthetic needs, in order to improve the humanistic connotation, increase influence, more people began to pay attention to the dissemination of culture and art, the combination of traditional elements and modern design, in order to promote the overall development of print advertising design.

2. CONNOTATION AND CHARACTERISTICS OF GAN ELEMENTS

As the ethnic elements of Jiangxi Province, Gan elements have a history of several thousand years and have unique regional characteristics and times characteristics. The main line of Gan culture development is mainly the Yue culture. Through the transformation from the Xiyue culture to the ancient Yue culture and the combination with the Central Plains culture, Gan culture has been continuously innovated and developed into a cultural system with rich local characteristics. Gan culture mainly includes language, writing, graphics, ideology, humanistic spirit and so on. Influenced by Central Plains culture, Gan culture has not only simple and unrestrained emotion, but also elegant and beautiful style of southern China. Nowadays, more and more people attach importance to it and apply it in various fields.

3. CURRENT SITUATION OF PRINT ADVERTISING DESIGN

Due to the influence of the West, the traditional graphic advertising design concept is mainly dominated by foreign elements, and lacks national characteristics and novelty in the design content and elements. In recent years, China's rapid development, more and more attention by people of Chinese traditional culture, Chinese elements can be found in all walks of life to join, including jiangxi elements, for example, the application of continuously in the plane advertisement design industry, formed on behalf of the concept of plane advertisement design with Chinese characteristics, through the integration of both, the spiritual significance of traditional culture is more and more people know. But because some designers professional technology level is limited, thorough understanding of the culture of Chinese history, simply add text, images, to design, not good contains the meaning of the traditional elements, lead to plane advertisement design is too rigid, hindered the development of graphic advertisement design with Chinese characteristics.

4. THE APPLICATION OF GAN ELEMENTS IN MODERN GRAPHIC ADVERTISING DESIGN

4.1 Combine traditional cultural elements with commercial content

The basic needs of modern graphic advertising design are to innovate the content of advertising, change the traditional mode, apply new techniques and characteristics, and have a certain commercial value. But with the progress of economy and the development of society, people's requirements for print advertising have been more than these, commercial value is the basis, on this basis must also have artistic value. In order to meet this demand, the design process to add Chinese traditional elements, in line with the current trend of development. Jiangxi element has experienced thousands of years of history, culture is very rich, such as text, auspicious patterns, graphics are huge impact to our country development, the development of the jiangxi elements into the modern plane design, not only can realize commercialization, give a person a kind of new experience, also can face the world to create the unique national characteristics of artistic style, To carry forward the traditional culture of our country and be known by more people [1]. Therefore, for modern print advertising design it is the transmitter of information, but also the disseminator of culture, reflects the development of a country's national culture.

4.2 Reflect national characteristics in print advertising design

Through the understanding of Gan elements, we can feel that the traditional Chinese elements have a long history and condense the national characteristics and wisdom of generations. Applying Gan elements in print advertisement design can extend and expand our traditional culture and reflect our national characteristics. Gan elements can be applied in advertising design from the following aspects.

4.2.1 Application of traditional characters

Chinese characters are extensive and profound. Through our development of advertising design, we can understand that Chinese characters play an important part in advertising design. Chinese characters are one of the most

characteristic cultures of China. Xiao Zhuan has a strict structure and is round and soft. Big seal characters realistic bold and unrestrained, rough and powerful; In graphic design, the unique Chinese characters are widely used in various designs, which not only improves the overall aesthetic appreciation of graphic design, but also transfers the unique humanistic spirit of Chinese characters to more people. After thousands of years of inheritance and evolution, the traditional characters are more abundant, and the combination of the two in the graphic advertising design can better show the cultural deposits of our country. There are a lot of the examples of application of traditional elements in advertising design, in the design of the emblem of the Beijing Olympic Games, our designers apply the words to the extreme, character "jing", use the form of seal cutting, portrays the image of dancing with the wind, to express sports connotation, through the design let more people know about the Olympic idea, Let people all over the world understand the broad and profound Chinese culture.

4.2.2 Application of folk-custom graphics

The most important part of Gan elements is folk custom graphics, which fully embodies the cultural heritage of our country. Folk graphics are chiefly characterized by active learning, flexible and the spread of China's folk graphics mainly is the Yin and Yang, five elements of tai chi, scratchable latex, three Yang kaitai, based on innovation, the application can not only convey them people yearning for a better life, reflects the pursuing of people's life and look forward to, also can arouse the aesthetic temperament and interest of many designers. The addition of folk custom graphics in advertising design reflects the combination of the development of modernization and traditional culture, which not only conveys the traditional national culture, but also promotes the progress of society. XiaoHong professor in macau regional emblem design, the design main body mainly lotus, lotus flowers represent good moral, not only will this national graphics in the plane design, but also express the XiaoHong professor wishes for macau, make the whole plane design to the next level, and further promote the development of the advertising industry.

4.2.3 Application of auspicious patterns

People like things with good connotations, and the auspicious patterns just have such symbols, which also promotes the use and inheritance of auspicious patterns to a certain extent. According to statistics, in modern art design, many animals, plants and other patterns that symbolize beautiful things are widely used, mainly including ruyi, moire, fish patterns and a wide variety of totem symbols. All these contain the good wishes of happiness and happiness, driving away evil and avoiding evil, and reflect the good implication of Gan elements. The design of auspicious patterns with good connotations in graphic design not only improves the connotation of the design, but also effectively integrates auspicious patterns with advertising design to promote the progress of Chinese traditional culture. The most auspicious pattern with national characteristics, "dragon and phoenix", has been widely used in modern advertising design. The well-known Huaxia Bank, whose logo is the Jade Dragon, not only represents the blessing of the enterprise, but also represents the profound cultural heritage of the Chinese nation. The pattern adopted by China Unicom is "Eight Auspiciousness", which not only meets people's aesthetic appreciation, but also integrates the concept of complementary, endless and long-established blessings into it, and the meaning of the blessings to the enterprise cannot be expressed in words [2].

5.CONCLUSION

To sum up, jiangxi element as being civilization achievement of our traditional national culture, should be known by more people, more widely used in all walks of life, the modern plane advertisement design should also constantly innovation and development, adapt to and jiangxi elements such as the integration of traditional elements, realize the concept of print ads with Chinese characteristics, to promote the overall development of plane advertisement design.

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The Practical Research of Micro Class and Flipped Classroom Teaching Concepts in English Teaching in Higher Vocational Colleges

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Abstract: With the concept of quality education put forward, higher vocational teaching has been a greater challenge. Higher vocational education itself has certain particularity, and classroom management is difficult. Teachers can apply the teaching mode of combining micro-class and flipped classroom. This paper will explore the practice of micro-class and flipped classroom teaching concepts in English teaching in higher vocational colleges from three aspects: improving the teaching process, combining online and offline learning, and perfecting the student evaluation system.

Key words: Micro-class; Flipped classroom; Vocational English; Teaching practice

1. INTRODUCTION

English and Chinese belong to different language families and are completely different in pronunciation, vocabulary and grammar. Higher vocational students' basic knowledge of English is relatively weak, coupled with their resistance to English, they have certain difficulties in the process of learning. Therefore, the indoctrination teaching mode cannot enable students to actively participate in the class to achieve the teaching objectives. Therefore, the concept of micro-class and flipped classroom should be applied to improve the teaching methods so as to better achieve the teaching objectives.

2. THE CONCEPT OF MICRO-CLASS AND FLIPPED CLASS

Micro-course is a structured digital resource that presents the fragmented learning content with information technology according to the cognitive law of students. In the process of development, micro-course has gradually formed a micro-online learning course [1]. Micro-class teaching mode is mainly taught in the form of short videos. Its content has the characteristics of short content, prominent theme and clear goal, which is easy to spread and share. Flipped classroom is a student-centered classroom teaching mode. Teachers no longer occupy most of the class time to inculcate knowledge, but conduct knowledge input before class. The teacher only needs to give guidance in class, control the pace of the class, and let the students complete the teaching activities in class independently, so as to complete the whole process of knowledge learning.

3. APPLICATION STRATEGIES OF MICRO-CLASS AND FLIPPED CLASSROOM TEACHING CONCEPTS IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Improve the teaching process

According to the objectives and requirements of English teaching in higher vocational colleges, teachers should select key thematic units in the teaching process, reorganize the key teaching contents, change the traditional classroom model of first learning vocabulary, sentence pattern, grammar, and then combining words into sentences and sentences into pieces, and carry out unit teaching centering on specific vocational themes. Teachers can take a specific post as the clue, combine the job content, process, typical work scenes and tasks of the post to design the teaching content of micro-course. To create a specific occupational situation, so that students can learn and apply English knowledge in a specific role and master English communicative competence related to the occupation. In the process of content design, teachers should properly deviate from the logical structure of the text set by the textbook and avoid the indoctrination teaching mode with theoretical knowledge as the main body. To combine the needs of students' major, highlight the key knowledge in the textbook. Provide corresponding teaching tasks, so that students can explore independently and complete the learning tasks. "Marketing" in higher vocational English teaching material of unit as an example, the teacher in class to make a video, help students to understand the Marketing concept, Marketing channels and means, as well as some related commonly used words, let the student in the class through the network platform, download and watch the lesson, so that the students understanding of the theme of the unit are fully, And also to understand the foreign sales English communication scenarios involved in the language and cultural knowledge. In class, the teacher should divide the students into different groups, and organize the students to carry out class discussion with sales channels as the main topic, so that the students can express their own views and opinions on the advantages and disadvantages of various sales channels, and give answers to some problems that the students can't solve themselves in the discussion process. Teachers can assign a product and ask students to choose a suitable sales channel in groups and sell it in English. The process of practice can be recorded into a video for the whole class to observe and evaluate, to help students cultivate good quality in the workplace, improve the students' professional English communication ability.

3.2 Establish an online and offline teaching model

With the popularization of information equipment and network, network teaching has been widely used. In English teaching in higher vocational colleges, teachers should also make full use of the advantages of network teaching platform, build micro-course websites, and form a teaching mode combining online and offline, so that students can effectively use the fragmented learning time and realize mobile online learning [2]. The content of key thematic units in English textbooks is presented through micro-lesson videos to achieve the purpose of online learning and communication. Through the combination of online and offline mode, students can be provided with more convenient learning conditions, to help students better use their time. At the same time, it can also provide a platform for students to communicate. Students can complete the learning of the textbook content and complete the online homework and learning tasks assigned by the teacher through micro-class. For some difficulties and problems encountered in the learning process, I can also communicate with my classmates and teachers on the exchange platform, so as to solve the problems in time. In this process, teachers should do a good job in answering questions online and give corresponding solutions to students' problems in time. In offline teaching, teachers should organize students to actively participate in class discussion, share the problems encountered in the online learning process, and discuss with teachers and classmates. Through this form, students can become the main body of the class, personally participate in class interaction, take the initiative to explore knowledge, and can grasp the knowledge more firmly, more skilled application.

3.3 Improve the teaching evaluation system

Under the teaching concept of the combination of micro class and flipped class, English teachers in higher vocational colleges should determine the main line mode of "language + vocational skills" and improve the evaluation system of English course teaching in higher vocational colleges. Through attendance, classroom performance, practical application, online learning participation, written test scores and other aspects of the comprehensive evaluation of students' learning situation. The comprehensive evaluation of students is realized by combining the process evaluation of teaching activities and the examination of teaching results. Application in turn in the process of classroom teaching mode, the initiative of the students' attendance and participation in classroom teaching can be improved, its reason mainly includes the following two aspects: on the one hand, through information technology tools can make learning more intuitive and vivid, can cooperate with the video, music, animation and so on, easier to accept than teachers' oral knowledge. Through the form of micro class, students can focus more easily and have stronger initiative. On the other hand, through the flipped classroom teaching model, the subject status of students is respected, so that students really become the leading role in the class. In the teaching process, students can realize the importance of English, so that they can take the initiative to learn English knowledge, and actively explore how to apply it in practice activities, so as to reduce the teaching pressure of English teachers. According to the survey, most students believe that the flipped classroom model based on micro lessons is helpful to English learning and improves students' learning efficiency and ability to apply knowledge. Through the simulation of the workplace situation, students have a deeper understanding of the workplace culture and the application of English knowledge, and it is easier for them to focus their attention in class, avoiding the boredom of infused teaching. In addition, the flipped classroom teaching model can also cultivate students' ability of solidarity and cooperation, enable students to cooperate and help each other in the process of learning, promote mutual communication among students, and lay a certain foundation for communication in future career life. At the same time, flipped classroom can also stimulate students' creativity, improve students' ability to explore and solve problems, so as to improve their comprehensive ability.

4. CONCLUSION

To sum up, in the English teaching of vocational colleges, the application of micro class and flipped class concept plays an important role in the teaching work. Teachers should combine the content of vocational English textbooks and students' professional characteristics to redesign the teaching content, simulate the specific workplace situation, and improve the teaching process. Combine online and offline learning; In addition, it is necessary to establish a perfect learning evaluation system to improve the efficiency of English teaching.

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The Era Significance and Strategic Conception of Campus Football Development in China

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Abstract: With the continuous reform and innovation of China's education, the teaching methods of many subjects have undergone tremendous changes. In recent years, China has paid more and more attention to physical education, not only because physical education can improve students' physical quality, but also exercise students' various willpower and quality. Campus football as a key development project in the current physical education, but there are still many problems in the process of the development of campus football. In this paper, the author analyzes the role, significance and other issues of campus football, and expounds the ideas and Implementation Countermeasures of the development direction of campus football.
Key words: Campus; Football; Development; The significance of the times; Strategy; Concept

1.INTRODUCTION

In recent years, the general secretary of our country has made important instructions on football, and made detailed instructions on the reform direction, reform strategy and plan of football, mainly referring to the policy of "adhering to reform and innovation, starting from the baby, and paying close attention to detail". These contents not only give important instructions for the chaotic football environment of our country, At the same time, it also provides direction for campus football. Under the leadership of relevant education departments, the development of campus football has become the key content of college sports development, and the overall strategic objectives and implementation plan of campus football are also further improved. However, there are still many deficiencies in the development of campus football, so we need the school to effectively position and develop campus football, so that campus football can become the favorite object of students.

