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Party Building Leads the New Trend of Grass-Roots Social Governance and Its Countermeasures

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Abstract: Since entering the 21st century, the country is prosperous and prosperous, as the grassroots social governance work is an important part of the Party's leadership. Zeng pointed out in his speech that the focus of the Party's work lies in the grass-roots level, the contradiction lies in the grass-roots level, if you want to form a strong grass-roots situation, need to look at the overall situation. Next, this paper will discuss from three perspectives, namely: the new trend of social governance led by the party building, and the key areas that need to be led by the party building in today's social governance, hoping to provide some constructive suggestions for relevant fields.

Key words: Party building; Leading social governance; Trend to deal with

1. PARTY BUILDING LEADS THE NEW TREND OF SOCIAL GOVERNANCE

The 21st century is a diverse society, and many new trends are coming one after another. At present, the domestic economic system is in a critical stage of reform, and the society needs to pay great attention to the critical point of "joint and several" effect, because if these situations are not properly handled, economic benefits will be directly affected, thus hindering social progress. Especially in the present stage, with the obvious economic globalization and the continuous progress of science and technology, various ideas are presented, which represent their own interests and ideas, and there are occasional collision of ideas. This new phenomenon also gives rise to many uncertain factors. At the same time, social mobility is increasing, making previous hot spots and concerns spring up again. To this end, the state has issued a special report, namely Decision of the Central Committee of the Communist Party of China on Some Major Issues Concerning Comprehensively Deepening the Reform, which elaborates on the basic methods of social governance and calls for it to be governed at the source, scientifically and according to law. The implementation of this approach is in line with China's national conditions and can effectively solve some complex problems. Here the party building to lead social work needs to play innovative thinking, rather than rooted in the old state, is to cater to "the development of new things is tortuous, but the future is bright", the party building workers to take the initiative to welcome new ideas, new trends, can not be ignored the attitude.

At the same time, social governance depends on the work of Party building and is in an irreplaceable position in the

future development. Similarly, in the late management, will encounter a lot of trouble, the need for workers to persevere. Here for the basic characteristics of grassroots party construction summarized as the following three points: the establishment of the party organization, staffing, funding arrangement. In my continuous exploration, I have found that the foundation of grassroots governance lies in organizational construction. That is to say, when a local organization is established or dissolved, the first target should be considered. How effective the governance of a certain area is, namely, social order and public security, is closely related to the relevant organizations, because they are in charge of the front line. Today is the Internet era, information technology plays an important role, also provides a lot of convenience and innovative ways for the party building, in the next to continue to pay attention to the development of new trends. In some grassroots governance work, relevant personnel have established exclusive learning platforms and websites, or presented them in the form of APPs, so as to attract young people to watch. At the same time, most grassroots Party branches have started small programs, groups and other forms of Party building work, such as arranging short videos, documents, topics, care for Party members and other content on the platform, which has been unanimously praised. The party organization also set up a humanized small program to observe the study and work of party members, and there will be exclusive greetings during the birthday. In addition, the collection of public opinion is also an important part of the Party building work. Usually, it provides the basis for future work through big data, and it is also one of the topics of the meeting for in-depth discussion. The implementation of these acts shows that the party building work is moving in a new direction and is a new attempt. It is worth promoting in the future, but it also needs to improve its system. Although the Internet is used at this stage, it still needs to be improved, because some of the older party members may not keep up with the development of The Times and complain about the phenomenon. This shows that, on the road of innovation, the Party construction should be oriented to the public, and there is still a long way to go for continuous exploration [1].

2. KEY AREAS THAT NEED TO BE LED BY PARTY BUILDING IN TODAY'S SOCIAL GOVERNANCE

Party building has led the grassroots social governance has entered the 2.0 era, which shows the implementation of the work, the completion of part of the assignment tasks. It does not mean that we are out of the way of challenges

and difficulties. There are still new tasks emerging. First of all, the performance of some regions is not good enough.

2.1 Directional field should be guided for grass-roots governance, rather than a trivial and transactional field

From the objective point of view, the direction refers to the formulation of future development, and what regulations should be followed in the future. In the future development, social governance should move forward in the following aspects;

2.1.1 Governance mode and direction of choice. For example, the party building manages the society in the form of government, the form of residents' autonomy and the method of adjustment. In short, the leadership of the party is in the key position;

2.1.2 The way social organizations grow and function, for example, is the division of development priorities, what choices should they make, and how to promote the overall development;

2.1.3 Prevention and resolution of social contradictions. With the continuous prosperity of the society, there are contradictions in many aspects. Therefore, the next step is to attach importance to community autonomy and grasp the direction of development [2].

2.2 Lead the trend of positive society relations and promote mutual interaction and cooperation

Next, the social and political relations of social governance will be the focus of development. It is necessary to understand the distinction between the two and prevent the emergence of extreme liberalization. Throughout the history of domestic development, there has been an endless phenomenon at the top of the society, namely "strong government". It can be seen that the social and political relationship is not proportional. The situation relies too much on the government, such as common government resource support, government policy planning, government social mobilization and so on. In this way, we can see that the government is in the "frontline" position in social development, so when problems arise, social contradictions will be pointed at the government and become the target of public criticism. Just imagine, if the handling is not good enough to trigger public opinion, the credibility and image of the government will be greatly reduced, which is very detrimental to social harmony. Therefore, in the following development, the guidance of party building should play a role in easing the difficulties faced by the government. The way of expanding the common divisor can be adopted to form a certain ideological cognition of social politics.

3 THE PATH LEADING THE PARTY BUILDING IN THE ERA AND ITS REALIZATION

In recent years, the Party building has led the social governance at the grass-roots level to carry out diversified innovations. Some leaders have realized that it is very necessary to carry out reform, optimize the "organizational coverage" and more actively promote social development. For example, based on the form of social development, the Shanghai Social Work Party Committee has started the "branch +" mode of work. It has abandoned the previous organizational form, expanded its orientation to the social level, and started to explore the space for party building. It is obvious that the service efficiency has been improved, and the response has been good. Other areas are also in full swing for innovation, and some community governance and social conflicts have been well resolved. For example, a city in Shandong Province started the "Four Structures", and gained valuable experience through continuous practice. Thus it can be seen that the 2.0 era is an era of innovation, and the social governance led by the party building can also be emphasized in two aspects: the innovation of the party service business and the leading march towards the function.

4.CONCLUSION

To sum up, this is a brief analysis of the new trend of Party building leading grass-roots social governance and its response. In view of the above discussion, it can be seen that party building plays an important role and is the key to leading grass-roots social governance. In addition, internationalization and Internetization at the present stage have brought challenges and opportunities for party building workers. Among them, the external image must be honest and orderly, which is an important basis for future diplomacy. Relevant people use the Internet to propagandize and lead information to let the lower ranks and the masses see the way the country is governed, so as to promote prosperity.

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Building Energy Saving and New Energy Utilization in Building Design

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Abstract: Social and economic development, the construction industry has been greatly promote, for the development and utilization of new energy has become a focus of the construction of the building industry design, at the same time, the new energy of the architectural design of seepage also can effectively implement the strategy of sustainable development of energy conservation, environmental protection guidance, better to carry out the energy conservation and emissions reduction, energy efficiency and effect of the construction goal, To promote the sustainable development of urbanization, based on this background, this paper focuses on building energy conservation and the utilization of new energy in building design, hoping to improve the level and quality of building design, reduce energy consumption, and ensure the greenness and environmental protection of building design.

Key words: Building energy saving; Architectural design; New energy sources; Application

1. KEY POINTS OF BUILDING ENERGY CONSERVATION AND ARCHITECTURAL DESIGN

1.1 Planning of building energy saving design

Building energy efficiency design work before, it is necessary to design planning for full preparation, in order to be able to guarantee building energy saving and green environmental protection, the first thing you need to related technical personnel according to actual construction area environment a detailed comprehensive research survey, and will survey data as a design reference, make sure you are able to strictly control the all details, As far as possible, strengthen the feasibility of the design scheme, in addition to building structure around the residents living environment and the requirements of practical application as a starting point, also need to accurately assess peripheral lighting, ventilation, and the law of rainfall in general, at the same time, energy-saving design planning mainly need from the building structure, appearance, lighting, water supply and drainage, electrical system and other aspects, Coordinated arrangements can be realized to ensure energy saving effect and reduce resource waste to the greatest extent [1].

1.2 Building energy saving design system

In actual design energy saving work, must attach importance to relevant national standards system of norms, and to establish a long-term management mechanism of guide, for each subject to the actual participation in building energy efficiency design units to provide detail norms, reduce the conflicts in the process of work and energy saving design standard is not consistent with related problems, better improve design quality and results of energy saving, To ensure that we can better meet

customer needs under the premise of implementing the concept of energy saving and emission reduction green building. It should be noted that if this process is faced with relevant approval and reporting links, it is also necessary to pay attention to the supervision of relevant units, do a good job in this part of the work fundamentally, ensure the placement of related construction equipment under the guidance of the energy saving design system, and comprehensively strengthen the control and promotion of the project project.

1.3 Permeation of building energy saving concept

With Xi, general secretary of the sustainable development strategy of green environmental protection is put forward, in the development of construction industry for energy saving concept has a more profound understanding and recognition, due to the construction industry and People's Daily life and work are closely linked, so you also need to pay much attention to individual behavior and awareness of energy conservation idea guidance, for this, Relevant government department requires a combination of building energy-saving design factors of further promotion, not only to make construction technicians to realize energy saving concept, also need to let the building users can more in-depth understanding of the content, and exert its right to know, the building energy saving report issued for construction enterprises to further explore architectural energy saving effect, To ensure the sustainable development of the construction industry, on this basis, but also for the subsequent use of the building users to lay a solid foundation of energy conservation concept.

2. BUILDING ENERGY SAVING AND NEW ENERGY UTILIZATION IN BUILDING DESIGN

2.1 Utilization of renewable energy resources

The use of renewable energy resources is a priority in the design of building skills, in terms of its compared with non-renewable energy, can the impact of a relatively small, to improve the current era under the situation of energy depletion has important significance, in general, the use of renewable energy actually involved factors become more widely, it is a general inductive, As long as it is green energy or clean energy, it can be reasonably put into practical application according to the actual situation. In this process, construction enterprises also need to pay attention to the introduction of technologies related to the utilization of renewable energy to ensure that engineering limitations can be reduced and the value of renewable energy resources can be effectively exerted. For example, Solar energy, water power and wind power are all very important clean energy sources. Taking wind power as an example, combined with the whole building structure, it can realize the ventilation and ventilation of the indoor

space of the building with the help of wind power, effectively provide a good living environment for residents, reduce the operation of air conditioning system and save electricity [2].