2. THE FUNCTION AND SIGNIFICANCE OF CAMPUS FOOTBALL

In recent years, the physical fitness level of teenagers in our country has declined seriously. The main reason is that students are under more and more pressure to study, and the time for physical exercise is less and less. At present, the popularity of many computers, mobile phones and other intelligent electronic products leads to students holding mobile phones and computers when they get home, and many parents also have different headaches, Students can finish their homework on time, let alone keep on exercising. But at present, all the students in our country are required to exercise for one hour every day, but in fact, few students meet the requirements, so the most critical problem is to guide students to carry out sports. The development of campus football not only stimulates students' interest in exercise to a certain extent, but also makes students feel a lot of team spirit in football. Because football is a collective sport, students will fully feel the importance of teamwork, communication and exchange in the process of football matches. Although the level of football in China has always been at the end of the world, and the development of football in China has not been recognized by the Chinese people in recent years, Although China's Guangzhou Evergrande football club won the championship of Asian Football Club League in 2013, the development of domestic professional football is still in a flash in the pan [1]. This situation leads to less and less professional football schools in China, which can not provide enough reserve talents for football education in China. The development of campus football can solve this situation and problem.

3. THE STRATEGIC CONCEPTION OF CAMPUS FOOTBALL DEVELOPMENT IN CHINA

3.1 Strategic objectives

First of all, if we want to realize the transformation of campus football from physical education to education, we need to learn how to use physical education to complete the teaching objectives. For example, in the process of physical education, the basic goal is to exercise the physical quality of students. According to the description of the content just now, we should take campus football as the main goal in the process of physical education, so as to make the school physical education change. At the same time, it also needs to improve the construction of the campus football coach team, and to improve and perfect the relevant football measures and increase the investment in football as a guarantee, so that the whole school football can develop in an all-round way, which is also to create a national, the whole society like football A good way to love sports.

3.2 Strategic layout

In the strategic layout of campus football, we need to have an unremitting attitude, not eager for quick success and instant benefits, because the development of campus football in China is not a matter to worry about, so we need to have a confidence to persist in the end, always ready to play a long-term war. In addition, the strategic policy also includes the subjects of social responsibility, such as society, family, school, government, media and so on. We should understand what we need to be responsible for in the development of campus football [2]. The author analyzes the content of campus football as follows: first, campus football activities should be carried out in our country; Secondly, when carrying out campus football activities, we should formulate corresponding training contents, competition methods and teaching modes; Thirdly, every school that implements campus football

activities needs to establish a professional, high-level and high-quality football teacher team; Fourthly, for the schools that carry out campus football activities, it is necessary to build a field for students' training; Fifthly, in the process of developing campus football, the school should invest relevant funds to ensure the smooth progress of campus football. Sixth, the school should formulate a set of scientific and reasonable incentive mechanism and insurance mechanism, so that parents no longer object to students playing football.

4. THE DEVELOPMENT ORIENTATION OF CAMPUS FOOTBALL UNDER THE BACKGROUND OF THE TIMES DEMAND AND STRATEGY REALIZATION

4.1 Students' constitution is the primary goal of campus football

As our country is vigorously implementing the campus football plan, not only has carried out a lot of capital investment, but also strengthens the construction of campus football in all aspects. The purpose is to improve the physical quality of our country's youth, and promote the overall development of the physical and mental health of our country's youth[3]. Therefore, in the implementation of campus football activities, we need to take the health of students as the first thought, guide and guide us to carry out campus football activities through this thought, and in the process of campus football implementation, we should make a scientific and reasonable amount of sports, flexibly and flexibly change the implementation of football organization form, so that students' physical and mental health can be fully developed.

4.2 Football culture as the development direction of campus football

In the process of campus football development, many school football activities are carried out very well, which mainly lies in the role of football culture, and the birth of football culture has become a major feature of each school. Therefore, football culture plays a vital role in the development of campus football, which not only promotes the long-term and smooth development of campus football, but also lays a good foundation for the lifelong development of campus football activities. At the same time, it is also of great help to the formation and development of China's football culture [4]. Therefore, in the implementation of campus football activities, we need the relevant school leaders to strengthen the construction and publicity of football culture, and vigorously improve the implementation of campus football in all kinds of schools, so that our campus football can get comprehensive development.

4.3 Regarding the concept system as the main content of campus football development

The development concept of campus football should pay attention to the top-level design. First of all, we need to design the development of campus football in China from the national level, and the contents mainly include the following aspects: first, we should pay attention to the training of football coaches, and help them establish correct football training, guidance, competition and other

concepts, Through football coaches to improve the quality and level of the development of campus football, in addition, through football coaches can also promote the good development of campus football in our country, so according to the above content can be a good explanation of the football coach's teaching philosophy on the development of campus football has important influence. In the process of training football coaches, we can focus on learning the training methods and guiding concepts used by the famous Mexican football coach Bora Milutinovic when coaching our national football team, so as to help football coaches improve their teaching level [5]. For example, in the process of Milu's coaching the Chinese national team, many Chinese football players play football with a heavy burden and mentality, which will not only seriously affect the players' mentality in the game, but also affect their normal play. Therefore, after accepting the Chinese football team, Milu began to actively interact with the players in both training and leisure time. He changed the mentality of the players through a variety of games, such as playing billiards, basketball, bowling, and even playing net football in the football training class. But Milu in the game process is not just play, but through a variety of reasonable rules to take advantage of or play a little bit of small Lai, over time, whether assistant coaches or players are gradually accustomed to this kind of free from the edge of the rules of play, and help the players reasonable application to the football field. It has to be said that in this way, our football players will no longer quarrel with the referee or the opponent because of the tense game or unfair penalty. In this rule environment, football players have gradually formed the habit of abiding by the rules whether the game is reasonable or not. This is football. This kind of happy football concept is also the key learning content of Chinese football coaches. Through the teaching concept of football coaches, it can help the development of campus football in China and play a guiding role [6]. As a concept system, the concept of campus football not only needs to cover different levels, but also needs to be carried out in many dimensions, so as to promote the formation of the concept system of campus football and ensure the long-term development of campus football.

4.4 Reasonable teaching system is an important guarantee for the development of campus football

As a country with a large population, China is facing a lot of pressure to implement a project on campus, and the implementation of campus football activities is a huge project. Therefore, in view of this situation, relevant education departments need to strengthen the formulation of reasonable football system to ensure the smooth implementation of campus football activities in China. For example, the establishment of professional organizations in football activities, the establishment of a reasonable football competition system, professional campus football training mode and other contents are important contents to promote the development of campus football [7]. In addition, in the process of implementing the reasonable teaching football system, we also need to focus on the establishment of a sound football system, such as the

establishment of a scientific and reasonable assessment system for teachers' work on campus, especially for some football teachers who pay a lot of labor and time, they need to be given appropriate remuneration on campus to ensure that football teachers can carry out campus football activities wholeheartedly. Secondly, the school should give strong support to campus football activities, such as strengthening the capital investment and support for campus football activities, such as the construction of football field, the improvement of football equipment and the development of campus football activities.

5. THE REALIZATION PATH OF THE STRATEGIC CONCEPTION OF CAMPUS FOOTBALL

5.1 Correctly positioning the development direction of campus football

Due to the reform and innovation of physical education in China, it has a great role in promoting the development of school physical education. Therefore, campus football as a breakthrough in the reform of physical education is constantly expanded. As the main responsibility of implementing football education, the school first needs to make clear a correct development direction for campus football, and make use of the rich educational content of campus football to create a good football atmosphere for students. In addition, the school also needs to improve and optimize the sports facilities related to the implementation of campus football, so as to lay a solid foundation for the construction of campus football. In addition, it also needs to drive the students to learn and develop other sports, and finally let the school form a new pattern of all-round development.

5.2 Reasonable establishment of league system

A professional, qualified and standardized competition system is the key to reflect the football atmosphere of a school. Therefore, the school needs to actively establish campus football training and related competition evaluation system, and encourage students to actively participate in class football games and campus football games. In addition, the relevant education departments also need to actively guide each school to establish a campus football team, and build a football platform for related events. In addition, different football policies need to be customized for each stage of students. For example, primary school students need to be encouraged to participate in football, and secondary school students need to organize them to participate in some municipal and provincial football games [8]. High school and university students need to let students participate in some national football games, and finally form a four league system with the school as the unit. This system has been widely used in basketball matches. Take the CUBA league matches of college students as an example, not only some colleges and universities can participate, but also some colleges and universities can participate. They divide these matches into three levels, namely, the first level league matches, the second level league matches and the third level league matches. Each league match corresponds to different intensity.

5.3 Strengthen the publicity of campus strategic football

At present, the development of information technology in our country is very rapid, so we can publicize the football content through some media networks, such as we media network, TV, website, newspaper, radio and so on. In this way, we can not only create a good football atmosphere, but also let the media be the helper of the development of campus football, At the same time, according to the opinions and suggestions given by Internet users, the content of campus football can be reformed and innovated. Finally, the development of campus football gets the attention of the whole people.

5.4 Actively play the role of campus football standard efficiency

Football itself has a great role in promoting the development of students, which is also known as the standard efficiency of campus football. The specific forms are as follows: first, the campus football as a major sport, through this sport to greatly improve the physical quality of students. Second, the campus football as a part of campus education, the intrinsic meaning of campus football applied to education, such as football team cooperation, perseverance, courage and other spirit can be integrated into the educational function. Therefore, in the implementation process of campus football, we need to strictly abide by the national curriculum standards, integrate football teaching into the actual campus teaching system, and finally take football teaching as a compulsory course. For example, the teaching content of football project is the same as other courses, and the teaching plan is systematic, professional and reasonable, This can not only ensure the scientific and reasonable football teaching, but also carry out different training methods for students of different grades, so that the teaching and training of campus football is more targeted.

To sum up, due to the different levels of economic development in various regions of our country, there is a big gap in the level of football in each region. Therefore, in order to realize the campus football plan, we need to make different football plans according to the situation of each region. In this paper, the author of the role of campus football, significance, strategic objectives, strategic layout, positioning the development direction of campus football, reasonable establishment of league system, strengthen the publicity of campus strategic football and other campus football strategic ideas to achieve the path are described.

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Research on the Development Prospect of College Sports Tennis

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Abstract: With the effective implementation of quality education in the domestic education industry, colleges and universities in education construction and management, increase the practice course of sports, can be more systematic and professional education management, improve students' learning ability and sports strength, realize the healthy development of students' body and mind. As for the development of Sports Tennis Education in domestic colleges and universities, teachers can arrange targeted education according to the characteristics of tennis, which will help to drive students' learning enthusiasm and reflect the educational purpose of sports practice course. This paper mainly analyzes the educational development of college sports tennis operation, and the research results are only for reference.
Key words: University; Sports; Tennis sports; Development prospects

1.INTRODUCTION

In recent years, during the course of opening the sports courses in Colleges and universities in China, tennis operation has become one of the sports types that students prefer. It is precisely because tennis operation can realize professional management on students' physical and psychological quality during the actual training process, and also help to improve students' learning ability and increase their cultural background, Then, it promotes the effective development of tennis operation. Therefore, the teaching development of college sports tennis, teachers can carry out relevant innovative and optimized design based on the traditional physical education methods, which can increase the students' participation in the classroom, promote the students' tennis strength to be significantly improved, and realize the important significance of the development of depressed education. Based on this, the following focuses on the planning and analysis of the development prospects of tennis education.

2. ABOUT THE EXISTING PROBLEMS OF TENNIS EDUCATION IN THE CURRENT COLLEGE PHYSICAL EDUCATION CURRICULUM

2.1 There are limitations in the construction of tennis venues in Colleges and universities

Through the teaching management of tennis course in Colleges and universities, it is found that there are important problems in the construction of tennis venues in Colleges and universities. As tennis is a competitive and practical sport, in the process of actual training and learning, we need to learn and exercise outdoor to effectively improve the comprehensive strength of students, However, the sports environment of some domestic colleges and universities does not meet the needs of tennis courts, which leads to the gap between students'

learning effect and expectations, and then affects the effective development of College Physical Education [1].

2.2 The quantity and quality of tennis and rackets do not meet professional standards

According to the current college tennis sports curriculum research, found that tennis and racket in the course of use, easy to appear in the number is not enough, or their own damage and other situations, and then affect the learning ability of College Students tennis course, is not conducive to the smooth development of domestic college sports education. The quantity of tennis and rackets is not enough, which leads to some students can not get effective training in classroom teaching, and the quality of tennis and rackets does not meet the standard. It may be that the quality of tennis and rackets is unqualified, which will directly affect the students' sports strength, or the basic equipment is damaged, and the current quality has been unable to bear the corresponding training intensity, So as to affect the development quality of college physical education.

2.3 There is imbalance between practice and theory teaching in the development of physical education in Colleges and universities

Through the investigation of the current development of physical education in Colleges and universities, it is found that the arrangement of theoretical and practical courses of tennis training is not professional, which is mainly reflected in the fact that there are more theoretical courses and less practical courses, It will cause students to master the basic theoretical knowledge, but in the actual operation process can not be effectively combined with application [2].

3. THE SIGNIFICANCE OF TENNIS CURRICULUM DEVELOPMENT IN THE PROCESS OF EDUCATION DEVELOPMENT IN MODERN COLLEGES AND UNIVERSITIES

3.1 Help to improve students' sports strength and comprehensive quality

According to the investigation of tennis, it is found that tennis has become an aristocratic sport by students. Therefore, in the process of tennis sports education guidance, it can not only effectively improve students' sports strength and physical quality, but also effectively cultivate students' temperament, thus reflecting the importance of the development of modern physical education. In the actual teaching process of tennis, teachers can combine students' youth with sports, which helps to improve students' comprehensive quality and promote the comprehensive development of the education industry.

3.2 Help to build a good and harmonious sports cultural atmosphere

In the teaching development of tennis sports in Colleges and universities, teachers can make use of the positive, sunny, harmonious and other related atmosphere of sports to realize the important construction of school spirit, which can not only reflect the high quality and enthusiasm of the development of the school, but also effectively improve the popularity of students, so the efficient development of physical education can be achieved, It plays an important role in promoting the school itself [3].

3.3 Help to train high quality professional players for the national tennis team

Tennis sports training in Colleges and universities, systematic and formal show, can make use of professional teaching methods, as well as the use of diversified management mode, to stimulate the development of students' own sports potential, help to improve students' tennis strength, so as to achieve the development goal of training professional athletes for the national tennis team, Promote the high-quality development of tennis in China.

4. FORMULATE RELEVANT MEASURES FOR THE DEVELOPMENT OF MODERN COLLEGE SPORTS TENNIS CURRICULUM

4.1 Colleges and universities should increase the effective construction of sports and tennis venues

The relevant development of college sports tennis course needs the effective support of the school. Because tennis is practical, the school increases the construction of tennis training attempt, which is convenient for students to carry out tennis training in their free time. The problem of funds can be reported to the Ministry of education, so as to improve the quality of college tennis sports teaching.

4.2 Strengthen the supervision and management of tennis and tennis racket, and update regularly

For the educational development of college sports tennis operation course, schools and management departments need to increase the management and purchase of sports infrastructure, which can ensure that students get effective training in the process of sports. Therefore, for the tennis and racquet equipment applied in the actual development of physical education, schools need to increase the purchase of sports equipment, At the same time, teachers require students to carry out independent training and learning, and be cautious about the use of sports equipment to avoid intentional damage to public property [4].

4.3 Realize the reasonable arrangement of the time of tennis operation theory and practice education

For the development of sports tennis education, teachers need to arrange the theoretical courses and practical courses according to the students' basic strength and the practicality of the subjects, which can ensure that the students can understand the theoretical knowledge and improve the students' operation strength in the practical courses, which is helpful to improve the students' Comprehensive strength and quality.

4.4 Establish relevant sports tennis clubs to improve the enthusiasm of students

In the process of college sports tennis education, students can make use of the community collective in the university to develop their interest in the community, and in the actual training process, the relevant training content can be related to cooperation and learning, so as to achieve the purpose of promoting students' enthusiasm.

5. CONCLUSION

In summary, under the promotion of social economy and the innovation of the times, domestic universities, based on quality education policies, increase the teaching arrangement of sports tennis operation, and use more systematic and professional training methods to improve the physical strength and psychological quality of students, and then realize the healthy growth of students' psychology and physical aspects. In view of the education management of college sports courses, we can effectively promote the students' tennis strength by strengthening the professional management of tennis venues and infrastructure, and realizing the reasonable arrangement of theoretical and practical courses, and can also participate in relevant associations to cooperate and study, so as to promote the important sports spirit, Realize the all-round education management of students.

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Current Situation and Innovation of Clinical Nutrition Teaching

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Abstract: Clinical nutrition is an important medical discipline, which mainly involves the teaching content of nutritional evaluation of patients and the professional knowledge and skills of nutritional treatment. At present, in China's medical industry, on-the-spot nutrition has become an indispensable department, which can not only promote the recovery of patients' condition, but also provide healthy diet and life suggestions for the people. Based on this, our country should pay more attention to and support the cultivation of clinical nutrition talents. Therefore, as the main place to cultivate clinical nutrition talents, medical colleges and universities should make reasonable and scientific improvement and innovation according to the concept and method of clinical nutrition teaching in combination with the current social development trend, so as to ensure the continuous delivery of high-quality professional, technical and compound talents for the country and society. This paper makes a detailed analysis and Research on the current situation and reform and innovation of clinical nutrition teaching, hoping to provide effective help for improving the quality and efficiency of clinical nutrition teaching.

Key words: Clinical nutrition; Teaching status; Reform and innovation

1. INTRODUCTION

With the continuous improvement of the people's attention to healthy life and the deepening understanding of nutrition therapy, clinical nutrition has gradually attracted the attention of the society and the public, and clinical nutrition has become an important part of clinical work at a very fast speed. Based on the importance and superiority of clinical nutrition, in the field of education and teaching, it has gradually changed from an elective course to a compulsory course, which undoubtedly shows the improvement of the status of clinical nutrition. But in the actual clinical nutrition teaching, there are still many problems, which seriously affect the quality and efficiency of clinical nutrition teaching. Therefore, the relevant educators of clinical nutrition teaching must study and formulate scientific teaching reform measures according to the problems in teaching, so as to promote the theoretical and technological development of clinical nutrition in China.

2. CURRENT SITUATION OF CLINICAL NUTRITION TEACHING

2.1 Clinical nutrition education has not received enough attention

Although based on the superiority and practicability of clinical nutrition, education and teaching has gradually increased attention, but there are still many medical colleges, clinical nutrition as an elective course, which can reflect the clinical nutrition education, has not received enough attention [1]. In addition, nutrition teaching in clinical medicine is mostly based on preventive medicine and hygiene. Although some nutrition knowledge is involved in the subject, the knowledge is seriously lack of comprehensiveness and systematicness, and can not be well applied in clinical treatment. It can be seen that clinical nutrition teaching in medical education has not been paid attention to.

2.2 The teaching method of clinical nutrition is too single and boring

As we all know, whether the teaching method is suitable or not, scientific or not, will affect the quality and efficiency of teaching, and in the current clinical nutrition teaching, there is a single and boring teaching method, mainly reflected in the following aspects: first, clinical nutrition is a practical subject, but in practice teaching, teachers are still using the traditional theory indoctrination teaching Learning methods, which leads to students can only passively rote knowledge, not only seriously affect the quality of teaching, but also hinder the improvement of students' autonomous learning ability. Second, there are more theoretical knowledge in clinical nutrition, and the teaching methods adopted by teachers are mainly books and textbooks, which makes the clinical nutrition teaching relatively boring and boring, and then causes students to lose interest and enthusiasm in learning.

2.3 The teaching staff of clinical nutrition should be improved

The impact of teachers on the quality of teaching is more critical, just as the so-called "what kind of generals lead what kind of soldiers", if the teachers are superior, it will effectively improve the teaching effect, and if the teachers are lack, it will greatly reduce the teaching effect. As far as the current clinical nutrition teaching is concerned, there is a lack of teachers, such as teachers do not have professional teaching skills, can not scientifically design the teaching content and program, resulting in no planning and direction of clinical nutrition teaching, which seriously affects the quality of students' learning.

3. CLINICAL NUTRITION TEACHING REFORM AND INNOVATION

3.1 Integrating clinical nutrition with clinical medicine

As mentioned above, clinical nutrition is based on preventive medicine, so fundamentally, clinical nutrition belongs to clinical medicine, so medical colleges and universities need to link up clinical nutrition and clinical medicine, so as to improve the quality and efficiency of clinical nutrition teaching [2]. Based on this, many medical colleges and universities have added clinical nutrition one after another, and at the same time, the subject will be set as a compulsory course for students. In

this way, medical students can better learn nutrition and food knowledge, and then lay a solid foundation for their development. It can be seen that this form of clinical nutrition teaching reform and innovation can not only promote the development of clinical nutrition in China, but also promote the progress of medical cause in China.

3.2 Innovate the content and concept of clinical nutrition teaching

Clinical nutrition is mainly based on the characteristics of food, according to the characteristics and symptoms of the disease, the metabolism of the patients is adjusted to alleviate the symptoms of the disease, and then to achieve the purpose of auxiliary treatment and health promotion. Therefore, clinical nutrition is a comprehensive and very strong discipline. Therefore, the reform and innovation of clinical nutrition teaching can take the content and system of this subject as the starting point of innovation, so as to improve the teaching effect. First, according to the practical characteristics of clinical nutrition, teachers need to combine teaching content with practical operation, not only to attach importance to the theoretical knowledge transfer, but also to the exercise of practical ability, so that students can better understand, master and apply nutrition knowledge. Secondly, in the concept of clinical nutrition teaching, teachers need to clarify the main position of students, create good learning space and freedom for students, so as to help students develop good autonomous learning ability. For example, in practical teaching, teachers can use project teaching method to design and nutrition related research projects for students, and then encourage students to complete the design, development and summary of the project through various means and ways. In this process, teachers should not interfere with the project development process of students so as to give students the maximum learning space and freedom.

3.3 Scientific and innovative clinical nutrition teaching methods

The quality of teaching is closely related to the teaching method. If the teaching method is not in accordance with the actual learning characteristics of students, it will directly increase the difficulty of teaching. Therefore, in the innovation and reform of clinical nutrition teaching,

we must design the most appropriate and efficient teaching method combining the teaching content and the students' learning characteristics. For example, according to the practicability of clinical nutrition, teachers can adopt the teaching form of simulated practice. For example, teachers divide students into several learning groups and arrange tasks for each group, such as some groups as patients, and others as nutritionists. Next, the patient should express his / her illness to the doctor, while the doctor should make the correct nutrition treatment plan for the patient through professional knowledge. In addition, in order to ensure the effectiveness of this teaching method, teachers need to pay close attention to the students' dynamic, especially to evaluate and summarize the status of "doctor" students, and whether the nutrition treatment plan offered by the students conforms to the real situation of the "patient".

4. CONCLUSION

To sum up, in the current situation of clinical nutrition teaching, there are the problems of single teaching method, weak teachers and insufficient understanding of clinical nutrition, which not only seriously affect the quality and efficiency of clinical nutrition teaching, but also hinder the development of clinical nutrition in China. Therefore, as an important part of clinical nutrition teaching, medical colleges and universities must make scientific and reasonable innovation and Reform on teaching philosophy, teaching methods and teaching direction in combination with the teaching content and the real situation of students, so as to cultivate high-quality clinical nutrition talents with professional ability and quality for China's medical industry.

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The Practice and Research of Curriculum Ideology and Politics in Higher Vocational English Teaching

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Abstract: As an important part of the modern education industry, higher vocational English has a great impact on the growth and development of students; with the continuous application of the new curriculum reform standards in the modern education industry, the traditional education methods can not meet the needs of modern teaching work, but also affect the level and quality of daily teaching; therefore, the relevant teachers and school administrators need to strengthen the teaching The application of Cheng Sizheng and other methods can reform and innovate the English teaching process in higher vocational colleges, promote the overall improvement of students' professional knowledge and comprehensive quality, and provide sufficient foundation and guarantee for the overall progress and development of China's education industry. The following mainly analyzes the practical application of Ideological and political course in Higher Vocational English teaching.
Key words: Curriculum; ideology and politics; Higher Vocational English; Teaching practice

1. THE SPECIFIC CONCEPT OF CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION

Generally speaking, the so-called ideological and political course is a new teaching concept in essence, which is different from the ideological and political course teaching. It can be applied to the teaching of any course. While teaching students professional knowledge, it can also carry out ideological and political education, providing full convenience and guidance for the cultivation of students' own values, outlook on life and other aspects Guarantee: when the ideological and political course is applied in the process of Higher Vocational English teaching, it can guide students in the ideological and political direction, strengthen the full integration of Ideological and political and ideology in classroom teaching, and promote the continuous improvement of the level of modern education [1].

2. COMMON PROBLEMS OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL ENGLISH TEACHING

2.1 The teaching content is too single

After a large number of investigations on English teaching process in higher vocational colleges, it is found that due to the influence of traditional ideas and other factors, the relevant teachers lack sufficient understanding and attention to the ideological and political aspects of the course. In daily teaching, the main purpose is to cultivate students' cross-cultural communication and English language ability. The daily teaching content is too single, and the ideological and political aspects of the course can not be effectively integrated into daily teaching Learning, over time will have an impact on the overall progress and development of Higher Vocational English teaching.

2.2 Students lack of interest in learning

At the same time, compared with undergraduate or key colleges, higher vocational colleges are relatively weak in their knowledge level and English knowledge is insufficient. In the daily teaching process, they mainly aim at passing the examination, lack of sufficient interest in learning, which further affects the effective application of curriculum thinking and politics in modern vocational English teaching.

2.3 Weakening of Chinese culture

In addition, in the process of Modern Higher Vocational English teaching, due to the deep influence of traditional ideas and other factors, the relevant teachers and school administrators pursue English and foreign culture too much in the selection of teaching content, and ignore and weaken the Chinese culture, which not only affects the level and quality of daily teaching, but also leads to some students in the learning process Gradually weaken their own cultural self-confidence, and thus lead to the phenomenon of blind obedience, which has a great impact on the level and quality of daily learning, and on the other hand hinder the progress and development of the whole field of Modern Higher Vocational English teaching.

3. THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL ENGLISH TEACHING

3.1 Strengthen the improvement of teachers' own ideological and political and professional skills

The research shows that in the process of modern teaching, teachers' professional quality and professional skills affect the level and quality of actual teaching to a great extent; and by strengthening the application of curriculum ideological and political education in Higher Vocational English teaching, teachers' Ideological and political level can be cultivated and improved in daily teaching and life, so that they can improve students' Ideological and political level in daily teaching process To strengthen the integration of Higher Vocational English and moral education, we should carry out the teaching of ideological, political and moral concepts, improve students' comprehensive quality while cultivating their professional knowledge, and lay a solid foundation for their later growth and development [2].