2.2 Utilization of geothermal energy

New energy use in the building energy conservation and architectural design is performed in the use of geothermal energy, energy conservation in building design belongs to a kind of very common means of energy conservation, and use the form of a geothermal bath mat, bathroom, kitchen cooking, etc., in particular, is achieved by the application of related energy saving technology for the surface soil layer under the temperature conversion, And underground hot water and steam as power source, the implementation of construction projects in the thermal heating and water supply system application, the application of the principle, similar to the power generation principle, the main mode for systemic geothermal energy, mechanical energy, electrical energy conversion, the energy use patterns are relatively simple, and the actual need of costs is low. In addition, the use of geothermal energy can also be used as a cold and hot source, and with the help of relevant energy conversion forms, to achieve the application of air conditioning system, strengthen the energy cycle, and in the process of playing its value, reduce energy waste, the implementation of the protection of the ecosystem, for energy protection also has a great role in promoting.

2.3 Utilization of solar energy

Solar energy also plays a large role in the application of new energy in architectural design, which is mainly reflected in the following aspects:

2.3.1 Solar cooling

In terms of the energy saving energy utilization mode, it is a relatively new technology, is essentially against the solar energy and electricity or thermal energy conversion between, including three main refrigeration mode, namely the compression refrigeration system, steam jet refrigeration system, several kinds of absorption refrigeration system, its operation mechanism has certain difference, Demand for energy in the first one is very big, the cost of the actual demand is higher, the second is factors of heat temperature has a higher demand, and the actual refrigeration effect is not outstanding, the last is compared with the first two has certain advantages, the main is to ammonia as refrigerant, don't need too much

heat, can effectively meet the energy saving and efficiency goals.

2.3.2 Solar water supply

Solar heating and water supply is also very common type of energy-saving applications, in terms of water supply, a representative of the solar water heater is very typical, and obtained a wide range of popular, on the other hand, solar water supply can meet the residents' daily application of low temperature hot water, and can satisfy the hot water centralized application requirements, at the same time, the performance of cold resistance is poorer, It is difficult to meet the application needs of the cold climate in the north [3].

2.3.3 Construction of solar houses

For solar room, its essence is to rely on the radiation support of solar energy to achieve the temperature rise for the space, and then as a starting point, effectively provide electric energy for related equipment, in fact, it is a process of collecting solar energy and converting it into heat energy. For solar room, The control of temperature rating can also effectively achieve the effect of heat preservation or cooling and achieve certain application objectives.

3. CONCLUSION

To sum up, the construction industry development, energy saving ideas gradually seeped to each work detail, related technical personnel need attention for building energy saving design of the control, and reinforcement for the use of new energy, comprehensively implement the energy saving and emission reduction goals, better protect the ecological maintenance of energy and resources, promote the green building industry rapid development.

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Reflections on Governance Dilemma And Innovation Strategy In Urban Renewal

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Abstract: With the continuous development of social economy, China is also paying more and more attention to urban renewal. Under the background of the new era, the urbanization process develops rapidly, and the value of land in the city is also increasing. At the same time, urban development has brought a series of problems, such as low land utilization rate, lack of infrastructure, unclear urban development planning and so on, which leads to the destruction of the ecological environment. In the following part, the governance dilemma in urban renewal will be deeply analyzed, so as to innovate relevant strategies and promote sustainable urban development.

Key words: Urban renewal; Governance dilemma; Innovation strategy

1. INTRODUCTION

Urban renewal is an important way of urban development, which can meet the requirements of the new era and make urban development change in essence. With the development of the city, its connotation has been enriched. From the perspective of development, the single real estate gradually develops towards the comprehensive orientation of cultural ecology. The participants also changed from the government to developers and residents. At present, there are still some inadequacies in urban renewal, and a complete renewal system should be established to provide a direction for the solution of the contradictions.

2. CURRENT SITUATION AND MAIN PROBLEMS OF URBAN RENEWAL IN CHINA

2.1 Low integration degree of residents and lack of participation system

As an important way of urban development, urban renewal can improve urban environment and increase land utilization rate. In the limited land resources, urban renewal is very important, but there are still some shortcomings. Residents are the beneficiaries of urban renewal, and the final effect of the project is related to the interests of residents. In the actual development process, the government and the developer led the renovation of the whole project, took economic benefit as the goal of the reconstruction, failed to include the suggestions of residents in the planning and implementation, ignored the actual needs of residents, residents' participation is relatively low, lack of interest appeal channels, legitimate rights and interests need to be protected [1]. In the long run, the cohesion between residents and developers will be destroyed, which will have a negative impact on renovation projects [2].

2.2 Lack of systematization in urban renewal

Urban renewal involves all aspects of the urban construction, want to ensure that all works carried out

smoothly, take the corresponding mechanism, from bottom to top, begin with the market main body, the economic organization put forward the corresponding application, to governments for examination and approval, planned to work in urban renewal, the current our country lacks the plan as a whole in [3]. In the application of urban renewal, market subjects generally give priority to the projects with large interests and low difficulty coefficient, and the projects with high construction cost and high difficulty have relatively low renewal intention. From the analysis of urban renewal in recent years, it can be seen that the renewal is all supported and controlled by the government, most of which are to dismantle some projects to meet the municipal needs [4].

2.3 Disordered demolition compensation and lack of standards

Demolition compensation is an important part of urban renewal. If this problem is not dealt with, urban renewal projects cannot be completed. In the process of communication between the government and the residents, the staff arranged by the government is highly competent, and the developers, as the dominant player, have a high degree of participation. Residents in a weak position, can only passively accept, participation is relatively low. Developers gain economic benefits through demolition, and there are many rights subjects and requirements of demolition residents. At present, there is no clear compensation standard for demolition in China's laws and regulations, and the quotation has no reference. If the two sides expect a big difference in price, the difficulty of negotiation will be increased [5].

2.4 Pay attention to economic benefits and lack of multi-dimensional consciousness

The connotation of urban renewal is developing from a single economic dimension to a multi-dimensional one. It is necessary to strengthen the sustainable construction of renewal and actively deal with various problems existing in the city. However, in the process of development, developers pay too much attention to economic benefits, ignoring social and ecological benefits. The reconstruction of the old city should not only improve the building density and height, but also take measures according to local conditions to make reasonable use of the cultural deposits and values of the reconstruction area. Urban renewal can relieve the living pressure and improve the backwardness of the old city, but because the population is too concentrated and the infrastructure construction is obviously insufficient, the quality of life of residents has been greatly affected and the comfort level has been reduced [6].

2.5 Uneven rights and interests and lack of interest distribution mechanism

At the present stage, China's renovation and reconstruction is mainly to control the location, and the land appreciation part is dominated by developers. As development attaches too much importance to the immediate economic interests, residents have the right to speak in the distribution of interests, and the renewal may produce negative externalities, which are borne by residents and damage the economic interests of citizens. China's legal norms have not yet formulated a complete interest protection policy, the public interests are damaged, and the relevant measures lack effectiveness in application [7].

3. URBAN RENEWAL DEVELOPMENT STRATEGY

3.1 Promote the modernization of space governance

Pushing forward the modernization of space governance can effectively realize the national governance system and is the key to the modernization of governance capacity. As a tool to maintain and increase the value of natural resources, spatial planning can play the biggest role for the market mechanism, control the low efficiency of resource allocation, and solve the uneven distribution of public land. Space governance system is a complete system composed of several institutions from different aspects. Institution is the foundation. It can provide protection for the owners of natural resources by clarifying the property rights and establishing the transaction system.

3.2 Building a life community of harmony between man and nature

The spatial planning and development of land should adhere to the principle of ecological civilization construction, construct relevant spatial planning, and solve various problems existing in previous development by means of regulation and system of protection and use. For example: occupy too much farmland, land can not be protected, damage the ecological environment, resulting in pollution and other problems. Has the state explicitly required that the spatial planning of the country should ensure the rationality of the spatial space, take the resource carrying capacity as the basis of the evaluation, integrate the standards for the development of the urban-rural boundary, the ecological protection line, etc., delimit the zoning of spatial control, strengthen development in strict accordance with the red line, and control the whole territory? At the same time of restoring the ecological environment, a complete land protection barrier should be constructed to promote the benign cycle of the ecosystem and realize the sustainable utilization of resources.

3.3 Govern and share jointly and establish a multi-party participation mechanism

Urban renewal needs to be jointly participated, governed and shared by various subjects. Only by full trust between the subjects of rights can the greatest social benefits be brought into play. At present, urban renewal in China generally adopts a top-down model, ignoring the opinions of the residents at the bottom level, and the renewal efficiency will be greatly reduced. Before the planning starts, the opinions of the residents at the bottom level should be solicited first, and the opinions of the residents should be integrated into the reconstruction plan, so as to improve the residents' sense of ownership by combining

various factors. Ensure the transparency of project information, including renovation plans, construction information, etc., and establish a monitoring mechanism with the help of the community. Increasing communication channels with local residents, maintaining equal status and encouraging residents to participate in the renewal work can promote the better development of urban renewal.

3.4 Higher property values

There is an interaction between residents and the region. Residents prefer to live in a community with high-quality facilities and activities in a beautiful environment. The space full of interest and vitality will make residents yearn for it. The friendly environmental space can create higher economic efficiency and is very popular with home buyers. The use of mixed-use land enables road connectivity and increases density. From previous studies, it can be found that a high step index means that the required facilities can be obtained within walking distance, and the business market value of the apartment will increase accordingly.

3.5 Promote urban public service facilities to be jointly built by the society

As an important part of a city, urban public service facilities can provide security for the public. The supporting service facilities in the old city have limitations. With the improvement of economy and the growth of population, the public service facilities have been unable to meet the needs of the masses. The traditional high-cost demolition and construction mode aggravates the contradiction between the demand and supply of urban public service facilities. The public facilities in charge of the city government will cause a certain degree of economic pressure. The facilities provided by developers need to reach a higher consumption standard in order to achieve the balance of development costs. For some old towns, it is undoubtedly a difficulty. In the process of environmental renewal, we must focus on the supporting problems of public service facilities. Changing their functions is an important way to renew urban public service facilities. The built environment can be reused due to functional changes, avoiding high development costs and enabling all sectors of society to participate. According to the actual demand of the market, the main body is encouraged to participate in the use of various functions of the building. The government takes the lead and provides space for the facilities in the public service as the carrier, so as to improve the service level and have social value.