3.2 Improve their cultural self-confidence

In the past, due to the lack of effective understanding of curriculum ideological and political education by relevant teachers and school administrators, the daily teaching content is too traditional and single, and students lack sufficient interest in learning and cultural self-confidence, which has an impact on the later in-depth learning and development. In order to change this situation, relevant teachers need to fully realize the importance of curriculum ideological and political education, and combine it with the curriculum ideological and political education English teaching process in higher vocational colleges should be fully integrated. In the process of teaching, students should be taught Chinese traditional culture. At the same time, students' correct outlook on life and values should be cultivated to promote their own cultural self-confidence, so as to improve the transmission level of Chinese excellent traditional culture and provide sufficient guarantee for the healthy development of China's modern education industry.

4. SPECIFIC MEASURES TO STRENGTHEN THE APPLICATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL ENGLISH TEACHING

4.1 Strengthen the change of teaching concept

In the current period, in order to strengthen the application of curriculum ideological and political education in Higher Vocational English teaching, relevant teachers and school administrators should first recognize the importance of curriculum ideological and political education, follow the new curriculum reform standards and the policies and regulations of the education department, actively change their own teaching concepts and methods, take students as the main body of teaching work, and according to different students' own ideological mode Through carrying out ideological and political education for different students, we can stimulate students' interest and enthusiasm in learning, and ensure the smooth progress of the later teaching process.

4.2 Strengthen the innovation of teaching methods

Generally speaking, scientific and effective teaching methods can improve the teaching level and quality to a great extent. In the process of Modern Higher Vocational English teaching, in order to improve the application level of Ideological and political education, the relevant teachers also need to change the traditional teaching mode, with the help of modern diversified teaching methods, and create a modern teaching system for it, so as to promote the development of higher vocational education while completing the daily teaching The improvement of students' Ideological and political level will lay a good foundation for the healthy growth and development of students.

4.3 Strengthen the optimization of classroom teaching atmosphere

In addition to the above measures, in order to strengthen the application of Ideological and political methods in Modern Higher Vocational English teaching, relevant teachers also need to optimize the classroom teaching atmosphere; in order to achieve this goal, teachers need to fully clarify the importance of Ideological and political methods in Modern Higher Vocational English teaching, and strengthen the communication with students in the daily teaching process, so as to clarify the needs of students in the learning process And with the help of the ideological and political knowledge content of the course, optimize the defects and shortcomings of traditional teaching, promote the improvement of students' own professional knowledge and ideological and political level, so as to promote the improvement of the overall teaching level of Higher Vocational English [3].

5. CONCLUSION

To sum up, in the modern education industry, higher vocational English occupies a key position, which has a great impact on the improvement of students' knowledge level and professional quality; however, due to the influence of traditional education ideas and methods, the teaching content is relatively traditional and old, which affects students' interest and enthusiasm in learning, and affects the overall teaching level and quality of higher vocational education In the later stage of teaching, the relevant teachers and school administrators need to actively change the traditional teaching concept and mode, and with the help of the integration of Ideological and political courses and higher vocational English teaching, strengthen and improve the teaching level, and carry out ideological and political and moral education for students, so as to make them healthy and stable learning and growth, and improve the overall teaching level of higher vocational colleges At the same time, promote the further development of the whole modern education industry in China.

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The Influence of Emotional Factors on College English Teaching

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Abstract: With the continuous reform and innovation of education in China, the teaching methods of many subjects have changed greatly. The English Teaching in university stage is a required course for college students, which not only affects the graduation and study of students, but also has an important impact on the future development of students. At present, China is gradually in line with the international standards, which leads to the higher requirements of many enterprises for students' English, so English learning in university stage is becoming more and more important.
Keywords: Emotion; Factor; University; English; Teaching; Influence

1.INTRODUCTION

English, as the main second language for Chinese students, will be affected by many factors in the process of learning, especially in the university stage, students' psychology, personality, ability and other aspects have been mature, so students will also be affected by many factors in the process of learning English. Among them, the emotional factor is the more important content, because in the process of learning English, students will inevitably be affected by personal character, confidence, attitude and other emotional factors, which will lead to changes in students' interest and enthusiasm in learning, so how to change this problem is the focus of College English Teaching process.

2. PROBLEMS IN COLLEGE ENGLISH TEACHING

2.1 The teaching method of English teachers is too single

Although college English teachers believe that they need to communicate with students actively in class, they often trust students. But in the actual teaching process, students are often limited and influenced by various factors, especially the influence of students' emotion on English teaching, which leads to the poor English learning effect of many students [1]. Secondly, in the process of teaching, English teachers are only limited to the transfer of knowledge in English textbooks, such as requiring students to memorize words, sentences and texts. This boring content is easy to make students bored, and this single teaching method affects students' learning mood to a large extent. And there are some foreign emotional researchers, specializing in the study of Chinese students' emotional factors to stimulate the potential of students, because many times people in the emotional drive, often show unexpected results, so it will produce unexpected significance for students to learn English.

2.2 Students are prone to anxiety during oral practice

In the process of College English learning, oral English is mainly studied. Although English Teaching in our country has been paid more and more attention, compared with Chinese, English learning is still very difficult, especially for some students who lack language sense, oral English expression is very fatal. Therefore, in the process of College English teaching, teachers will carry out a lot of oral English practice, but some students with poor oral English will often produce anxious mood in the process of oral English practice, not only can not boldly carry out oral English practice, but also cause tension and anxiety, This has a great impact on students' enthusiasm and learning effect in learning English [2]. There are two reasons for students' self-confidence in the learning process, one is caused by students' own personality, the other is caused by teachers' teaching methods, one is internal reason, the other is external reason. Therefore, English teachers need to adjust teaching methods reasonably in the teaching process to promote students' interest in English learning.

2.3 Students' enthusiasm in learning English is not high

In the process of the transformation from high school English to university, many aspects need students to change and adapt. One of the biggest differences between high school and university is the change of free time, and from the previous strict requirements of small class teaching to the loose teaching of large class teaching. Therefore, students' nervous learning state will also change involuntarily, especially some students with poor autonomous learning ability will change their enthusiasm in learning English. In addition, students in the face of College English teaching, if they can not actively participate in question answering and question discussion, then it has a great impact on College English learning. If English teachers only transfer English knowledge, students' learning enthusiasm will be greatly reduced. This traditional teaching mode has bored students, and the overall quality of English teaching will be seriously reduced. As time goes by, students' interest and enthusiasm in learning English will be seriously reduced, not only sleeping, chatting and not listening carefully in class, There will be truancy, improper learning attitude and so on [3].

3. THE INFLUENCE OF AFFECTIVE FACTORS ON COLLEGE ENGLISH TEACHING AND SUGGESTIONS

3.1 Listening impact

In the process of College English teaching, most students are not English majors, so it will be difficult to teach listening in English teaching. Therefore, how to mobilize students' learning enthusiasm and learning efficiency in the process of English listening teaching is the key content of teachers. The author makes the following suggestions for this aspect. First, English teachers should carefully understand the students' English level when preparing

listening teaching materials, especially for some students with lower English level, they can not choose the difficult listening materials. In addition, English teachers should strengthen the enrichment of English listening materials, not only for cet-4-6 test, but also add some story-based and social content to mobilize students' enthusiasm for learning. In addition, we need to create a good learning atmosphere for students, and enrich teaching methods to create a good learning environment, such as group discussion, teacher-student interaction and other ways to mobilize students' motivation to learn English.

3.2 Oral impact

When learning oral English, primary school students should have strong self-confidence and speak English bravely. Therefore, English teachers need to encourage and support students in the teaching process, and then through warm guidance, make students dare to speak English. Because many of our English teaching is dumb English, students can not stimulate their potential in this kind of teaching environment, so English speaking teachers also need to remove students' concerns about learning English through emotional guidance, so as to further speak English. In addition, English teachers also need to look at problems from the perspective of students. When students can't understand English or learn English, English teachers and students will unite in front of each other, which can not only effectively relieve students' tension, but also promote students to further study. Especially in the face of some poor oral English students, English teachers need to step by step, starting from simple questions to guide, so that students dare to practice oral English.

3.3 The influence of students' personality and learning ability

There are great differences between College English teaching and high school English teaching, because college English pays more attention to the cultivation of students' learning ability and independent thinking ability.

At the same time, the process of college learning is also the key to shaping students' character. Therefore, English teachers need to improve the teaching content and actively guide students to develop good learning habits. In addition, English teachers also need to integrate more emotional factors into the teaching process. Through this integration, students' motivation and enthusiasm for learning English can be fully stimulated, and students can be more confident in the process of English learning. At the same time, it is of great significance for students' future learning and life. Finally, English teachers in the teaching process also need to stand in the perspective of students to look at the problem, especially the teaching content, should be more combined with students' interests, and guide students to actively express their views in the learning process, so as to cultivate every student has a positive and enterprising character, which is also to lay a solid foundation for the future development of students.

4. CONCLUSION

To sum up, in this paper, the author analyzes the problems existing in the process of College English Teaching in China, such as too single teaching method, easy anxiety, low enthusiasm of students in learning English The influence of oral English and students' personality and learning ability are discussed.

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The Absence and Reconstruction of Game Spirit in Early Childhood Education

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Abstract: Children are born to love to play, and games are children's nature. In the process of children's growth and development, games are children's basic activities, and children's maturity and learning are mainly carried out through games. But in today's early childhood education, games are gradually attached to family education and kindergarten education activities. The significance of games in the process of children's development has been ignored, and the spirit of games has gradually lost. Therefore, teachers and parents should attach great importance to the important position of games in the process of children's growth and development, and re cultivate the spirit of games in early childhood education, Return to the true state of the game in early childhood education.

Key words: Early childhood education; Game spirit; Defect; Reconstruction

1.INTRODUCTION

Early childhood is one of the important stages of life growth and maturity, in this stage, the game plays an irreplaceable role [1]. However, in the context of exam oriented education, the dominant role of games in early childhood education is gradually losing. Parents and teachers pay too much attention to the instrumental value of games in the process of organizing children to play, while ignoring the inherent spirit of games. They treat games as an adjunct of education and teaching. In early childhood education, games can bring children a sense of experience, a sense of responsibility and a sense of responsibility Pleasure, creativity and other intrinsic qualities are disappearing, which is one of the significant problems in the process of early childhood education. Therefore, we must re-examine the game and even the spirit of the game in the current early childhood education, so that the game can return to its ontological value in early childhood education and play its due educational role.

2. THE LACK OF GAME SPIRIT IN EARLY CHILDHOOD EDUCATION

For children, game is their basic activity and expression. In the process of children's game, the game spirit with freedom, pleasure and creation as the core runs through the whole process of game activities, which is the soul of children's game [2]. In the current process of early childhood education, it is not difficult to find that the spirit of game is gradually losing in early childhood education, and the game in early childhood education is being eroded by cognition and indoctrination. The lack of game spirit in early childhood education is mainly reflected in the following aspects:

2.1 Lack of freedom

Children's nature is free, and the Games in early childhood education should be full of freedom spirit. But at the same time, apart from the family space, early childhood education is mainly carried out in kindergartens. When children receive education in kindergartens, they naturally need to have relevant constraints and rules. Therefore, the Games in early childhood education should also be the harmonious unity of freedom and constraints, Children should play freely under the guidance of teachers. However, in the current educational background, especially in game activities, teachers' interference and control are everywhere. Teachers control the whole process of children's game, such as project, time, space and rhythm. Children's game activities are strictly controlled by teachers and lack of freedom spirit, It seriously deviates from the free spirit of children's games.

2.2 Lack of pleasant experience

Pleasure experience is one of the biggest sensory experience children should get in the game, which is also the ultimate goal of children's game [3]. However, with the intervention of teachers and other adults, children's game activities are gradually losing their pleasant experience. Especially in many kindergartens, games are regarded as a "reward" for children by teachers: students who obey the rules can get more game time and projects, while those "naughty" students are restricted to play games, and even stay in the classroom where teachers can't go out to play, In this context, children in fact have lost the freedom, happiness, joy and other pleasant experience that can be brought by games.

2.3 Lack of creativity

Creation is not only an important feature of children's games, but also one of the important pursuits of children's games. Children's inner world is colorful and full of imagination and creativity. Early childhood education is to provide children with a creative space and good conditions for their creativity development. However, in reality, teachers often set too many standards and conditions for children's game activities, Invisible let children in the game activities to follow certain standards and models to carry out, and ultimately make children unable to play their creativity, restricting the cultivation of their creativity.

3. RECONSTRUCTION OF GAME SPIRIT IN EARLY CHILDHOOD EDUCATION

The reconstruction and return of the game spirit in early childhood education requires teachers and parents to focus on reversing the objectives of early childhood education, improving their educational literacy, promoting the return of children's games to their original sources and giving full play to the education effect. The following aspects should be done:

3.1 Reshaping the purpose of early childhood education

Education is a purposeful and conscious activity, but the realization of educational purpose needs to be realized on the premise of following the law of physical and mental development of the subject and respecting its subjectivity. As a special group, children's physical and mental development and maturity begin. Therefore, their thinking and behavior are very different from adults. Therefore, teachers should fully understand and understand the physical and mental development characteristics of children in the process of organizing children to play, and promote the overall development of children's physical and mental, As the starting point of game teaching, cultivating "complete people" adheres to the principle of combining education and conservation in game activities, actively advocates the game spirit in game activities, so that children can truly get free and joyful experience in the game and develop creativity.

3.2 Improve the quality of Preschool Teachers

Kindergarten teachers are the direct organizers of early childhood education and even game activities, and their educational literacy directly affects the spiritual experience of children in the process of game and the cultivation of game spirit. Therefore, on the one hand, kindergartens should strengthen the cultivation and improvement of teachers' quality, focus on updating preschool teachers' educational philosophy, and develop children's actions through the cultivation of game spirit, To develop children's emotion, cognition, social ability and good habits, we should respect children's freedom in the game, let children complete the game activities independently as far as possible, and do not try to replace children, guide children, and create free play conditions for them. On the other hand, we should pay attention to children's experience in the game process. For children, only after they really get the experience, can they be impressed, and encourage them to actively participate in the game activities, experience and create in the game activities.