3.6 Promote the movement of multiple subjects towards social co-governance

Under the background of the new era, the traditional renovation process of demolition and construction is generally organized by the government, which has strong management and low governance effect. This kind of gradual renewal process makes the multiple interest subjects face certain challenges, and the effect is not ideal in the reality management. The core of urban renewal lies in community renewal. It is necessary to exert the maximum effect of social regulation and realize the coordination of natural environment. Residents are the

masters of the community and will be affected by the renewal of the built environment. Therefore, social residents must be included in the renewal decision, so as to ensure their right to know, express their opinions and balance with the developers, so as to achieve the multi-dimensional goal of urban renewal. With the continuous improvement of people's living standards, the masses gradually pay attention to personal values and are willing to participate in social affairs. The management of urban renewal cannot be separated from the supervision mechanism, and the main body and role should be defined to create conditions for the co-governance of the masses.

3.7 After the event management, strengthen the feedback of effect evaluation

The urban renewal project is relatively complex, with large investment and many stakeholders, which will affect the development of the city. Therefore, effective evaluation and feedback must be provided after the completion of the project. The economic benefits before and after the reconstruction were compared and analyzed to establish corresponding evaluation indicators, the reconstruction plan was studied, the deficiencies in the plan were sorted out and optimized and improved, and the database was established after accumulating enough experience. Urban renewal is a continuous dynamic process, in which there are many uncertain factors, the establishment of an effective project evaluation mechanism has a role in promoting urban project renewal.

4.CONCLUSION

It can be seen from the above that China's urban development is changing from the original extensive expansion to the connotation growth, and incremental development has also become the stock development. Urban renewal is the key to urban development. China is in the process of urban renewal and transformation. Faced

with pressure such as resource shortage, the movement heat is decreasing compared with the past. The construction land in many first-tier cities has exceeded the limit, and problems such as population contradiction and ecological destruction are becoming increasingly prominent.

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The Ethical Dilemma of Rural Old Age Support and Its Countermeasures

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Abstract: There are a large number of elderly people in rural areas in China, but most of them have the objective situation of weak foundation and lack of personnel. The rural pension system is not perfect, and there are many problems. To solve this problem, we need to analyze the current situation of rural pension development and the existing pension dilemma, and explore effective reform measures.

Key words: Rural pension dilemma; Reform measures

1. INTRODUCTION

According to the data mentioned by the Central Committee of the Democratic Party of agriculture and industry of China in the "proposal on accelerating the construction of rural elderly care service system", by the end of 2019, the number of elderly people over 60 in China will exceed 250 million, including 130 million rural elderly, and the rural aging level will reach 22.5%. The aging of rural population is more serious than that of urban population, which also means that the plight of rural pension is not optimistic. According to the analysis of the current situation, there is a shortage of supply quantity and a clear quality hierarchy in the rural endowment, which can not meet the demand of high-quality rural endowment. It is a major practical problem to realize the old people's security in rural areas. We need to improve and solve this problem in the original system.

2. THE CURRENT SITUATION OF RURAL PENSION DEVELOPMENT IN CHINA

China is a country with a large population. The elderly population has a large base and a fast growth rate, and the aging process is unbalanced between cities and between urban and rural areas; The trend of population aging is more and more obvious. Therefore, the existence of the old-age society is a social fact that can not be ignored in China's economic and social development. At present, China's rural areas mainly have three pension models: family pension, land pension and social pension. The rural elderly are mainly faced with life care problems, health problems, economic income problems, psychological problems, security problems, and so on. Moreover, the rural elderly are a special vulnerable group with common characteristics. Family is not only a "harbor" for the elderly, but also a tranquil paradise for the elderly. China has formed a common recognition of the concept of four generations sharing the same happiness. At home, the elderly can not only give full play to their surplus heat, take care of children and do housework for their children, but also enjoy themselves in this process. The elderly also like to stay at home, because the family is based on family

and blood ties, the elderly's problems can be solved in time.

2.1 Economic security dilemma

Because China is a large agricultural country, most of the citizens belong to the agricultural population, and the rural pension is far weaker than the city. The lack of a fixed source of economic income is one of the main problems for the rural elderly to support the elderly. With the growth of age, the health quality of the rural elderly gradually declines, unable to bear too much physical labor, resulting in excessive economic pressure on the rural elderly and the loss of basic source of life security.

2.2 The outflow dilemma of a large number of young rural labor force

With the continuous increase of urbanization and industrialization in China, a large number of young rural labor force flow into the city to work, unable to take care of the daily life of the elderly. A lock when you go out, a light when you go in. "Some people use this sentence to describe the old man's life of living alone. The rural elderly are not only lack of sufficient material supply capacity, but also lack of sufficient spiritual care, the difficulty of life can be imagined.

2.3 The basic function of the body is weak

Rural elderly people are too tired to work all year round, and their health and quality are weak and incidence rate is very high. In most rural areas, the supply of medical infrastructure and medical services is insufficient. The elderly in rural areas have high cost and low consumption level. The limited number of medical institutions, the lack of human resource allocation in primary medical institutions and the imperfection of rural pension medical system are common problems. The imperfection of basic functional system has caused great difficulties for rural pension.

3. THE PLIGHT OF THE RURAL ELDERLY

Based on the current situation of rural pension development, they need more attention and care of their children, and need to improve the rural pension security in China. However, from the analysis of the current situation, rural pension faces a series of pension difficulties, mainly including the following aspects:

3.1 Pay attention to the traditional pension under the family and filial piety

The specialization division of labor under the socialized production and market economy, as well as the changes of family structure and family system, because of the separation of the elderly and children in the living space in rural areas, the relationship between parents and children will become relaxed, resulting in the generation gap, which leads to the decline of filial piety of children, which affects the function of the family for the aged. At

the same time, the rights of the elderly should be guaranteed from the legal level, and the judicial assistance for the elderly who suffered from child abuse and abandonment (the children refused to provide economic support and life care for the elderly) should be strengthened so as to actively safeguard the rights and interests of the elderly.

3.2 Imperfect policies and regulations

China is entering the aging society under the condition of underdeveloped economy, and the rural elderly are special vulnerable groups. Relative poverty is the key to anti-poverty. It is necessary to establish special relief system and legal system for special groups and low-income groups, and focus on helping the relatively poor families solve the economic burden; We should focus on the development of medical assistance, employment assistance and emergency assistance, and strengthen assistance to the people suffering from accidents and disabled patients; We will issue detailed rules for the implementation of special social assistance system, and form a comprehensive rescue system with outstanding emphasis and scientific development.

3.3 Lack of professional service personnel

China's rural pension scale is relatively single, and there is a lack of high-quality pension professionals in rural areas. The development of rural pension industry needs diversified, multi-level and multi-faceted talent support system. The construction of pension service talent team is an important force to promote the pension model. Because the rural pension system is not perfect, the direction is not clear, and the goal is not clear, there are some difficulties in the introduction of talents and education and training. Human resources are

The basic factors to promote the development of a cause. At present, most of the people who are active in the service of providing for the aged are people who work by experience. They have not received relevant professional education or training on elderly service knowledge. This not only affects the quality of old-age service, but also restricts the development of old-age service.

4. REFORM MEASURES OF RURAL PENSION DILEMMA

According to the current situation of rural endowment, the following targeted measures can be explored to solve the dilemma of rural endowment.

4.1 Government support

The government should strengthen financial support and medical resources investment, pay attention to the reasonable distribution of rural medical resources and the construction of endowment related infrastructure. We should actively promote the construction of rural elderly care service system, further increase the supply of rural elderly care service facilities, improve the service level, increase the support for rural elderly care service, and promote the rural "combination of medical care and elderly care", so that the rural elderly can enjoy more and more high-quality elderly care services. We will improve the socialized elderly health service system and deepen the reform of social governance system at the grassroots level. Increase investment in rural elderly care services, relying

on the rural community comprehensive service center (station), comprehensive cultural service center, village clinics, rural library, etc., support the construction of rural welfare homes, nursing homes and other rural elderly care facilities. Local governments are encouraged to provide service facilities free of charge or with low compensation, give support to the operation, and entrust social forces to manage and operate.

4.2 Change the traditional concept of family support for the aged

The education level of the rural elderly is low, their traditional concept of "raising children for old age" is deep-rooted, their awareness of socialized pension is weak, and even some elderly people are against pension institutions. The government and society and other forces actively carry out lectures, television broadcasting, cultural and recreational activities to change the traditional old-age concept of the rural elderly. At the same time, they also need to correctly guide the elderly to provide certain support and cooperation.

4.3 Optimize resource allocation

The law on the protection of the rights and interests of the elderly is a special law for the protection and protection of the elderly. In order to effectively protect the rights and interests of the elderly from infringement. Establish the basic endowment insurance system for the elderly in rural areas. To promote the young people to return to their hometown and start businesses, that is, to promote the rural economic development, we can also take care of the daily life of the elderly, and give the elderly certain material life security and spiritual comfort. The government should increase financial investment and improve the medical security system, so that the elderly in rural areas can truly get medical treatment with disease and have the money to treat them. All rural areas should implement comprehensive cultural service center, build old-age cultural center, and provide good social space for the elderly in rural areas.

4.4 Increase the service of rural pension institutions

Social institutions for the elderly refer to the elderly to special welfare homes, nursing homes, nursing homes and other residential pension, can provide professional elderly care services. The blood relationship of rural communities in China is strong, so people are not relatives, so the neighborhood contacts frequently, and the interpersonal relationship is close. Community members are easily mobilized to carry out mutual assistance for the aged. The number of public pension institutions in China is relatively small, and the charging standards of commercial institutions are relatively high. The government can encourage and support the construction of small-scale pension homes in villages by introducing preferential policies, encourage farmers to establish their own nursing homes in their villages, and vigorously support and develop rural domestic service industries.

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A Case Study on Integrating Ideological and Political Elements in College English Teaching

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Abstract: It is a hot research topic to integrate the ideological and political elements into different courses in Chinese universities nowadays. This article discusses the application of courses of ideological and political education in College English teaching by taking Unit 4 in *New Experiencing English Coursebook: Learning to Change* as an example, which aims to strengthen the morality education among college students.

Key Words: College English teaching; ideological and political elements; Integration

1. INTRODUCTION

The term “Courses of ideological and political education” was first put forward by Shanghai Municipal Committee of the Communist Party of China and Shanghai Municipal Peoples Government in 2014. It means to explore the ideological and political resources in all kinds of courses and to achieve the cooperative goal with the course of ideological and political education. In 2019, General Secretary Xi said, “To make good use of the main channel of classroom teaching, each course must keep a section of the channel and plant a field of responsibility, so that various courses and ideological and political theory courses can go in the same direction and form a synergy.” In May, 2020, the Ministry of Education issued *The Guidelines for the Construction of Ideological and Political Courses in Colleges and Universities*, requiring that the ideological and political education should be integrated in the whole system. College English is one of the compulsory courses for non-English majors and most of college students need to learn it to fulfill the requirements of graduation. Furthermore, College English teaching will be taught for one or two years and the credits for College English are about 8 to 12, which means it has long duration. So *College English Curriculum Requirement* (2020) clearly states that “College English teaching should be integrated into the teaching system of courses of ideological and political education, and plays its role in the task of enhancing morality and fostering talents”. Thus, it is vitally important to explore how to integrate the ideological and political elements in College English teaching[1-9].

2. LITERATURE REVIEW

Per F. Laursen (2006) states that “ideological power plays an important role in education and that it is part of a general trend in policy and social sciences to underestimate ideological and overestimate the role of political and economic power.” Regina Pallios (2011) points out that the main task of moral education in the perspective of individualized learning is to develop the moral power of all kinds of talents through the construction of system and mechanism, and to encourage

people to eventually form good moral habits.

The researches of ideological and political education attract the scholars’ interest in the recent years and many researchers try to explore how to combine it in their own subjects. Take College English as an example. Li P. (2018) analyzes the feasibility of implementing “ideological and political education in other courses” in College English from principles, contents and paths. Liu S. Y. (2020) discusses how to construct the teaching pattern of ideological and political theories teaching in College English Curriculum. Huang B. H. (2020) discusses College English teaching reform from the perspective of ideological and political education by four aspects: enhancing the political qualities of the teachers, adjusting the setup of curricula, optimizing teaching content and techniques, and assessing the efficiency of ideological and political education. For the specific integration of ideological and political education in College English teaching, Chen Y. L. (2017) points out that developing students’ interest in learning English and explores related knowledge are essential in the ideological and political education. Yan T. (2019) discusses how to integrate ideological and political education by taking *New Horizon English* as an example. Shen H. (2020) takes Unit 4, Book 1, *New Horizon English* (the third Edition) as an example to illustrate how to implement ideological and political education in College English teaching. These researches have made great contribution to the exploration of integrating ideological and political education in College English teaching, but some detailed and reproducible examples are still in great need for reference.

3. THEORETICAL FOUNDATION

According to situated learning theory, learning and cognition are situated and developed through purposeful authentic activities in social contexts. That is to say, learning and transfer occur if the learners are given an opportunity to “observe and practice in situ” (Brown et al., 1989, p.34). This theory is founded on the principle that knowledge will be constructed if the learner becomes an active participant of a highly connected community in which knowledge and culture are integrated. In the process of implementing ideological and political education in College English teaching, the teacher needs to combine the contents with some authentic situations to let students have a deeper understanding instead of just preaching some moral lessons.

Scaffolding approach is another supporting theory. Scaffolds are usually provided to concrete structures in building construction at the early stages. They will not be removed until the structure is strong enough to carry the designed loads. According to Lipscomb et al (2004), it was Wood, Bruner and Ross in 1976 who introduced the

term “scaffolding” to describe the way adult support is adjusted as the child learns and is ultimately removed when the learner does not need support anymore and becomes independent. Similarly, teachers are needed to provide assistance or support to students when they are confronted with certain tasks beyond their current capability. After students gradually master the skills or the knowledge, teachers will start the process of removing the temporary support. From this perspective of view, the teacher should provide the students with necessary information, vocabulary and other essential things that can help them succeed in their communication.

4.THE INTEGRATION OF IDEOLOGICAL AND POLITICAL ELEMENTS IN COLLEGE ENGLISH TEACHING

The title of Unit 4 in *New Experiencing English Coursebook: Learning to Change* is Understanding animals, which aims to discuss the relationship between human beings and animals. Generally speaking, the relationship between humans and animals can be positive or negative. It is positive as many people would like to spend time with the animals and protect them at all levels. However, this relationship can be negative since humans can engage in killing or abusing animals.

The following is about how to integrate the ideological and political education in this unit.

4.1 Warming Up

The main content in this part is to appreciate the poem *Birdfoot's Grampa* by Joseph Bruchac. In order to help students understand the poem better, the story *The Fish in the Shallow Puddles*, which the students learned in Chinese class in the primary school, was introduced first by showing some pictures. Moreover, some key words were written to help students working in groups to make up the story and tell the story in English. In this process, the students were provided with some scaffolds to change the Chinese story into English story. Thus the goal of practising English could be attained.

Recall the last part of the story. When the boy was told that he could not save all fish and who would care about his deeds, he answered “This fish care!” “That fish cares!” Then the teacher could guide the students to read the poem, and the previous lesson can be transferred to the new poem appreciation. And that is very similar to the lines in the poem: “I kept saying, ‘You can’t save them all, accept it, get back in, we’ve got places to go.’” But the old man “knee deep in the summer roadside grass, he just smiled and said, ‘They have places to go, too.’” The implementation of ideological and political education should suit the students’ cognitive development. When the examples should be transferred from the familiar ones to the less familiar ones, and from a easier one to a more difficult one. Also exemplification can help students to draw a conclusion or reflect, which is helpful for them to develop the ability of induction.

In the process, besides being focused on linguistic teaching and linguistic learning, the goal in ideological and political education is also achieved as students aware of the equal rights of animals. The teacher could work with students together to summarize the moral lesson in

both the story and the poem. Thus students might realize that equality should not only be applied to the relationship among people of all walks, but also between humans and animals. Animals should be treated equally as human beings as they are also the members of the earth and they have lived much longer in this planet than human beings. Finally the teacher could compare Aesop’s famous saying, “No act of kindness, no matter how small, is ever wasted”, with the equivalent Chinese saying, which aims to guide students to practise the value of friendship in their lives.

4.2 Text Analysis

4.2.1 The Integration in the Tasks

The first part of the text is about Initializing the Project. In this part, the teacher could ask students to discuss the relationship between human beings and animals. Generally speaking, the relationship between humans and animals can be described from two angles: the positive one and the negative one. Firstly, some people advocate that animals have the same qualities as humankind, so animals should be protected from extinction. Human beings and animals have a good relationship, which can be illustrated from the following examples. Firstly, Chinese Zodiac is composed of 12 animals and people born on the certain year will be featured with some characteristics. Secondly, animals are closely related with Chinese culture. Take bat as an instance. Bat has the similar Chinese pronunciation “*Fu*”, which means blessing and happiness in Chinese. In some ancient buildings or sculptures, it is not rare to see a bat hanging upside down, which means “*Reversed fu*” in Chinese and is homophonic with “*fu comes*”, being pronounced as “*fudaole*.” This is obviously related with some auspicious meanings in Chinese culture. Thirdly, there are both a lot of English and Chinese expressions which are related with animals. For example, working very hard can be translated as “working like a *lǎo huáng niú* in Chinese” while it is expressed as “working like ants”. In both English culture and Chinese culture, phrases related with animals like a wolf or a fox is not something good. On the one side, it helps the students to foster the awareness of cultural differences in English and Chinese. On the other side, all these examples can remind us that both humans and animals are parts of nature, and the harmonious relationship between them is essential for the whole ecosystem, thus the theme Harmony is chosen.

Meanwhile, the abuse of animals is not a new topic. Animals are hunted for meat, for fur, for feather, etc., and some of them are caged for amusement. The territory of wild animals keeps decreasing and the number of the wild animals has been greatly reduced, thus we need to rethink the relationship between humans and animals. By learning this part, students may understand the idea that we debase ourselves when we abuse animals. And they may realize that more animals will disappear from the Earth without proper protection. The diversity of animals requires humans to protect the animals, which in turn requires the protection of the environment. Thus General Secretary Xi Jinping’s words “Lucid waters and lush mountains are invaluable assets” could be introduced to let the students realize the importance of protecting the environment,

which is the foundation of building a harmonious society. And then the knowledge can be connected with the practical situations, which can be illustrated by the following chart:

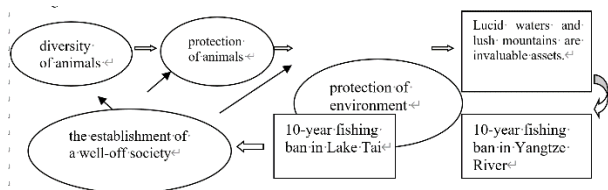


Chart 1 Combination of the knowledge and reality

Theory and practice are combined together in this procedure. After the necessity of protecting the environment is introduced, the students are asked to search for more measures on this issue, which not only enriches the knowledge in the environmental protection, but also deepens their understanding about the protection of the wildlife.

4.2.2 Integration in Vocabulary Teaching

One of the aims in language teaching is to let students understand and master the usage of vocabulary through practice. However, the content of ideological and political education should not be ignored in this process. For example, in Paragraph One, when introducing the word “shock”, we could make up a sentence like this: “The talk between the two countries has caused public shock.” In this sentence, the usage of the word “shock” is illustrated. But it can not give the students a deep impression as it is too ordinary. But if we can show the picture of the heated exchange between the U.S. and China in Alaska in March, 2021, it will be closely related with the current affairs. And we can also quote the words said by YANG Jiechi: “So let me say here that, in front of the Chinese side, the United States does not have the qualification to say that it wants to speak to China from a position of strength.” There is no doubt that Mr. YANG tries to show that equality is the basis to deal with the international relationship between two countries. So does it in the relationship between human beings and animals.

Show the students a chart of the development of GDP in the past two decades like the following:

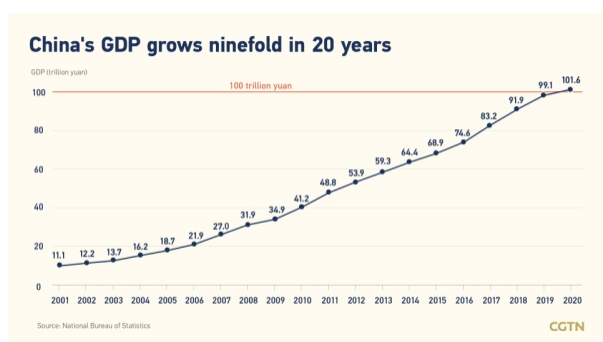


Chart 2 China's GDP grows in 20 years

And some more pictures about the changes in the past 100 years in China, which can help them to understand the hardship our motherland has gone through and the achievements that our country has accomplished. Then, the students would realize the famous saying “Development is the absolute principle.”

Another example is the word “obligation” in Paragraph 3. An example like the following can be given: “It is the obligation of the young to do their contribution for the Great Rejuvenation of the Chinese Nation?” Then the teacher and the students could discuss about the Great Rejuvenation of the Chinese Nation and Chinese Dream, which can arouse the student's patriotism. Anyway, the language teaching and the ideological and political education can be combined effectively.