4. CONCLUSION

In a word, game spirit is the core and soul of children's games. Only games with game spirit are truly successful game activities. Children with game nourishment have strong vitality, vitality and flexibility. In early childhood education, on the one hand, teachers and parents should fully "let go" and really return the game to children, re awaken and recall the spirit of the game in the game activities, so that they can freely experience, feel, understand and create their own spiritual world in the colorful game activities, In this process, teachers also need to scientifically grasp the relationship between freedom and control, and create a good and harmonious game environment for children under the premise of scientific guidance and organization, so that children can gain happiness and grow up through games.

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Research on The Development Mode of Coastal Recreational Fishery And "Internet Plus"

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Abstract: With the rapid development of Internet information technology, the rational use of Internet information technology in the Internet plus background will help develop marine recreational fisheries and meet the needs of customers. On the whole, marine leisure fishery is in a rising development situation, and occupies an important part of the whole marine industry in the future development of leisure fishery service market. Therefore, in order to strengthen the market position of coastal leisure fishery, it has better market competitiveness in the development of leisure fishery. For the coastal people engaged in marine recreational fishery, it is necessary to make effective adjustments according to the actual situation of their own recreational fishery, explore new ways of development, effectively protect the organic integration of traditional fishery culture and recreational fishery services, and further explore the new development route of coastal recreational fishery by the development of "Internet plus".

Key words: Leisure fishery; Internet plus; Development strategy

1.INTRODUCTION

Marine fishery refers to the production of marine fishing and mariculture. On the basis of the existing marine fishery, increasing the intensity of leisure services is to comply with the demand of market development, actively carry out marine leisure fishery, provide rich animal protein for the people, provide diversified services for the development of new industries, help to alleviate the economic pressure of coastal fishermen, and has important significance for the local economic development. In the process of the specific development of coastal leisure fishery, the existing traditional management mode has been unable to meet the market demand. Therefore, in the future, the diversified development of rest fishery should rely on network live broadcast and online media to effectively improve the influence of industry service, accelerate the effective transformation from traditional fishery to modern fishery, and build the industrial mode of coastal area, It will lay a foundation for further improving the development of leisure fishery and promote the rapid development of coastal economy.

2. PROBLEMS IN THE DEVELOPMENT OF COASTAL LEISURE FISHERY

Leisure fishery is a new service industry. At present, there are many problems in the development of leisure fishery in the initial stage when the economic development is not concentrated and the level is relatively poor.

2.1 There is no plan for leisure fishery construction

A lot of leisure fishery system construction has no planning, lack of persistence, no order construction phenomenon is more serious, many of the construction style is basically the same, quality service is far from meeting the quality requirements of the new industry. It will not arouse the circulation of customers' consumption, cause the fishery service not circulating, business highlight depression, and lead to the development of leisure fishery difficult.

2.2 Few leisure fishery investors

In order to make the leisure fishery develop steadily, it is necessary to increase the absorption of investors, solve the problem of capital investment, and stress the local government, banks and other relevant departments to give appropriate financial support for the economic development of the new industry. However, from a practical point of view, there are few ways to raise funds, ignoring the enthusiasm of local business owners, and putting the direction of investment outside, The rich people who want to invest in cities, counties, townships and towns are not encouraged to establish a diversified investment system by absorbing idle funds.

2.3 Inadequate management of water resources and environment

For example, some coastal resources have been damaged because of some uncivilized behaviors, such as scattered fishermen, littering and so on. Some fishermen are fishing in order to eat fish and the proportion of fishing is increasing. They do not have the self-awareness of fishing big fish and releasing small fish, Therefore, it is necessary to strengthen the management of resources and environment for the better development of the new leisure fishery.

3. COASTAL RECREATIONAL FISHERY AND INTERNET PLUS DEVELOPMENT STRATEGY:

The development of new industries requires the rational use of Internet technology, the collection and analysis of all kinds of industry data through modern information technology means, and the formulation of the next development plan according to the analysis results, so as to reduce the possibility of risks. In terms of service, the new industry needs to adopt the thinking innovation of quality service in the new era, establish a set of Kejin industrial service system by using Internet information technology, and influence customers to book service categories online through mobile phones. Relevant service personnel can make preparations in advance according to the order service details, so as to pave the way for better service to customers.

3.1 Using Internet system to spread leisure fishery

Under the background of Internet plus development, electronic products and related technology industries are developing very fast. For recreational fishery, the network platform resources are extensive and the number of users

is large, which is a favorable condition for promoting recreational fishery. Therefore, for the future development of leisure fishery, it is one of the effective ways to use the network information technology platform to promote the traditional rest fishery into a new type of leisure fishery. Tiktok can also cooperate with large live broadcast platform, and use tiktok to promote its own business and service matters. For broadcast media, it can get exclusive rights to live direct broadcast and achieve mutual benefit and win-win cooperation.

3.2 Building a perfect network platform system

Service quality determines one of the important conditions for the sustainable development of leisure fishery. If fishery service can not provide good service to customers, it will cause stagnation of customer groups, leading to the gradual decline of the influence of the industry itself. The construction of a perfect electronic platform and the establishment of basic services are combined by the operation plate and the service feedback plate. Customers can choose the corresponding service items on the network platform according to their own needs, and can also make a real evaluation of the corresponding service items. According to customer feedback and adjust and maintain the platform service system, in order to better arouse customer desire to do the foundation, promote the development of leisure fishery.

3.3 Mining big data to analyze fishery situation

In the era of Internet, it is very important to make good use of big data, not only to the development of leisure fishery, but also to other industries. It can effectively promote the rapid development of leisure fisheries by using big data analysis to explore the industry dynamics. Big data uses information technology to divide passenger flow dynamics, and makes statistics, analysis, integration and reasoning on its data, effectively solves practical problems, links with other industries, and predicts the future fishery development with existing data. According to the data law, the paper analyzes the optimization of industry projects and services, adjusts the fishery development strategy in time, and organically correlates various data information, analyzes customer needs and improves service quality.

4. CONCLUSION

Leisure fishery is a new industry in the era of economic development. It combines traditional leisure fishery with new leisure fishery service organically, builds a group of leisure fishery by relying on coastal resources. According to the future development situation, the development space of leisure fishery is very good, which can promote economic development better. In addition, the service direction of leisure fishery is the characteristic ocean. It can obtain higher sales income by combining the quality of service and producing its own products. In order to effectively improve the quality and service index of marine leisure fishery, we should use Internet information technology reasonably. In the early stage, we should build the brand awareness of leisure fishery with the help of network platform, and promote more customers to know more clearly and deeply about marine leisure fishery. During the service period, we should also use network technology to build network service platform, Ensure that the leisure service quality of each customer is more high-quality and comprehensive. In the era of big data on Internet, we should pay attention to the data dynamics all the time, and make better data information for the better development of fishery, and add color to the development of coastal economy.

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Research on The Integration Of "Moral Cultivation" Into the Whole Process of College Students' Ideological and Political Education

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Abstract: The report of the 18th National Congress of the Communist Party of China points out that "it is necessary to adhere to the fundamental task of education, develop quality education, and promote educational fairness". It can be said that moral education is the foundation of a university. Only by adhering to this fundamental task can moral education be carried out throughout the whole process of Ideological and political education for college students, Only in this way can we create a new situation of Ideological and political education in Colleges and universities.
Key words: Moral education; Ideological and political education of college students; Research

1.INTRODUCTION

The ideological and political education of college students undertakes the important task of cultivating good moral quality of college students. Its fundamental purpose is to educate people, and the fundamental purpose of educating people is to establish morality. To implement the fundamental task of establishing morality and cultivating people, integrating "establishing morality and cultivating people" into the whole process of Ideological and political education of college students is the key to continuously create a new situation and make new progress in China's higher education, It is also a key link to realize the high-quality development of higher education. In the new stage of development, the ideological and political education in Colleges and universities should adhere to the guidance of moral education, strive to build a higher level of Ideological and political education system, and cultivate more new people with all-round development of moral, intellectual, physical, aesthetic and labor.

2. ANALYSIS OF THE CONNOTATION OF "ESTABLISHING MORALITY AND CULTIVATING PEOPLE"

What kind of people to cultivate is the first question that education must answer[1]. The so-called moral education, in essence, is to carry out the party's education policy in education and teaching work, to cultivate students' good moral character as the guide, to condense people's minds, improve personality, cultivate talents as the main goal, and strive to cultivate new people of the times who are determined to contribute to the party and the country, and develop in an all-round way morally, intellectually, physically, aesthetically and laboriously. Therefore, all levels of education, especially higher education, must take moral education as the fundamental direction of education work. Only by persisting in moral education can education

adapt to the development of the party and the country, focus on the development of quality education, promote educational equity, and gather the great power of building a powerful education country.

3. THE PATH ANALYSIS OF "MORAL EDUCATION" INTO THE WHOLE PROCESS OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

Entering the new stage of development, colleges and universities should always adhere to the core of cultivating talents and the foundation of morality, so as to provide more solid talent support for promoting high-quality development [2]. In this process, the ideological and political education of college students plays an irreplaceable role. In the new era, the ideological and political education of college students should always focus on serving the high-quality development, constantly promote the curriculum reform, and effectively integrate "moral education" into the whole process of Ideological and political education of college students, so as to improve the pertinence and effectiveness of Ideological and political education of College Students in the new era.

3.1 Pay close attention to the role of classroom teaching as the main channel

Ideological and political education is the main channel for ideological and political education of college students. In the process of implementing the basic tasks of the moral education, the course plays a key role. Therefore, on the one hand, the university should focus on promoting the reform and innovation of Ideological and political theory courses, and we must persist in the spirit of Xi's new generation of China's socialist ideology, and accurately grasp the contents of Ideological and political education. Strengthen the scientificity, timeliness and innovation of Ideological and political teaching materials, follow the trend of social development, refine the teaching content accurately, promote the transformation of teaching material system to teaching system, and enhance the educational function of Ideological and political theory classroom teaching; We should continue to innovate ideological and political teaching methods, actively use modern technical means, transform and upgrade the traditional ideological and political classroom teaching, and actively use micro class and MOOC to create a diversified ideological and political teaching mode, so as to effectively improve the pertinence and attraction of Ideological and political theory teaching in Colleges and Universities in the new period.

3.2 Building a pattern of Ideological and Political

Education

To integrate "moral education" into the whole process of College Students' Ideological and political education, we must speed up the construction of the ideological and political education system in Colleges and Universities under the guidance of the concept of "three comprehensive education", and form a new pattern of all-round education in Colleges and universities [3]. On the one hand, it is necessary to do a good job in the construction of "Ideological and Political Courses" in Colleges and universities, closely around the goal of "let all kinds of courses and ideological and political theory courses face each other and form a synergistic effect". All disciplines should deeply tap the ideological and political elements contained in the courses and teaching methods, and find out the joint points between other courses and ideological and political education, so as to promote the three complete education, Efforts should be made to establish and improve the relevant responsibility mechanism and target assessment system of "three perfects" education, so that every professional teacher can not only "teach", but also "solve doubts", become not only an "instructor", but also a "preacher" of students, and guide every teacher to overcome the "outsider" thought of Ideological and political education, We should consciously keep ideological and political education in mind, hold it in our hands and carry it on our shoulders in the process of daily education and teaching,

Efforts should be made to promote the transformation of tangible courses of Ideological and political education into intangible courses, to create a soft environment for ideological and political education, to establish an all-round education pattern of Party building, culture, network, management and service, to integrate "moral education" into the whole process of Ideological and Political Education of college students, and to build a horizontal to the edge, comprehensive and comprehensive education system In the end, we should establish an all-round education system, so that we can consciously run through the moral education from beginning to end.

3.3 Promote the construction of normal operation mechanism of Ideological and political work

The ideological and political education of college students mainly consists of two parts: one is classroom teaching of Ideological and political theory, one is daily ideological and political education, one is the main channel, the other is the main position, which is complementary to each other. In the process of integrating "Li De Shuren" into the ideological and political education of college students, we must pay attention to the daily ideological and political education of college students, and strive to integrate them into the whole process of Party building, class group construction, entrance education, graduation education, mental health education, employment and creation education, graduation education, situation and policy education, Therefore, we should try to build up the three-dimensional pattern of daily ideological and political education, integrate the moral education into the daily ideological and political education of college students, and constantly improve the attraction and infection of Ideological and political education in Colleges and universities.

4. CONCLUSION

In a word, moral education is the foundation of colleges and universities in the new era. In the process of personnel training, colleges and universities should adhere to the idea of morality as the central link of personnel training, and practically run morality through the ideological and political education of college students. They should strive to realize the whole process and all-round education, especially pay attention to the reform and innovation of Ideological and Political Education in this process, We should pay attention to promoting the effective connection between Ideological and political theory course and college students' daily ideological and political education work, take the effect of moral education as the basic standard to test all the work of the school, actively guide contemporary college students to constantly strengthen their ideals and beliefs, cultivate noble character, and cultivate excellent skills, and strive to promote the formation and establishment of the "three complete education" work system Schools and society also need to work together in this process, gather greater efforts, and constantly improve the pertinence and effectiveness of Ideological and political education in Colleges and universities in the new period.