4.2.3 Constructing the Project

In this part, we firstly make an attempt to teach students how to distinguish the difference between facts and opinions, which is helpful in essay writing. For example: “The Communist Party of China was founded in 1921.” and “The Communist Party of China is very great.” The former is a fact while the latter is an opinion. Another example: “China develops very quickly in the recent years.” and “China has a history of more than five thousand years.” In this case, the former is an opinion while the latter is a fact. Then, the task of editing the newspaper reflects the teaching method of “learning by doing” and the presentation of the newspaper is a good chance for students to practice their oral English. Thirdly, the students can review the knowledge they learned and explore the new knowledge in editing the newspaper. Then they need to upload their works online. In this process, some terms related with ideological and political education can be used to broaden the students' knowledge and the students themselves become the resources of learning as they would share the information they have searched and upload the newspaper they have edited on the internet.

4.3 Homework

Homework is an effective way to strengthen the effect of ideological and political education. For this unit, the students are asked to write a composition entitled *If Animals Could Speak, They Would Say....* The writing task will push the students to reconsider the relationship between humans and animals, as they have to take a quite different perspective. At the same time, they will practice their ability in writing.

5. CONCLUSION

The integration of ideological and political education cannot be carried out by using preaching methods. It should be combined with the textbook and current affairs in daily life. Meanwhile, the ideological and political education should be combined with language teaching. By given different tasks, the students are hoped to better understand the content of ideological and political education while practicing their abilities in language skills.

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Research on The Teaching Curriculum System of Tourism Red Culture Education Based on Big Data Mining

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Abstract: With data mining as the background, this paper explores the planning methods of red tourism courses, tries to use data mining technology to accurately obtain red tourism resources, enhance the effectiveness of intelligent teaching, ensure the quality of tourism teaching, and give play to the teaching value of data mining technology.

Key words: Data mining technology; Wisdom teaching; Red Tourism Course

1. INTRODUCTION

In the application environment of big data technology, in order to meet the multiple requirements of tourists for tourism, we should strengthen the optimization and improvement of red tourism project curriculum, and shape the advanced tourism planning thought of students. At the present stage, the developed red tourism resources are outdated and cannot guarantee the market viability of cultural tourism products. To this end, with the help of big data technology, improve the teaching system and help the innovation and development of red tourism products.

2. THE NECESSITY OF INTEGRATING RED TOURISM COURSES WITH DATA MINING

2.1 Update requirements of red resources of original courses

2.1.1 Red resources are outdated and cannot stimulate students' enthusiasm for tourism and learning. Under the effect of time precipitation, the teaching contents of Red Culture and Tourism, such as the hometown of great men and ruins, are monotonous and empty in terms of teaching resources. In the teaching system, it cannot meet the learning needs of college students in culture and tourism knowledge. At the same time, the sense of The Times is poor, and the course content cannot resonate with students' thoughts.

2.1.2 With poor affinity, it is difficult to show the learning value of Red Literary Tourism. In the original teaching resources of Red Culture and Tourism, strong revolutionary thoughts and political colors were mixed in, which reduced the teaching affinity and hindered students from feeling the learning significance of Red Culture and Tourism.

2.1.3 The teaching system is single, with the problem of teaching time and space limitation. In the original teaching system of Red Culture and Tourism, the teaching method is mainly based on classroom explanation, which has a certain limitation. Therefore, tourism teaching needs to make use of big data technology to deeply develop cultural and tourism resources and meet students' demands

for learning resources with a sense of The Times.

2.2 Reform brought by data mining to the teaching of Red Culture and Tourism

With the assistance of data mining technology, diversified teaching methods can be promoted, such as manual interpretation and tourist guide maps, so that students can grasp the actual development of first-line red scenic spots. At the same time, after students pay attention to the online platform of the scenic spot, they can get consultation on resources and activities of the scenic spot in the first time, so as to ensure students' initiative in learning red tourism courses. At the same time, under the function of data mining technology, the red cultural tourism resources of different regions can be effectively integrated to present a relatively complete course system for students. From the perspectives of local conditions, customs, landscape and culture, the characteristics of red scenic spots can be presented three-dimensional, laying a solid foundation for the long-term development of red tourism courses [1].

3. SPECIFIC WAYS OF INTEGRATING RED TOURISM COURSES WITH DATA MINING

3.1 Present the intelligent guide mode of scenic spots for students

In the original tourism teaching system, the teaching method adopted is rather boring. With the help of data mining technology, it pays attention to the effective integration of online and offline teaching resources, so as to improve the absorption effect of students' tourism knowledge. Teachers can publicize the model of intelligent tour guide to students, so that students can form a recognition of intelligent scenic spot and pay attention to the teaching task of red cultural tourism course. The model of intelligent tour guide is characterized by a strong sense of The Times, which enhances the teaching effect of the red cultural tourism course and conforms to the learning needs of students for the development of scenic spots. Wisdom in the interpretation of the guide mode, the teacher may recommend for students of all kinds of mobile terminal operating software, such as ctrip, hornet's nest, and so on, to facilitate students' with the help of the online platform for travel information collection, master line of the actual situation of scenic spot tickets, travel guide to facilitate students' cognitive experience the positive role of data mining technology for tourism development.

With the assistance of digital resources on the online platform, teachers can arrange online learning assignments of red cultural scenic spots for students, so that students can independently complete the digital

mining of scenic spots' resources with the help of online software, and form an overall understanding of scenic spots' routes, ticket purchasing forms, meal ordering methods and scenic spots' zoning. On the basis of students' cognition of the service system of the smart scenic spot, teachers' theoretical explanation of the culture of the scenic spot can significantly enhance the teaching effect and achieve the goal of smart teaching.

3.2 Open the smart tourism experience

Smart tourism specifically refers to the high-speed integration of tourism resources and digital services of scenic spots to provide people with a new form of tourism. With the help of data mining technology, intelligent tourism highly integrates the resources of red scenic spots, complies with the demand of tourists and teaching for red resources, provides personalized tourism experience for tourists, and enhances the intelligence of resource acquisition of tourism courses. In the data mining environment, the teacher can be in-depth teaching for students, let students to learn the use of the data mining technology, in order to accurately grasp the tourists travel demand, to innovate the existing teaching system of the optimization, in a more flexible, more open perspective, let the students to explore the role of data mining, data, to grasp the red scenic resources effectively, To develop tourism planning in line with the needs of tourists and meet the needs of talents in the scope of cultural tourism in the new era.

3.2.1 In hunan museum tour project development as an example, the data in data mining, presents for the students of all kinds of physical interpretation of the text and images, at the same time for students to display the navigation route, peripheral service projects, combining with the existing resources in the scenic area, the students were red brigade product design, construction of students' red brigade course of practical ability. In the form of smart tourism experience, relevant teaching contents are integrated to guarantee the teaching quality of tourism courses and build a smart teaching environment.

3.2.2 Xiang bo VR experience hall, for example, teachers can show students graphic virtual tourism projects, the data mining technology, let students experience the virtual tour program interesting, facilitate students learn history in a static scene tourism knowledge, for students to present teaching situation, an intelligent students to maximize the mining of red brigade course learning desire, Enhance the agility of curriculum design of red cultural tourism [2].

3.3 Digital integration of red cultural tourism resources

In the field of data mining technology, it can provide massive resources of red scenic spots for teachers and students and form a learning system of digital scenic spots

resources. Under the function of data mining technology, teachers and students can search scenic spot resources together, combine with the characteristics of resources, efficiently process the resources of red scenic spot, and form an electronic resource course learning system.

3.3.1 Take Huangshan Mountain in Anhui Province as an example. With the aid of data mining technology, the resource wisdom teaching platform of scenic spot has been formed, and the intelligent management of the whole scenic spot has been carried out. Teachers use the data mining teaching platform to show students the red culture resources inside Huangshan, and enhance the advanced nature of course teaching.

3.3.2 Take Shandong "Red Yimeng" Platform as an example. "Inquiry learning" wisdom of the comparable to the scenic spot of colleges and universities cooperation mechanism, open in the data platform for teaching and research, to facilitate the teachers and students in intelligence platform, access to the various tourism resources, such as swimming before the red culture interpretation, tour route guidance, swim in the red culture after push, etc., with closed loop type wisdom travel patterns, enhance the learning ability of students' red tourism culture.

3.4 Accurate push to form intelligent teaching

With the help of data mining technology, schools can build a digital teaching resource integration platform, which is connected to the intelligent platform of scenic spots in each region, so as to accurately push the resources of red scenic spots, supplement the teaching resources of red tourism courses, and form an intelligent teaching system.

4. CONCLUSION

To sum up, in the big data environment, data mining, data analysis, project prediction and other functions are completed, which can provide multiple technical support for the curriculum planning of tourism major, integrate data thinking for the development of red cultural and tourism products, and contribute to the healthy development of red tourism industry.

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The Realization Path of Ideological and Political Education in Universities from the Perspective of Flipped Classroom

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Abstract: This paper first analyzes the related factors that restrict the implementation of flipped classroom in ideological and political education in colleges and universities, which mainly includes three aspects: relatively backward teaching resources, deviation of teaching objectives and less ideological and political course hours. It also expounds the effective strategies to promote ideological and political education in colleges and universities from the perspective of flipped classroom from three aspects, namely, innovating teaching concepts, optimizing teaching design and improving teaching evaluation system, in order to improve the development of ideological and political education in colleges and universities.

Key words: Flipped classroom; Colleges and universities; Ideological education

1. INTRODUCTION

At the present stage, the flipped classroom teaching mode has gradually become the mainstream teaching mode in the ideological and political education of colleges and universities in China. With the flipped classroom as the background, it can carry out targeted teaching for college students and promote the cordial interaction between teachers and students, which is conducive to the further development of the education system reform.

2. FACTORS THAT RESTRICT THE IMPLEMENTATION OF FLIPPED CLASSROOM IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Relatively backward teaching resources

Flipped classroom cannot be carried out without the use of Internet technology. At present, due to the limitation of economic conditions, many universities in China are still unable to apply Internet technology to teaching, resulting in the lack of teaching resources for ideological and political courses in colleges and universities, and the inability to access relevant teaching materials and videos, which makes the flipped classroom teaching less effective.

2.2 Deviation of teaching objectives

At present, the deviation of teaching objectives is obvious in ideological and political education in colleges and universities in China, and the phenomenon of emphasizing theory and neglecting practice is widespread. Some teachers seldom carry out ideological and political teaching activities in class, but focus more on ideological education and theoretical lesson explanation, lacking practical spirit [1].

2.3 Less ideological and political courses

In the practical process, the class hours of professional courses in colleges and universities are more than that of ideological and political courses, so students cannot spend more time on learning. Teachers have traditional teaching methods and single assessment methods. Teaching in written form cannot arouse students' enthusiasm in learning ideological and political courses, which is not conducive to the development of relevant courses.