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Comparative Analysis of Hakka Folk Songs and She Folk Songs

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Abstract: Hakka folk songs and she folk songs belong to two different ethnic types. In the process of the formation and development of Chinese folk song culture, they show a lot of connections with each other, and show unique music styles in their respective folk song fields. This paper will take the development course of Hakka folk song and she folk song as the perspective, analyze and compare the differences of the music characteristics of the two different folk songs, and put forward the relevant strategies to promote the development of the two folk songs based on the concept of cultural heritage and development.
Key words: Hakka folk songs; She folk songs; Cultural origin

1.INTRODUCTION

Hakka folk song is an important part of Chinese folk song culture. With the impact of modern cultural diversity, the inheritance and development of Hakka folk song is also facing challenges. She folk songs are also an important part of Chinese art and culture. In terms of cultural protection, it is necessary to strengthen the protection of she folk songs. Therefore, on the basis of cultural heritage and development, this paper analyzes their different cultural characteristics, and puts forward specific plans for the development of different national music culture.

2. THE CULTURAL ORIGIN AND INTERACTION BETWEEN HAKKA FOLK SONGS AND SHE FOLK SONGS

2.1 The origin of Hakka folk songs and she folk songs

Hakka is a ethnic group formed after the northern Han nationality moved to the border of Fujian, Guangdong and Jiangxi. The ethnic group hidden in the deep mountains has the characteristics of mystery and individuality. It has valuable research value on the level of cultural inheritance and has attracted the attention of academic researchers at home and abroad. In recent years, with the growth of research scale and team, the research level of Hakka culture is also improved. From the perspective of cultural connotation, Hakka culture, as a ethnic group of Han nationality, gradually forms the sum of material and spiritual culture in a specific historical stage and geographical region, and becomes a distinctive symbol of a specific region and social culture. Among them, Hakka folk song is one of the significant representatives of Hakka culture. With the gradual deepening of the study of Hakka culture, it is found that there are countless ties between Hakka culture and she culture. The origin of she culture has gone through the hunting age and the farming age. Tracing back to the source, she people live in the mountains and forests for generations, and are early nomadic people, relying on farming and hunting for a living. Because the She people live in a closed area and lack of communication with the outside world, they have their own internal communication language, but they don't form their own characters. In order to eliminate the boredom of life, the She people living in the deep mountains sing folk songs for entertainment. After the baptism of time, this cultural way has been handed down from generation to generation and has become the main form of the She people's cultural life.

2.2 Cultural interaction between Hakka folk songs and she folk songs

The distinctive music characteristic of Hakka culture is the interaction between refined and vulgar. Hakka folk songs also show the characteristics of elegance and customs from rhetoric and artistic style. The essential reason for the formation of Hakka folk song style lies in the communication and interaction between the Central Plains culture and Hakka culture. The culture of Central Plains is characterized by elegance, while Hakka folk songs mainly show the connotation of customs. They are integrated comprehensively to lay the foundation for the formation and development of Hakka culture. From the connotation and style of Hakka folk songs, the Central Plains culture has a great influence and accumulation function on it. The former Hakka people lived in the Yellow River Basin of Central Plains. Before the formation of Hakka folk songs, the foundation of the culture of the Central Plains became the premise for the formation and development of Hakka folk songs[1]. From the original works widely spread in the Central Plains culture, that is, the "fifteen national style" in the book of songs" The artistic style and rhetoric of the fifteen national style are mainly Fu, Bi, Xing, and "emphasis on the chapter and sentence". These are the main rhetoric devices after the formation of Hakka folk songs. Therefore, in the origin of development, Hakka folk songs have essentially related to the Central Plains culture, which can be said, Hakka folk songs are the artistic characteristics of inheriting and developing the "fifteen national style" of the book of songs in Chinese culture. In Han and Wei dynasties, Hakka folk songs were formed. Chinese poetry changed from aristocracy to commonality. Influenced by war and natural disasters, it inevitably affected the connotation and artistic style of culture. Therefore, Hakka culture inherited the seven words and four sentences popular in the historical period at that time, and most of the works were works of emotion and emotion, which reflected the social background and historical system at that time. For example, the poems of "Pipa Xing", "no mountain songs and village Flute", and poems of "sending people to the South", "mountain songs hearing bamboo branches" and Bai Juyi reflect each other, and "bamboo branch words" peach blossom is full of

heads, and spring water of Shu River takes pictures of mountain flow. The red flowers are easy to fade like Lang Yi, and the water flow is infinite like sorrow. " Wait, all of them are lyrical works. The lyrics of she folk songs have similar characteristics with the Central Plains culture, and are also related to the origin of Hakka folk songs. The lyrics form of she folk songs are divided into seven words and three changes. The seven word Juju sentences have the rules of style and rhyme. The three changes are the meaning of three paragraphs. The last words of the second, third first, second and fourth sentences are changed. The third sentence is completely unchanged, which is similar to the "three fold" of the book of songs.

3. SIMILARITIES AND DIFFERENCES BETWEEN HAKKA FOLK SONGS AND SHE FOLK SONGS

3.1 Similarities and differences in musical form

She folk songs and Hakka folk songs have both relevance and difference in musical form. First, from the same point of view, she culture and Hakka culture are produced and developed among the mountain woodland. The areas where she people live are usually called "boxing". Because of the regional characteristics and living habits of life, many folk songs related to the mountain have been gradually produced. For example, "the hillside planted tea is long and long, and the two of my aunt and sister-in-law go to the mountain post", "tea trees are born in the opposite mountain", etc. [2]. The music characteristics of Hakka folk songs also have a strong "mountain" flavor. For example, "the mountain valley rises the hillside, the mountain spring mountains and rivers shade the mountain and the grass; Mountain songs mountain sister lives in the mountain corner, mountain folk mountain singing "and so on. Therefore, the origin of she folk songs and Hakka folk songs is closely related to the shape of Chengdu and mountain. The music style presented has the characteristics of natural wild and gentle and delicate. It can also be thought that the music characteristics of folk songs in Jiangnan and Northern Shaanxi are similar. For example, "never comb hair in the past, silk hair is two shoulders. Wan Zhonglang is on his lap, where is not poor! " And the folk song "Xintianyou" in Northern Shaanxi. Therefore, she folk songs and Hakka folk songs are integrated into the style of Jiangnan music and Northern Shaanxi music, but at the same time, she folk songs and Hakka folk songs have unique cultural characteristics. Hakka folk songs and she folk songs belong to the five tone system, but there are also differences between them. The main tone of Hakka folk songs is "Mi, re, do, La" four tone feather patterns, and there are more decorative sounds used in Hakka folk songs. The use of decorative sounds plays a transitional role in songs. Therefore, there will be many alternative combinations of forms in Hakka folk songs, which can be divided into one word one tone or one word multi tone and other forms. For example, "Mei tea taste sweet" can be divided into "a mei - tea - taste - Gan". But from the tone form of she folk songs, the decorative sounds and other forms appeared in Hakka folk songs are not reflected in the she folk songs, and the application is very few. The music characteristics of she folk songs are mainly characterized by big six degree and

pure five degree jump. All the songs are one word, one tone, one beat or short and long rhythm. From this, we can see the differences between the she folk songs and Hakka folk songs. Hakka folk songs show a relaxed, gentle and leisurely style, while she folk songs are more restrained in the melody, and the lyric narrative style is more direct.

3.2 Similarities and differences in structure and rhetoric

From the previous elaboration on the origin and development of Hakka folk songs and she folk songs, we can understand that the formation and development of Hakka folk songs and she folk songs are closely related to the poetry, lyrics and Fu in the Han and Wei dynasties. From the "Shiwu Guofeng" in the book of songs to the "Zhuzhi Ci", we can see the development process of "poetry" and "music", as well as the standardization of quatrains, The profound historical culture has laid the foundation for the musical value of Hakka folk songs. As a result, the music interaction and integration between she culture and Hakka culture have formed a unique artistic and cultural system, which makes she folk songs and Hakka folk songs integrate into each other's characteristics, but present their own cultural characteristics [3]. In terms of structure and form, Hakka folk songs are mainly composed of the first, second and fourth sentences, which should be in the same level tone as Hakka, while the third sentence should be in the same tone, such as song of seeing off Lang: "send Lang to the Bogong Pavilion, put down the burden and worship the gods, so as to protect the family and everyone." "Ting", "Ming" and "Ren" in this song are flat tones in Hakka dialect, and "Shi" is tone. The main usage of rhyme and rhyme in she folk songs is the same rhyme at the end of the first, second and fourth sentences, and the most important is to use the she language's flat tone, and the third sentence's end word should use the tone, such as "gaohuangge": "Pan LAN Lei Zhong was in Guangdong Province, which was originally a common ancestor. Now it's divided into county heads, and the discourse is the same." Among them, "Dong", "Zong" and "Tong" are flat rhymes, and "Zhang" is tone. Moreover, the lyrics format of she folk songs has the rule of "three changes", and the connotation has also been elaborated in the previous article.

Take the song of tea picking of She nationality as an example: "the tea and rice are planted on the back of yellow mud. In March of last spring, the leaves are covered. In March of last spring, the mother goes to pick and picks a basket of rice to turn back. Tea and rice are planted in Huangni mountain. In March of last spring, the leaves are green. In February of last Valley, my mother went to pick them and picked a basket to turn back. Tea and rice are planted in yellow mud. In March of last spring, the leaves are thin. In January of last spring, my mother went to pick them and picked a basket to turn back. " From the rhetoric point of view, "Fu", "Bi" and "Xing" are the main rhetorical devices in Hakka folk songs and she folk songs, among which "Fu" is the most widely used" The connotation of "Fu" refers to a perfunctory description. Such as "thinking a Mei thousands of times, one day does not have to end; In the first day, you should not pass the next day, and in the next day, you should not go to sunset

mountain. ". Although Hakka folk songs and she folk songs have the same rhetorical devices, Hakka folk songs also integrate the characteristics of Central Plains culture in the historical and cultural development, so they have more meanings than she folk songs in artistic expression, that is pun usage. Such as "Lan played flowers, flowers, Lang took the next sister to take up.". The meaning of pun is different from the straightforward features of she folk songs.

4. CULTURAL INHERITANCE AND DEVELOPMENT STRATEGIES OF HAKKA FOLK SONGS AND SHE FOLK SONGS

4.1 Create cultural inheritance mechanism by means of modernization

Nowadays, under the background of multi-cultural and free opening, we can create an art inheritance mechanism for the development of Hakka folk songs and she folk songs, so that more people can understand Hakka culture and she culture full of regional color and national attributes, and deepen public understanding and cognition of art. First, it is said that the inheritance of Hakka culture and art can further enrich the contents of Hakka folk songs by combining the connotation and innovation concept of tea culture. Art culture needs to keep pace with the times, not only preserve the national characteristics, but also integrate the inheritance and development concept of modern culture. From the aspect of art resources, there are many art resources at present. They can be effectively integrated by using the characteristics of resources. The Hakka folk song resources, traditional cultural resources, modern development ideas, regional cultural characteristics and other multiple contents are integrated. On the premise of cultural inclusion, the cultural system of diversity is presented [4]. Meanwhile, we will carry out online interaction activities of folk songs, and build art and culture communication mechanism at home and abroad by means of modern information technology and multi-media platform. Therefore, based on the modern communication platform and innovating the communication mechanism, first, we should be good at using the network platform and choose the cultural exchange platform with world influence. Culture is national and world, and it connects the friendly relations between countries in the world. For example, the "world guest friendly Convention" is one of the most influential Chinese festivals in the world, and an important platform for economic cooperation and cultural exchange among Hakkas from all countries and regions. By using this platform, the artistic characteristics, structural forms and other multi-faceted cultural contents of Hakka folk songs can be presented so that people of all ethnic groups can understand the connotation of Hakka culture, And through the cordial meeting, we will further strengthen the cultural promotion, so that the excellent and distinctive national culture "go out". At the same time, it can promote cultural exchanges among countries around the world and understand the cultural characteristics of other countries; Secondly, the influence of Hakka folk song cultural representatives, cultural research experts, literary experts and other celebrities can be fully utilized to make it

possible to carry out cultural communication through the network platform at home and abroad, and to promote Hakka folk songs to lay a solid foundation for the further development of music culture. Through the function of network communication, Hakka people living in different countries can still experience the culture of their hometown, and have strong sense of identity and belonging to their hometown culture. With the help of the forwarding function of network platform, Hakka folk songs can be effectively spread, and the influence of national culture communication has been expanded smoothly; Finally, in addition to the role of new media, we can also use traditional media, such as newspapers, magazines, radio, television and other media to integrate traditional media with new media, so that more people can directly recognize the art style of Hakka music. In addition, the network communication mechanism is also suitable for the development path of she folk songs.

4.2 Integrating Hakka folk songs and she folk songs into the classroom

Hakka's representative song and dance music is the tea basket lantern performed during the Lantern Festival. It is played by different roles and accompanied by instruments such as suona, gongs and drums. The song played by the tea basket lantern is called the lantern song, which has beautiful melody and distinct regional characteristics. One of the most representative songs is "spring Jingtian", With the development of song and dance, the lamp tune of Tea Picking Opera is also formed, which is an important foundation of Tea Picking Opera Music in China. Therefore, the content of Hakka folk songs can be integrated into the compilation of teaching materials in the school music class, and the teaching method of momentum and rhythm can be used to arrange dance in combination with specific music, so that students can sing and dance at the same time, and feel the characteristics and charm of Hakka music in the performance of body movements. At the same time, she folk songs are also an important part of Chinese music culture. With the rapid development of society, the development of she folk song art is both an opportunity and a challenge. Therefore, the school has the responsibility to cultivate high-quality talents who are interested in the research and inheritance of ethnic music. Teachers can collect and sort out the relevant information of she music culture, present the audio and video content of she music with the help of information equipment, and stimulate students' interest in ethnic music. Schools can carry out festival performances, artistic creation and other cultural practice activities to integrate school teaching and cultural song and dance inheritance, showing the development advantages and values of she music and Hakka music. At the same time, the school can organize teachers and students to participate in activities related to she folk custom research and Hakka cultural exchange, so that students can learn theoretical knowledge directly and gain growth gains. In addition, singing and dancing activities can be held in combination with traditional festivals of She nationality and Hakka festivals, such as wearing national costumes and singing folk songs, so as to strengthen the

combination of theoretical study and practice.