3. EFFECTIVE STRATEGIES TO PROMOTE IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES FROM THE PERSPECTIVE OF FLIPPED CLASSROOM

3.1 Innovate teaching concepts

From the perspective of flipped classroom, teachers' original teaching ideas should be changed and innovative teaching ideas should be developed in time to provide a strong guarantee for promoting the development of ideological and political education in colleges and universities. In the past teaching, most teachers have formed a set of teaching methods of their own, it is difficult to change the original teaching habits. Flipped classroom is to change the inherent teaching mode, requiring teachers to innovate in terms of teaching content and transform book knowledge and textbook content into new teaching knowledge content. Not only that, but also the role should be changed with students, from the traditional dominant teaching mode to the new guided teaching mode, so that students become the learning leader to take the initiative to learn, rather than passively receive education. In addition, teachers should carry out practical courses of ideological and political teaching in time, and do not blindly tell theoretical knowledge, which will make the class dull and boring, resulting in a series of psychological resistance of students to ideological and political courses. The interesting teaching should be properly introduced into the classroom, so that students can improve their interest in learning, pay attention to practical teaching, more interaction and communication with students, so as to improve the overall quality of students and promote their all-round development. That is to say, the development of innovative teaching concepts has improved the basic requirements for teachers, teachers should timely improve self-cultivation, and achieve a good example and lifelong learning. In the teaching process of ideological and political courses in colleges and universities, relevant teachers should strive to cultivate innovative talents, timely change the original teaching

ideas, always adhere to the innovative ideas, bid farewell to the traditional teaching methods with practical actions, open up new teaching paths, and then provide convenient conditions for the effective development of flipped classroom [2].

3.2 Optimize teaching design

In order to improve the teaching quality of ideological and political education in colleges and universities from the perspective of flipped classroom, the teaching design should be optimized in time, which mainly includes the following three links.

3.2.1 Preparation before class

First of all, teachers should do a good job in lesson preparation, study the teaching materials carefully, grasp the teaching difficulties and key points, and clarify the teaching objectives. Make full use of the teaching syllabus to simplify and refine the content of the textbook, which can be made into micro-lesson videos or PPT courseware, so as to better teach students. In order to reduce the workload of students and encourage students to take the initiative to learn, the content of each video should not exceed 3 knowledge points, and the explanation time should be controlled within 10 minutes. Secondly, teachers should use the network platform to set up learning groups on QQ or WeChat, send the courseware or small video frequency to the learning group in advance, and urge students to check and learn. In the process of learning, teachers can appropriately assign learning tasks for students, and students should give feedback after completion. Once there are knowledge points that they do not understand, they should consult the teacher in time, so as to improve their mastery of knowledge points. This teaching mode can increase the interaction between teachers and students, which reflects the timeliness of flipped classroom.

3.2.2 Classroom teaching

In classroom teaching, teachers should take students as the center, give full play to the leading role of students, hand over the class to students, introduce the practical teaching mode into the class, and let students speak freely about the topics they are interested in. In this process, the teacher mainly plays a guiding role, acting as the leader of students' independent learning. For example, the teacher can divide the class into several groups and discuss relevant issues in groups. Finally, a representative can be selected to express his views. In this process, it can effectively improve students' language organization ability and expression ability, and play a positive role in promoting students' all-round development.

3.2.3 Internalization after class

After the completion of classroom teaching, ideological and political course learning needs to continue. There is also internalization after class in flipped classroom. Teachers should assign corresponding learning tasks and homework according to students' weak points in order to promote students' internalization of knowledge points. In

addition, teachers should also communicate with students in time to discuss what needs to be improved in class so as to promote students' progress.

3.3 Improve the teaching evaluation system

Relevant colleges and universities should establish a sound teaching evaluation system and form a modern assessment and evaluation system, so as to improve the understanding level of all teachers and students on flipped classroom. It mainly includes two aspects. First, for relevant teachers, they should not only judge excellent teachers by their academic achievements, but also pay more attention to their professional ethics and practical professional ability. Thesis achievements represent the real level of teachers, a good teacher needs to have good quality, on this basis, the teachers also need to spend more time and energy on flip the classroom teaching mode, make full use of network information platform, arouse the enthusiasm of teachers to carry out the education curriculum, the teaching is to better. Secondly, as far as students are concerned, schools should not only attach importance to students' academic performance, but also attach importance to students' practical operational ability. Colleges and universities should add the results of ideological and political courses to the evaluation of students' comprehensive quality, and conduct all-round and multi-level evaluation on students according to their classroom performance, independent learning ability and practical operation level. Moreover, individual evaluation and team evaluation are also added to the evaluation mechanism to further enhance the authenticity of the evaluation system and promote the development of ideological and political courses. By perfecting the evaluation system of teachers and students, colleges and universities can promote the common development of teachers and students, which is conducive to the smooth development of ideological and political education.

4. CONCLUSION

To sum up, flipped classroom teaching mode should be implemented in the process of ideological and political education reform in universities. In order to improve teaching efficiency and promote the common development of all teachers and students, colleges and universities should carry out innovative teaching concept, optimize teaching design and perfect teaching evaluation system.

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On the Composition and Enlightenment to Contemporary Times of the Ren Yi Ink

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Abstract: Objective To explore Ren Yi's ink composition and humanistic connotation and his enlightenment to contemporary people. **Methods:** Through his personal research and the analysis of the works of the painters affected by the ink painting world. **Conclusion:** the prospective analysis of the development of contemporary ink and wash, through the inheritance of humanistic spirit, how to evolve the humanistic symbols in the works, how to better transmit the concept of beauty is an important subject that artists need to solve at present.

Keywords: Ink Composition; Humanistic Spirit; Inheritance and Development

1. INTRODUCTION

Ren Yi is a famous master of ink painting in Qing Dynasty. The study of Ren Yi's ink composition and artistic thinking will strengthen the artistic vision and broaden the benign artistic evolution. Ren Yi's ink composition model and humanistic spirit have an important impact on the formation of many painters' styles in later generations. Modern masters Wu Changshuo, Zhang Daqian and Qi Baishi absorbed some of Ren Yi's academic supplies in the process of forming their own style. Therefore, it is of great significance to study Ren Yi's ink structure and humanistic spirit for the bottleneck state of the current development of ink and wash, because he is a more successful master of the integration of Chinese and Western, and also a representative figure of the more successful western learning.

2. The Composition Method of Ren Yi's Ink

2.1 Life Master Ren Yi

Ren Yi (1840-1895), that is, Ren Bo Nian, the first name run, the word is far, the small building, after the name Yi, word Bo Nian, other mountain vagina uplink, Shou Dao Shi, with the word line, Zhejiang Shanyin Hangwu Mountain (now Hangzhou Xiaoshan District Guali Town) people, famous painters in the late Qing Dynasty.

Since childhood with his father to sell paintings, from Ren Xiong, Ren fumigation painting, living in Shanghai to sell paintings for a living. In the "four dynasties", the most outstanding achievements, is the "sea painting school" leader, one of the four masters of the sea school. Ren Yi is proficient in all kinds of painting skills of Chinese painting, landscape, flowers and birds, characters are all fine, more commendable is that he integrated some of the Western painting methods into China at that time, He made a bold attempt to merge the techniques of sketch and sketch, western perspective and light and oriental painting. And under the premise of oriental painting, he performed a mature fusion with oriental style characteristics. Teacher: in addition to the inheritance of the family, he also

accepted some early and contemporary people's ink thinking, his style early to Chen Hongshou's influence, later fusion of western pencil painting, but also accepted some Chen Chun, Xu Wei, Zhu Da and other people's painting style influence, finally evolved into their own style.

2.2 Composition of Ink

Ren's main achievements are figure painting and flower and bird painting. He often uses a few strokes, without pen and ink and deep artistic conception, can show the overall appearance of the character. Its lines are simple and steady, powerful and natural. Ren Bo Nian's painting absorbed the folk art. He pays attention to inheriting tradition, synthesizing the advantages of various schools, absorbing the sketch and color design methods of western painting, forming his own colorful, novel and vivid unique painting style, and enriching the connotation of Chinese painting. The relationship between Ren and western art has always been a difficult problem in academic circles. On the one hand, it is difficult to erase the trace of the integration of Chinese and Western art in his works. There are records denying that Ren Bo Nian learned sketch, that he was not affected by Western painting. Ren was influenced by western painting and folk art, with flexible color, sharp contrast and no rigid harmony. He can unify complex color, form distinctive artistic characteristic, have very strong adornment. In particular, Ren Bo Nian's enthusiasm for the use of Zan directly affected the birth of the Buddha peony. Ren's work emphasizes the accuracy of modeling. Fortunately, he was not influenced by the laws of western science and objective painting, such as structure, volume, light and shade, focus and perspective. In his works, he maintained the "national lineage". Ren Bo Nian's success is attributed to the repeated training of the basic techniques of Chinese painting, such as calligraphy, line drawing, visual measurement, mind recording and so on. In the painting into the writing techniques, he read extensively, not only to study common inscriptions, but also to chase some minority dynasties left inscriptions. "The Great Golden Lama's Monument" is one of the works with unique national characteristics that he has read extensively and studied deeply.

Ren Yi learned the "second term", inherited the family's inheritance of the photo method, but also integrated the modeling style of Chen Hongshou, in the picture also injected the method of double tick color. In the later study of the eight mountain people's painting strokes, he understood some of the eight strokes. In addition, at that time he saw the western sketch painting way, and boldly carried on the practice.[1] Spanish missionary and painter Fan Tingzo founded the Tushan Bay painting Museum,

teaching Western painting, sculpture, printing, photography and other skills. At that time, Ren Yi opened the field of vision of the Western art world, he studied in the Tushan Bay painting Museum more systematically, and it is recorded that he used pencils to draw physical models of the human body.[2] at that time, this art learning experience was not available to many people.

Therefore, looking at Ren Yi's works today, he should classify his ink composition methods into different learning periods. In the early stage, it was the freehand brushwork and humanistic inheritance of oriental romanticism. The middle stage is a combination of Western realistic skills, and still returns to the eastern cultural soil. Ren lived in Shanghai for a long time, selling paintings for a living. He inherited the fine tradition of folk painting. At the same time, it was influenced by the newly introduced western sketches and watercolor paintings in Shanghai at that time, forming the most representative painters with both the characteristics of the times and the unique style of the individual. Its typical significance and profound influence are worthy of our generation of flower and bird painters to study and learn.[3] we define his academic achievements today, it is still called the Oriental Giant. Western critics say that Ren Yi's artistic achievements are equal to those of Van Gogh in the West and have a profound influence.

2.3 Ren Yi's influence on later painters

Ren Yi's paintings have a profound influence on later painters, and some masters have received his inspiration to form their own style.

Shen Yizhai, a famous flower and bird painter, is one of the "four good" in the Republic of China. Shen Yizhai's painting of flowers and birds was deeply influenced by the famous masters of the sea, Ren Bonian, Wu Changshuo and Wang Zhen.

Wu Changshuo, a famous Chinese painter, calligrapher and seal engraver in the late Qing Dynasty and Republic of China, represented by Houhai School, the first president of Xiling Printing Society in Hangzhou, and three representative figures of "New Zhejiang School" with Li Liangyu and Zhao Zhiqian.

Pan Lan, good at flowers and birds, fruits and vegetables, made witty wild, quite strange rules.

Zhang Shuqi, a native of Pujiang, Zhejiang Province. He

was a professor at Nanjing Central University. He went to the United States to set up a painting institute, lectured and painted, and settled in San Francisco.

College outstanding representative, known as "Ren Boyian second" reputation, good at using powder, can "powder five colors", "powdery painter" said. Lu Fengzi praised him, "painting flowers like smell incense, painting birds if the language, excellent techniques, contemporary no counterbalance." Xu Beihong called it: "the family law, its Qi Xiong Jian, its pen detached, want to compete with the ancients, and become one of the contemporary representative writers". At that time, with Xu Beihong, Liu Zigu has "Jinling three Jie" (Jinling three painters) said.

3.CONCLUSION

With the development of China, more and more Chinese painters are recognized by people in various countries in the world, from Zhang Daqian, Qi Baishi early influence in foreign painters, such as Ren Yi such a relatively unfamiliar name has begun to be known by many art lovers in the world. Ren Yi's artistic achievements have far-reaching influence, not only on domestic artists, but also on the world. His works and his humanistic spirit will be paid more and more attention by more scholars and artists. As an artist of origin, he will have more and more branches of art.

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The Problem Of Ecological Idea In Environmental Art Design

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Abstract: In the present development, the ecological concept has been deeply rooted in the hearts of people, people also put forward more requirements for the ecological two words. At the same time, the concept of ecology also explains different meanings at different levels, and different industries have different understandings of it. Abiding by the law of natural development is an important ecological link in environmental art design. With the second industrial revolution, environmental crisis gradually appeared all over the world. With the continuous development of economy and industry, people's damage to the environment became more and more serious. To some extent, the destruction of the environment has caused people's reflection and eased the speed of environmental destruction. In the new era of rapid development, environmental protection has played an important role in the aesthetic and protection of the environment. The improvement of people's aesthetic level also promotes the innovation and optimization of environmental design.

Key words: Environmental art design; Ecological concept; Art and design

1. INTRODUCTION

In the new era of rapid development, a variety of scientific and technological products are springing up like bamboo shoots after a spring rain, the continuous development of social economy has promoted the prosperity and development of China. However, with the development of industrial civilization, it has also brought serious damage to the environment. Meanwhile, with the development of economy, it has also brought a series of effects on the ecological environment. Under this background, accelerating environmental remediation and raising the importance of environmental protection are the theme of the development of The Times. In addition, in terms of art design, China attaches too much importance to the development of cities and ignores the importance of environmental protection, which leads to the continuous deterioration of China's environment [1]. Therefore, in the current environmental art design, we should not only consider the aesthetics of the masses, but also look at problems from the perspective of environmental protection. Environmental protection is the basic principle, and the ecological concept is integrated into it to provide a steady stream of power for the sustainable development of today's times.

2. CHARACTERISTICS OF ENVIRONMENTAL ART DESIGN

The so-called environmental art design is to stand in the perspective of people's life, pay attention to design, and through the means of design to the environment of a

unified planning, to meet people's aesthetic needs. Give a person a kind of more comfortable, beautiful living environment. And with the continuous improvement of living standards, people also put forward new requirements for the environment, environmental design can meet people's aesthetic needs for space.

3. MAIN MEANINGS AND PRINCIPLES OF ECOLOGICAL CONCEPT IN ENVIRONMENTAL ART DESIGN

3.1 Respect the principles of nature

Nature is an objective and independent ecosystem, and destroying nature is destroying itself. Nature itself has its unique characteristics and development laws. Therefore, in environmental art design, we should fully consider the development law of nature, respect nature, conform to nature, and achieve harmony with nature.

3.2 Respect the principle of sustainable development

With the concept of sustainable development, people pay enough attention to the protection of the environment while developing. At the same time, the masses also put forward new requirements for the protection of the environment. Due to the excessive consumption of non-renewable resources in the process of human development, ecological resources have been seriously damaged [2]. Therefore, it is necessary to integrate the concept of sustainable development into environmental design and adhere to green development as the basis of development.

3.3 Respect environmental protection principles

In the course of development, we should use renewable resources prudently, intensify the development of new energy sources, and improve resources recovery and reuse technologies. Follow the principle of environmental protection, reduce the waste of resources, improve the utilization rate, so as to promote the innovation and optimization of the ecological environment. Applying the concept of environmental protection to environmental design is a challenge, but it is also an opportunity for green ecological construction.

3.4 Respect the principle of scientific development and artistic participation

The role of art plays a pivotal role in environmental art design. How to use art design to optimize the urban environment and improve the overall appearance of the city is a priority for designers. In addition, environmental art design not only pursues the external beauty of the environment, but also requires internal coordination and unity. Therefore, reasonable and scientific technical guidance should be carried out in the design, and the two should be fully integrated, so that it not only meets the needs of the society but also has a great sense of beauty.

4. THE PRACTICE OF ECOLOGICAL CONCEPT IN ENVIRONMENTAL ART DESIGN

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Practice is the only criterion to test truth. Idea should not be confined to thought but also be integrated into practice. The integration of ecological concept into environmental art design can be started from the following aspects:

4.1 Adopt ecological and environmental protection design method

Designers try their best to choose green materials, choose little or no pollution to the environment, choose natural materials, refuse to use harmful and toxic materials to the environment. At the same time, it is necessary to strengthen the cultivation of environmental protection consciousness, save resources to the maximum extent, reduce the generation of garbage, so as to promote the green and sustainable development of ecology.

4.2 Adhere to energy recovery and reuse

With the development of social economy, a large number of non-renewable resources began to dry up, so designers should make reasonable use of the existing resources to improve the utilization efficiency of resources. To save resources as the leading idea of development, in order to avoid the waste of resources and existing materials. For example, in the environmental design, solar energy can be used to generate street lamps, so as to reduce the consumption of other resources through the use of light energy and make efficient use of light energy.

4.3 Actively develop new energy sources and promote their effective use

Life is full of energy, so designers of environmental art should be good at discovering the energy in life, making efficient use of the energy in life, and developing the utilization methods of new energy in life. For example, optimization and innovation of solar energy application technology should be carried out to improve the technical level of solar street lamps and solar power panels [3]. We can also develop a variety of wind application technologies, and integrate art design into the development and design of new energy, and carry out the concept of environmental art ecological design based on aesthetics in construction.

5. THE MAIN IDEA OF USING ECOLOGICAL CONCEPT IN ENVIRONMENTAL ART DESIGN

5.1 Uphold the idea of humanization

In a new era of social development, science and technology and the level of information constantly powerful application scope is also more widely, in the background of people gradually changed the traditional environmental consciousness and way of life, both on a huge change, and the population is ageing saturation problems in our country, therefore, will be more attention to environmental protection and resource utilization.

Therefore, in the design of the environment, we should take humanization as the key point of the design, adhere to the basic thought of people-oriented, and finally realize the harmonious development of human and nature. For example, the design is fully combined with the local natural environment to achieve effective communication with the service objects, that is, the design of products should be integrated with the surrounding environment to maintain the consistency of coordinated development.

5.2 Adhere to diversified thinking

Environmental art design is an independent subject closely related to other cultures. In modern art design, it not only has a traditional artistic flavor, but also has a strong modern flavor. Combined with modernization, the whole design presents a strong sense of The Times. The environment in which we live is itself a complex whole constructed by a combination of many factors. Environmental art design itself is the concrete implementation of the concept of sustainable development. It is necessary to follow the law of natural development and rationally utilize natural resources under the concept of sustainable development.

6. CONCLUSION

To sum up, with the gradual aggravation of domestic environmental pollution, the application of ecological concept to environmental art design has become an inevitable trend of technical design. In the specific design process, designers should fully integrate the concept of ecological environment into the design, accurately grasp the concept, stand in the perspective of environmental protection and take it as the basic principle, and take the improvement of ecological environment as the starting point of design. To achieve low carbon environmental protection design characteristics, fully show the beauty of art in order to achieve the purpose of sustainable development.

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On the Relationship Between Inheritance and Innovation of Calligraphy Creation

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Abstract: Calligraphy is a form of expression of characters, which shows the artistic beauty of characters to people. Calligraphy is a cultural treasure in the 5000-year history of our country. It is passed down from generation to generation with the history and culture of our country. In order to protect this treasure, the later generations should inherit it correctly and innovate it in combination with the characteristics of the times. Therefore, this paper will briefly analyze the relationship between inheritance and innovation of calligraphy creation.

Key words: Calligraphy Creation; Inheritance; Innovation

1. INTRODUCTION

Calligraphy is a treasure of history and culture, and it has experienced the baptism of the times. In the 5000-year history, calligraphic culture is passed down from generation to generation so as to avoid disappearing for a long time, and calligraphy changes with the elapse of the time. The new forms of calligraphy in the past dynasties contain the characteristics of the times. Therefore, inheriting the cultural treasures left by the ancients, we should also innovate and carry forward the cultural treasures in combination with the characteristics of the times. In addition to the original achievements of traditional calligraphy, we should also create a new era of calligraphic art in succession, continuing its brilliance and constantly developing its brilliance. How to inherit and innovate calligraphic art in the new era is a problem that every calligrapher should think about.