5. CONCLUSION

Based on the above comparative analysis of Hakka folk songs and she folk songs, combined with the origin and development process of Hakka folk songs and she folk songs, this paper analyzes the similarities and differences of music form, structure and rhetoric of Hakka folk songs and she folk songs, and discusses the development strategies of she culture and Hakka culture from the perspective of cultural inheritance.

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"Image Mobile Station" Into the Countryside

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Abstract: "A girl will doll herself up for him who loves her", With the improvement of people's living standards, aesthetic vision is getting higher and higher. Different occasions and social status will have diverse requirements for self-image, and makeup and clothing will have an increasing impact on modern people. We created the "image flow station" for the township women study makeup and clothing collocation, satisfied with the enhancement of modern spiritual outlook and psychological health. The use of clothing and makeup color design to change the inherent image of rural women as the main body of research, visual art is widely applied to the daily life of rural people. Image mobile station from the perspective of makeup and clothing matching to provide targeted service experience for rural women, so that the experiencer to find a suitable image, so as to improve their own confidence and life happiness.
Key words: Makeup and Clothing; Clothing; Female Character

1.INTRODUCTION

Rural area is a regional complex with natural, social and economic characteristics. It has multiple functions such as production, living, ecology and culture. It promotes mutual progress and coexists with towns and cities, and together constitutes the main space for human activities. Rural prosperity means national prosperity, rural decline means national decline. General Secretary Xi put forward the rural revitalization strategy in the report to the 19th CPC National Congress, and also clearly pointed out that cultural confidence is a more basic, deeper and more lasting strength for the development of a country and a nation. Confidence in our path, theory, and system comes from practice, from the people, from truth, and from our culture. It is a more fundamental, broader, and deeper confidence[1-3].

With the continuous development of economy and the continuous improvement of material living standards, people's demand for spiritual culture is enhanced accordingly. As the first perspective of interpersonal communication, personal spiritual outlook has been paid more and more attention by more and more people. On the east coast and Hong Kong and Macao regions as the window of China's international cultural exchange, will all outstanding cultural fusion, image management is as the important of the local people's spirit, has affected the surrounding towns to image management, image management in different ways, but most of the villages and towns people for how to appropriate management personal image no system.

2. THE IMAGE OF THE MOBILE STATION "DEMAND

2.1 The need for social interaction

Due to the change of women's status and life style, frequent social interaction, hair and makeup, plus good cultivation and appropriate dress collocation, the unique charm of women is more fully reflected. In the process of interpersonal communication, inappropriate makeup and collocation will give people a negative impression.

2.2 The needs of professional life

With the continuous development of commercial society, makeup and clothing collocation is no longer limited to the stage, but gradually into the career life, no matter in what profession good image management cannot be ignored, also is the embodiment of the respect for others, through artificial modification, make ordinary appearance coruscate gives otherworldly charm, give a person with beautiful enjoyment, reflect the spirit of the new generation.

2.3 Needs of daily life

A person's appearance, in addition to physiological conditions and temperament, decorate with appearance is also very important, so, through the makeup and costume collocation not only can make the person looks beautiful, fresh, also can make the women in the physiological and psychological energetic, happy mood in family and work, on the one hand, can show a woman of self-confidence, enhance the family happiness on the other hand, have the effect of communication feelings.

2.4 Makeup design should be displayed in the clothing display

Every costume design contains the emotional soul of the designer. Only the design with the soul can be regarded as a perfect costume. Makeup is an extension of clothing design. The expression of makeup is the modification of "soul" for each set of clothing. A specific makeup can show the spirit of a theme

3. "IMAGE MOBILE STATION" INTO THE COUNTRYSIDE TO THE DEVELOPMENT OF CULTURE

Makeup and clothing are an important part of your personal appearance. Makeup design and clothing collocation itself is a kind of art, because the collocation of makeup and clothing, the free collision of materials and colors, let the vision full of surprises. Different colour collocation can give a person aesthetic value. As the basic needs of life, clothing, food, housing and transportation, our China is a "state of ceremony" and clothing is the external embodiment of a person's spiritual outlook. Appropriate makeup and clothing collocation can highlight the best side of rural women.

4. "IMAGE MOBILE STATION" BASIC CONCEPT PLANNING AND CREATIVE DESIGN

4.1 Combine makeup design with clothing collocation.Adhering to the concept of innovation, economy and resource saving, carry forward Chinese

traditional culture, improve spiritual outlook, and design a collocation scheme that meets the public aesthetic appreciation and is highly practical as the main content. Let the development of rural economy at the same time, improve their cognition of beauty and looking for a suitable for their own "beauty", according to the different women in "practical" and "beauty" balance, and transform the individual old clothes recycling as a research direction, strengthen their consciousness of resources environmental protection as well as the aesthetic, aesthetic understanding and dissemination of the Chinese public direction and requirements, guide them on the image management is more economical and practical consumption. In particular, it is included into the beautiful village by the country and the tourism industry is developed. The image of women is also the image representative of the beautiful village. A beautiful village cannot be separated from beautiful clothes.

4.2 The development of the human interface design, considering the user's visual perception and highlight the function of the software, combined with color psychology and related theory in the design of interface for improvement and development of visual design, humanization design touches every step of interface design, the time considering the user experience, create more suitable for the user interface design.

5. COLLECT AND ANALYZE THE MATERIALS ACCORDING TO THE COGNITION OF RURAL WOMEN ON IMAGE MANAGEMENT

Country into beautiful country, the concept of tourism development, women's image is representative of the beautiful countryside, a beautiful country cannot leave the most beautiful dress of rural women in daily life and work, to the practical requirement of the clothes is high, but the style is unitary, mainly embodied on the style and color, this requests us in the design, collocation and careful investigation and analysis on the choice of makeup look. Due to the heavy work and tedious daily life of rural women, their awareness of image management is not complete, they lack experience in clothing matching, and their makeup design is not perfect enough. First of all, the cumbersome and complex clothing styles use large amount of materials, low practicability and relatively high price; Secondly, the complex style is different from the image of rural women, which hinders their normal work and life. The relatively simple style of clothes is more convenient to travel, which visually shows the ability and confidence of women. In the choice of color to choose a relatively sedate collocation, show the feminine soft, frank, not pompous characteristics.

The "image station" is not just for rural women to create their own image. It is also necessary to pursue the improvement of aesthetic awareness and the reuse of

resources to create clothing and makeup in line with the local rural culture. Under the influence of traditional Chinese culture, people's pursuit of "beauty" has gone deep into their bones, and the way of resource reuse conforms to the traditional Chinese virtue of thrift of the masses. According to their personal image, their original clothes will be transformed and re-matched to make it more in line with their image characteristics. On the basis of practice, the image before and after the visual perspective to feel the change of "beauty". To strengthen their consciousness of the pursuit of "beauty" in a deeper level. On the other hand, the reuse of old clothes saves economic cost and time cost to a certain extent, and slows down the difficulty of matching clothes within a limited time. In order to present the change of people's mental outlook brought by different collocation and design of clothing and makeup, the "Village Dynamic Exhibition" is held. Invite rural women as models for the show and transform them to amplify the impact of change brought about by appropriate image management.

6.CONCLUSION

This project promotes the people living in beautiful villages according to the etiquette culture and image management culture, and provides rural women with appropriate clothing, clothing and makeup matching. Makeup look and dress increase subsequently to the influence of modern. We created the "image flow station" for the township women study makeup and clothing collocation, satisfied with the enhancement of modern spiritual outlook and psychological health. The use of clothing and makeup color design to change the inherent image of rural women as the main body of research, visual art is widely applied to the daily life of rural people. Image mobile station from the perspective of makeup and clothing matching to provide targeted service experience for rural women, so that the experiencer to find a suitable image, so as to improve their own confidence and life happiness.

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Exploration And Effect Evaluation of Nursing Nutrition Teaching Reform

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Abstract: Based on the continuous development of medical technology, in clinical work and clinical medical research, there are higher requirements for the professional quality and comprehensive professional ability of nursing staff. In order to improve the quality of clinical nursing work, relevant colleges and universities pay more attention to the cultivation of practical ability of nursing nutrition students, aiming to improve the teaching effect through diversified teaching methods, Objective to improve the professional skills of nursing nutrition students.

Key words: Nursing major; Reform in education; Impact assessment

1.INTRODUCTION

Based on the continuous improvement of people's quality of life, people put forward higher requirements for their own health status and health level. Under the continuous promotion of education and teaching reform process, relevant colleges and universities actively promote nursing nutrition teaching reform, optimize teaching mode, innovate teaching methods, pay attention to the practicality of teaching, and ensure that they are closer to clinical medicine, To promote the professional skills of nursing nutrition students, strengthen their comprehensive quality, improve the level of nursing practice, provide high-quality clinical nursing services for patients, and strengthen the dietary guidance of patients.

2. ANALYZE THE CURRENT SITUATION OF CLINICAL NUTRITION TEACHING

2.1 Personal factors

Students ignore the study of nursing nutrition related professional knowledge, the basic theory is not solid enough, less energy invested in this major, which restricts the learning effect of clinical nutrition, and it is difficult to fundamentally improve their professional ability, which hinders the future career development.

2.2 School factors

Relevant medical colleges and universities ignore the importance of teaching reform of nursing nutrition, and have cognitive bias. They think that students only need to master basic nursing nutrition knowledge. In daily teaching, they attach importance to theory rather than practice, and fail to contact clinical classic cases for nursing nutrition teaching. Students lack clinical nursing experience and do not know enough about common diseases. At the same time, the colleges failed to combine the actual needs of clinical nursing nutrition in curriculum setting, ignored the cultivation of students' professional skills, and there was a phenomenon of disconnection between theory and practice, which led to students' difficulty in showing higher professional quality after they

really entered the actual post [1-3]. The discipline of nursing nutrition is highly theoretical, which requires teachers to lay a solid theoretical foundation for students and strengthen the cultivation of students' practical ability. However, teachers still use the traditional teaching method, with single teaching method and low interest of students, which reduces the enthusiasm of students to participate in learning activities and affects the final teaching effect.

3. EFFECTIVE PATH TO IMPROVE THE TEACHING MODE OF NURSING NUTRITION

3.1 Optimize teaching methods and stimulate students' interest in learning

Nursing nutrition is the key to solid theoretical knowledge of students. In order to improve students' clinical nursing professional skills and dietary guidance level, it is urgent to change students' traditional learning concept. Based on students' interests, in education and teaching, we should emphasize the importance of nursing nutrition professional learning, and improve students' understanding of this major, Combined with the common diseases in daily life, integrated teaching is carried out to ensure correct students' learning attitude, stimulate students' interest in learning, better improve students' cognition of the professional course learning, and increase the activity of classroom teaching. Based on the requirements of clinical work and clinical practice, relevant colleges and universities need to optimize the teaching reform combined with clinical nursing nutrition guidance standards. Nursing nutrition includes the basis of nutrition, dietary guidance and nutrition survey, which involves a wide range of contents. The traditional teaching mode is difficult to meet the needs of nursing nutrition teaching, which restricts the improvement of students' professional ability and comprehensive quality; Therefore, some medical colleges and universities have introduced the micro course into the teaching of nursing nutrition specialty. The micro course mainly carries out teaching activities in the form of network course, presents in front of students in the form of teaching video, provides intuitive teaching interface, stimulates students' interest, strengthens students' mastery of knowledge points, and students can learn independently according to the video teaching content, Access to relevant information, and in the preview before class and review after class, produced a significant teaching effect, realize the consolidation of knowledge [4-6].

Micro lesson video supports replay, so students can watch and learn knowledge points they don't understand repeatedly, which greatly improves students' learning ability and learning efficiency. According to the teaching requirements of nursing nutrition, the teachers analyzed the learning situation, deeply interpreted the contents of

the teaching materials, made the key and difficult knowledge into the micro class courseware, combined with the actual learning needs of students, clearly formulated the teaching objectives, improved the teaching plan, and effectively implemented the teaching tasks in the classroom. In the whole micro class teaching, the teachers combined the flipped classroom teaching mode, The purpose of micro class and flipped classroom teaching is to popularize to students, and the teaching tasks are assigned to students before class. Students can master the basic situation through preview before class. In class, teachers use 10-15 minutes to play courseware for students, which mainly involves the needs of various groups of people for their own nutrition, introduces the nutrient characteristics of relevant food, and the nutritional content of various diseases, In the whole teaching process, students can concentrate their attention, master the knowledge points of nursing nutrition through micro class learning, and feed back their own difficult problems in time, so as to facilitate teachers to master students' learning situation at the current stage, strengthen teachers' teaching reflection, optimize and adjust the teaching content in time, and improve teaching methods; In the classroom teaching, in order to ensure the teaching effect, the teacher introduced the form of group cooperation, divided the students into 3～4 people / group, gave the students time and opportunity to cooperate, explore and discuss, organized group competition and debate competition, and effectively promoted the students to master the key points of nursing nutrition study. In order to ensure the classroom teaching interaction, the teacher also actively participated in it, It can help students to solve their problems in time, strengthen guidance and help, shorten the relationship between teachers and students, ensure the effect of classroom teaching, help students to sort out their learning ideas, promote students to better grasp the essentials of nursing nutrition learning, better show their high professional quality and play their role in future practice; After class, teachers guide students to summarize and summarize the knowledge points in class, focus on the analysis of classic cases, deepen and consolidate the professional knowledge of nursing nutrition, effectively improve students' learning ability, promote the improvement of teaching quality of nursing nutrition, and achieve the expected teaching effect [8-11].

3.2 Optimize the content of teaching materials and emphasize the role of nutrition in disease prevention

According to the requirements of the syllabus, teachers should scientifically set teaching hours, optimize the curriculum of nursing nutrition, focus on basic nutrition and disease nutrition, strengthen students' understanding of the importance of disease nutrition treatment and nutrition nursing, and emphasize students' understanding of the role of nutrition in disease prevention; For example, to control the blood glucose of patients with diabetes, through diet guidance and diet management, strengthen the control of fasting blood glucose and 2 hours postprandial blood glucose, can strengthen the blood glucose control level of patients, improve the disease of patients, and enhance the clinical treatment effect.

Relevant data reports show that cancer is mostly related to improper diet. The use of pickled food, moldy food and high-fat food will increase the possibility of cancer; Therefore, in the actual teaching, teachers introduced PBL teaching method, paid attention to problem guidance and explanation of typical cases, popularized a large number of professional contents of related diseases, encouraged and guided students to participate in the formulation of nutrition support plan, solidly consolidated students' theoretical knowledge, cultivated students' ability to solve problems, and constantly strengthened students' professional skills of nursing nutrition [12-13]. During the implementation of PBL teaching method, it better conforms to the teaching requirements of quality education. Based on the perspective of employment orientation, it implements a new teaching scheme, which mainly emphasizes teaching guidance. A large number of teaching practice cases prove that the teaching effect of PBL teaching method is very significant. Through the explanation of typical cases, it can improve students' coping ability in actual operation, To better stimulate the enthusiasm of students to participate in PBL teaching activities. The specific teaching plan is as follows:

3.2.1 Setting teaching objectives

According to the actual situation of students and the teaching syllabus, teachers formulate teaching objectives and teaching plans, and effectively implement teaching tasks in the classroom, so as to better meet the learning needs of students.

3.2.2 Introduce clinical cases of nursing nutrition, set up relevant questions and guide, including clinical nursing communication ability, dietary planning, disease nursing and other professional knowledge, optimize teaching links in a way close to clinical practice, so as to consolidate students' learning ability.

3.2.3 Deepening group cooperation

Through group exploration and cooperation, the project topics were discussed and divided. During the cooperative discussion, the students jointly formulated the nursing nutrition plan, and evaluated the rationality of the nursing nutrition plan through the scene creation. In the whole process, the teachers gave objective evaluation and strengthened guidance on the students' discussion results and plan formulation, Students are required to report their learning achievements in groups, which greatly improves the classroom interaction effect and teaching quality.

3.2.3.1 Practical teaching

PBL teaching method pays more attention to practical teaching. Based on the perspective of career orientation, colleges and universities integrate production and teaching. According to the practice of nursing students, they go to the hospital for probation, and are guided by professional teachers. During the whole practice process, students can participate in the diagnosis and treatment of related diseases, accumulate their own work experience, and learn the concept of modern nursing nutrition, Greatly enhance their own professionalism; At the end of the internship, the teachers evaluated the performance and learning effect of the nursing students during the internship, investigated the students' teaching satisfaction,

and optimized and adjusted the PBL teaching plan according to the students' actual feedback.

4. TEACHING EFFECT EVALUATION

4.1 Evaluation of micro class teaching effect

The application of micro class in the teaching of nursing nutrition specialty breaks the limitations of traditional education and teaching, optimizes teaching links, shows significant teaching advantages, provides students with intuitive teaching content, enhances classroom activity, and creates a good classroom learning atmosphere. Through the correct teaching guidance, teachers consolidate the theoretical basis of students. In the process of group cooperative learning, teachers cultivate students' autonomous learning ability and research spirit. Students learn from each other, promote each other, form complementary advantages, and ensure the effect of classroom learning. Through the micro class in the students' pre class, in class and after class teaching, the teaching scheme of nursing nutrition was optimized, the teaching task was better implemented, the expected teaching goal was realized, and the classroom teaching effect was greatly improved. In the whole teaching process, teachers pay attention to teaching evaluation and evaluation, establish teaching evaluation mechanism, including teacher-student evaluation, student student evaluation and self-evaluation, pay attention to the assessment of students' professional skills and professional theoretical level, and bring theoretical knowledge, practical operation and other indicators into the assessment scope, so as to master students' mastery of clinical nursing operation essentials, And evaluate the students' teaching satisfaction [14]. After the implementation of micro class teaching, the teachers evaluated the students who participated in the learning activities, and found that the theoretical knowledge and practical operation scores of the students were improved (see Table 1).

Table 1 Comparison of students' theoretical knowledge scores and practical operation scores before and after learning($\pm$ s. (points)

Time	Assessment content	
Before learning		31.25 ± 5.25
After learning	Theoretical knowledge test results	$97.83\pm8.46^*$
Before learning		28.25 ± 6.12
After learning	Time operation test results	$98.33\pm19.16^*$
P	<0.05	<0.05

4.2 PBL teaching evaluation

Clinical nursing nutrition has certain correlation with patients' health. Through the development of scientific nutrition support plan, nutrition support and rehabilitation training, the patients can be accelerated. Based on this, teachers pay great attention to the degree of students' knowledge of nutrition in carrying out nursing nutrition teaching activities, constantly explore and innovate the teaching methods of nursing nutrition specialty, optimize the teaching mode of the course, and actively introduce

PBL teaching method with the main interest of students, aiming to improve the teaching quality. PBL teaching method, based on problem exploration, has changed the traditional teaching method of "filling duck", paid more attention to the main position of students in the classroom, established the teaching concept of "people-oriented", emphasized the implementation of teaching design and teaching plan, strengthened teaching evaluation, formed a clear contrast with traditional teaching, and updated the knowledge system of students, Help students to set up problem thinking; In classroom teaching, PBL teaching problem design and students' interest points are combined to strengthen problem guidance, and the subject issues are left to students for group inquiry and discussion. In the whole process, the enthusiasm of students is fully mobilized, a good classroom learning atmosphere is created, and the connection between new and old knowledge is realized. Under the correct guidance of teachers, the students' subjective initiative is exerted, It is very important to give students affirmation and greatly improve their ability to solve practical problems. Students learn to share and communicate in PBL teaching, ignite their enthusiasm for learning, cultivate students' good learning habits, improve the quality of nursing nutrition teaching through the construction of new curriculum system, and ensure the scientificity of teaching based on clinical practice, and achieve remarkable teaching effect.

5. CONCLUSION

In conclusion, as an important carrier of clinical nursing talents training, relevant medical colleges and universities shoulder the important task of practical and practical talents training. In the teaching of nursing nutrition, more attention should be paid to the students' knowledge of clinical nutrition. Based on the diversified perspective, the students' clinical nutrition work level and comprehensive ability are cultivated, and the micro course teaching method and PBL teaching method are introduced, The integration of theory and practice teaching has changed the traditional teaching concept, innovated teaching mode and teaching method, greatly improved the teaching effect, optimized the teaching link, updated the teaching system, created more practical opportunities for students, which is conducive to training students' professional skills, improving their professional ability and laying a solid foundation for students to enter the real position.

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Development Trend of Metal Smelting Equipment in The New Era

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Abstract: This paper mainly analyzes the development trend of metal smelting equipment and related technology, and briefly describes the metal smelting situation, including the definition and principle of smelting; The application and development prospect of metal smelting equipment in the new period are studied, which provides theoretical support for the reasonable selection of relevant smelting equipment.

Key words: New era; Metal smelting; Equipment; Development trend

1.INTRODUCTION

At present, there are more than 200 enterprises engaged in rare earth mining and smelting separation in China, the relevant smelting equipment and technology have been further developed, and the smelting industry is developing towards the direction of high added value, refinement and deep processing. With the development of new energy industry, rare earth metal smelting has become the future development trend, and the related smelting technology has attracted more and more attention.

2. OVERVIEW OF METAL SMELTING

2.1 Overview

Metal smelting is the process of converting metal from chemical state to free state. The related metal oxides will be reduced at high temperature to obtain metal elements.

2.2 Smelting principle

The smelting principle of metal is mainly reduction, replacement and electrolysis.

The reduction method mainly depends on the co heat of metal oxide and reductant, and the metal in the moving state is separated. The replacement law mainly adds active metal to the metal salt solution, thus obtaining the metal monomer. Electrolysis is mainly used in refining metals, such as refining aluminum and copper plating, but also in the smelting of active metals such as sodium, calcium, potassium and magnesium. However, the application cost of electrolysis is high and it is easy to cause environmental pollution, so the application of this technology is not universal.

3. APPLICATION AND DEVELOPMENT OF METAL SMELTING EQUIPMENT IN THE NEW PERIOD

3.1 Electric arc furnace

According to the power supply state, the EAF can be divided into three-phase arc furnace, self consumption arc furnace, single-phase arc furnace and resistance arc furnace. The reference operation forms can be divided into periodic operation arc furnace and continuous operation arc furnace; According to the structure characteristics, it can be divided into fixed arc furnace and rotary arc furnace. The electric energy is the main energy supply of the arc furnace. The discharge arc is generated by graphite electrode and furnace charge. The maximum temperature can reach above 2000 °C. In the process of equipment application, scrap steel raw materials are melted by arc radiation, heat conduction and temperature convection. The heat loss caused by high temperature is relatively small, and its thermal efficiency is significantly higher than other equipment. In addition, the temperature in the furnace can be controlled accurately by using electric heating method.

EAF steelmaking has strong adaptability to burden, and can be used in the smelting of scrap, hot metal, sponge iron, pig iron and other solid or liquid iron raw materials. The application of EAF can also control the slag content in the steel furnace, and the smelting can be completed in the same operating system, and the operation process is relatively simple. At present, limited by technical conditions, EAF steelmaking process is only used in the production of small batch, multi variety and high alloy ratio special steel. At present, the high industrial electricity price in China limits the development of EAF steelmaking equipment. With the rapid development of power facilities and the increase of scrap resources in China, the development trend of EAF steelmaking in China is on the rise, and the EAF equipment can be widely promoted in the future.

3.2 Cupola

Cupola is an important equipment for melting cast iron. Most of the cupola is cylindrical structure, which is mainly divided into front furnace and back furnace. The forehearth is mainly used as taphole, slag outlet, hearth and bridge; The back furnace mainly consists of top furnace, waist furnace and hearth. The cupola widely used in the new period mainly includes self heating air supply cupola, two shift water cooling thin lining cupola, water cooling long life cupola and rc-w-n external hot air water cooling non lining cupola.

The self heating and air supply cupola was designed by Qingdao Qingli environmental protection equipment Co., Ltd. in 1988 after the improvement of the traditional warm cover cupola. The casting process of the equipment is suitable for the actual situation in China, and has the advantages of good performance, low pollution, low emission and less investment. The heat exchanger of cupola adopts patented technology, and the stamping flange is designed at the lower part of the equipment, which greatly improves the service life of the heat exchanger. The air outlet of the equipment adopts the external design concept to prevent the iron slag from entering the air box. Compared with ordinary cupola equipment, the coke saving rate is 10% ~ 20% [2].

At present, after years of development and technology promotion, 5 ~ 15t water-cooled two shift cupola is used

in China, which is used in long-term smelting process of large and medium-sized foundry enterprises. By adjusting the smelting technology, the casting quality can be improved and the casting cost can be reduced. Water cooled long life cupola was developed in 1990. After years of development, more than 50 domestic enterprises have used the water-cooled long life cupola produced by Qingdao Qingli Equipment Co., Ltd. The advantages of this equipment are very obvious. The furnace condition is relatively stable, and it can be used continuously for more than 30 days. The oxidation atmosphere in the furnace is weak, and the loss of elements is small. The amount of slag only accounts for 1% of the amount of iron water, so it has low heat loss.

In the new period, rc-w-n external hot air water cooling no lining cupola is used in the industry through technical improvement. After using the relevant equipment, the temperature of hot metal reaches above 1500 ℃, reducing the coke consumption and combustion loss, and the coke consumption ratio is between 1:8 and 1:10. At the same time, the carbon monoxide emission is reduced, which is beneficial to reduce the production cost of the enterprise. The qualified casting rate is increased by more than 20%, and the productivity is 10 ~ 50t per hour. The relevant smelting equipment has reached the international advanced level.

3.3 Liquid metal smelting equipment

The liquid metal smelting equipment belongs to the fine smelting furnace type device of liquid iron, liquid steel and non-ferrous metal. In the aspect of molten iron steelmaking, the pure oxygen top blown converter drives the air side blown converter, which shortens the steelmaking cycle and improves the economic benefits. Among them, AOD furnace was officially used in 1968. With the development of technology, relevant personnel used hot water steam and oxygen nitrogen mixed blowing method to upgrade the equipment on the basis of AOD furnace, which reduced the production cost and made the equipment application more reasonable.

In the refining of liquid steel, vacuum degassing technology is used. The earliest application of this technology can be traced back to the degassing process of liquid steel, namely LD process, which was applied in 1940. In 1952, SLD process was used. DH method was used in the industry in 1958. In 1962, technicians studied the vacuum degassing process TD method. In 1971, TD method was applied in refining of liquid steel. In 1984, RH-OB process was formed by combining RH process with vacuum oxygen blowing decarbonization process. In the new era, with the continuous development of liquid steel refining technology and mature related equipment, the pulse mixed degassing process, namely PM process, has been applied [3].

4. CONCLUSION

To sum up, this paper studies the development of metal smelting equipment, mainly analyzes the electric arc furnace, cupola and liquid metal smelting equipment, discusses the generation, development and application advantages of relevant equipment in detail, and analyzes the applicability of relevant equipment in the new period. After the upgrading of metal smelting equipment, the smelting capacity is significantly improved, with significant economic benefits. In the selection and application of smelting equipment in the future, relevant personnel should carefully study different equipment, pay attention to reduce the use cost and improve the environmental benefits.

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