2. INHERITANCE OF CALLIGRAPHY CREATION

The so-called inheritance refers that later generations accept the culture and knowledge of the predecessors and continue to complete the legacy of the cause. The inheritance of calligraphy requires modern people to receive the essence of their predecessors' calligraphic culture and inherit these excellent calligraphic arts in a unique cultural and artistic form of Chinese culture. During the 5000 years' Chinese history, calligraphy has accumulated rich creative experience; outstanding calligraphic artists have emerged whose works have also left us great cultural and artistic value. This is the precious cultural treasure left by these predecessors and the pride of the Chinese nation. These cultural treasures occupy an important position in the world culture and art, and have made great contributions to the enrichment and inheritance of world art. As a successor, modern people attach importance to it, cherish it, care for it, absorb and inherit it and carry it forward. Calligraphy is one of the parts of Chinese culture, which is a unique form of Chinese culture. In the new era, calligraphy practitioners should not abandon the unique connotation and characteristics of calligraphy in order to conform to the

trend of the times. If we abandon the unique cultural characteristics of calligraphy in order to cater to other cultures, calligraphy can no longer keep it, because calligraphy loses its own "soul". Marx once said, "the more ethnic it is, the more it is the world." Fireworks party is gorgeous because it is composed of fireworks of different colors and different forms. In a fireworks party, these unique fireworks show their own unique beauty. The reason why the world culture is gorgeous is that it is composed of many ethnic cultures. Although these different national cultures have common characteristics in one aspect, they are unique and different from other cultures. These national cultures show their unique beauty. It is this difference that makes the world culture so colorful and colorful. Too much pursuit of others' recognition will only reduce the beauty of their own culture and art, and make it vulgar. There are many calligraphers, and their calligraphy culture contains rich characteristics and advantages, and also contains various shortcomings and shortcomings. The real meaning of calligraphy inheritance is to extract its essence, discard its dross, correctly absorb its merits, and discard its dross. One of the ways to inherit the essence of ancient calligraphy is to "enter" and "post" correctly. The so-called "entering calligraphy" refers to the calligraphy practitioners who keep on writing the excellent calligraphy works of the ancients with perseverance. Through imitation, they can cross the gap of time, feel the spirit of the former calligraphy works, and try to make themselves close to the people in order to reach the calligraphy realm of the predecessors. When you finish "posting", the next step is to "post". A taste of imitation will only let oneself fall into the calligraphy of predecessors, can not escape the shackles of this realm. Finally, it goes through the road of the ancients again and repeat the mistakes of the ancients once more "When the calligraphy is completed, the calligraphers should innovate with their own calligraphy characteristics". The characteristics of the previous calligraphy become the stepping stone of the development of today's calligraphy, not the shackles of today's calligraphy.

3. INNOVATION OF CALLIGRAPHY CREATION

Calligraphy in every age contains the characteristics of contemporary times. Therefore, the essence of calligraphy innovation is to make calligraphy of modern society's flavor of the times, make it have the sense of the times and the characteristics of the times. This is not a simple task that one can accomplish, nor is it proposed by a man of high virtue in modern calligraphy field to propose some characteristics of the times, while the rest of the calligraphers strive to imitate each other. This is not a real calligraphy innovation. The creation of the real

calligraphy characteristics is the common character in the different calligraphy styles of many calligraphers in this period. It is limited by the development law of calligraphy itself, and will also be affected by the political economy and the times atmosphere of the period. In order to avoid these turbulence, many literati and scholars chose to live in seclusion between mountains and rivers, and did not ask about the world affairs. Therefore, their calligraphy style was mostly elegant and free; In the Western Han Dynasty, the metaphysics, which was the development of metaphysics, was severely attacked and even collapsed. At this time, Calligraphers' style shows their free and unrestrained character. In this era, calligraphers should also contain the characteristics of the times. This is the development of calligraphy. The characteristics of calligraphy in the same period have some commonality, not the unique character of some people. In addition, although the calligraphy in the new era advocates freedom, it also needs reasonable innovation. Calligraphers need to have enough cultural background. Some people abandon Chinese characters, paying too much attention to lines and skills and labelling themselves as the characteristics of calligraphy in the new era in order to show their own differences. This innovation is not a real innovation in calligraphy, but can only show his ignorance. Only faced up to calligraphy innovation and combined with the characteristics of the times, it can truly innovated calligraphy.

4.CONCLUSION

Calligraphy practitioners in the new era should correctly inherit the calligraphy and cultural treasures left by the ancients, extracting their essence. While inheriting calligraphy art, we have made innovations. In the process

of innovation, it is necessary to combine the characteristics of the times. The common features of many calligraphers in the new era should be the trigger point of innovation. In the process of innovation, there is also a need for sufficient cultural background, facing up to the status of Chinese characters and carrying out innovation correctly in the process of innovation. Calligraphy is a cultural treasure, which we should inherit, innovate and carry forward.

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The Hindrance and Countermeasure of Rural Logistics Development Under Rural Revitalization Strategy

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Abstract: This paper mainly combined with the current rural revitalization strategy under the guidance of the concept of rural logistics development on the significance of rural development was analyzed, to recognize the important value of logistics in rural areas. At the same time, it analyzes the problems encountered in the development of rural logistics, and puts forward the corresponding solutions, which will lay a solid foundation for the development of rural logistics in the future.

Key words: Rural revitalization; Rural logistics; The development measures

1. INTRODUCTION

Under the background of sustainable social development, the implementation of rural revitalization strategy has become an important part of current economic development. The promotion of rural revitalization strategy can greatly promote the development of rural economy in China, narrow the gap between urban and rural areas, realize the comprehensive coverage of rural economy, and effectively improve the quality of life of rural people. Although the importance of rural logistics has fully reflected its value in the development of rural economy, there are still many problems in the actual development process. The relatively backward mode and the limitation of information coverage are the important factors hindering the development of rural logistics. If these problems can not be solved in time, it will seriously affect the sustainable development of rural logistics. Therefore, under the background of implement the strategy of rejuvenating rural, should increase the attention of the rural economic development, and through the implementation of urban and rural integration and the adjustment of industrial structure to improve the current situation of the unbalanced development between urban and rural areas, to solve the problems existing in the development of countryside, the rural logistics management innovation and optimization, to promote the sustainable development of logistics industry.

2. THE CONNOTATION AND SIGNIFICANCE OF RURAL LOGISTICS DEVELOPMENT

In the context of the rural revitalization strategy, the development of rural logistics can effectively drive the development of rural economy and realize the modernization of the industry [1]. At the same time, the construction of a complete logistics service system can also expand the sales channels of rural agricultural production and solve the export problem of agricultural products. And in the development of logistics at the same

time, but also to speed up the integration of rural and urban, narrow the gap between urban and rural. In addition, the innovative development of logistics industry can also collect and analyze the rural means of production and villagers' living materials, so as to promote the process of urban-rural integration construction [2]. Rural logistics and traditional logistics of agricultural products, there is gap between logistics of agricultural products mainly aimed at how to foreign sales of agricultural products, to make it to the customer, to achieve economic benefits, the rural logistics covers a wide range, and there exist difference between agricultural logistics, agricultural logistics is specialized in the service of agricultural logistics mode of transportation, realize the transportation of production data. Urban logistics is a kind of logistics with strong regional concept, while rural logistics mainly serves each link of rural production and meets the living needs of rural residents.

3. PROBLEMS EXISTING IN THE DEVELOPMENT OF RURAL LOGISTICS

3.1 Single rural logistics management mode

Through the analysis of the rural logistics development status under the background of rural revitalization strategy, we can see that the rural logistics management mode is relatively single, unable to achieve effective management of various forms of logistics. First of all, the transportation of rural agricultural products lacks long-term development strategic planning. At the same time, rural logistics is mostly operated by individuals, so it cannot form a standard management mode and is difficult to scale, which is not conducive to the innovation and development of rural logistics [3]. Secondly, the duplication of rural logistics infrastructure is not conducive to the development and innovation of rural logistics, reduces the guiding role of logistics development and hinders the economic development of rural areas. Finally because many farmers' overall quality is low, do not have enough cultural level, in the logistics operation is only the single mode according to a lack of innovation consciousness and ability, this makes a lot of key steps behind, unable to meet the requirements of modern for logistics, caused the rural economy and urban economy cannot achieve balanced development.

3.2 Weak logistics infrastructure construction

Due to the limited funds invested by the government and the relatively large number of projects for rural economic development, the government has the problem of decentralization in fund management, which makes the logistics engineering construction cannot be guaranteed

by funds, which limits the construction of rural logistics infrastructure and ultimately hinders the development of rural logistics industry. In urban logistics centers, they usually wait for items to be collected for a unified delivery to reduce the cost of logistics transportation and improve economic benefits. However, due to the scattered distribution of rural areas, it is impossible to achieve the centralized processing of resources, which reduces the efficiency of the use of equipment, improves the cost of transportation, and also greatly hinders the construction of rural infrastructure.

3.3 Lack of professional logistics talents

By analyzing the current situation of rural logistics, we can see that there is a lack of professional technical personnel to manage and guide the logistics in rural logistics [4]. First of all, this problem is due to the lack of training of rural logistics talents in colleges and universities, which leads to the shortage of professional talents and can not meet the needs of the development of rural logistics. In addition, many college logistics graduates choose to develop in the city, which is understandable that the development prospect and salary of the city are the reasons for the talent to stay, but this also leads to the rural logistics no available. Some e-commerce companies fail to systematically train rural workers. Therefore, in order to solve this problem, the training of professional talents should be regarded as the first goal of development, providing the guarantee of talents for the development of this industry [5].

4. MEASURES FOR RURAL LOGISTICS DEVELOPMENT UNDER THE RURAL REVITALIZATION STRATEGY

4.1 Establish efficient logistics management mode according to the actual situation

Due to the characteristics of rural areas, it is impossible to uniformly distribute objects, so we should set up a variety of logistics management methods. Direct logistics refers to the delivery of parcels to recipients directly by transport personnel. However, this logistics method has the problems of repeated transport and low transport efficiency. On this basis, personal inbox can be set up to improve the efficiency and accuracy of transport. Indirect transport is also the main mode of rural transport. This innovative mode of transport can solve problems in the transport process while improving the efficiency and accuracy of transport.

4.2 Improve the construction of rural logistics infrastructure

The construction of logistics infrastructure also plays an important role in the development of rural logistics. First of all, it is necessary to build a complete information management system, optimize the information management system to solve the problems existing in logistics management, and realize the role of logistics.

Secondly, it is necessary to innovate the construction approaches on the basis of the existing logistics types, so as to reduce transportation costs and promote economic development. Finally, it is necessary to build a rural information management platform and combine the Internet of Things and the Internet with logistics management to realize the convenient operation of logistics management.

4.3 Strengthen the training of rural logistics professionals
Increasing the intensity of personnel training is the most effective means to solve the current rural logistics development slow. First of all, we should increase the government's capital investment in logistics personnel training and build specialized personnel training institutions to achieve a stable supply of talents. Secondly, we should improve people's interest in rural logistics and improve their enthusiasm for participation. Encourage talents with innovative consciousness to realize the sustainable development of logistics industry.

5. CONCLUSION

To sum up, the development of rural logistics is of great significance to the rural economy and the realization of urban-rural integration, so in order to promote the sustainable development of rural economy. Managers should investigate and analyze the local logistics environment and the development of farmers, formulate project planning suitable for their development, and improve the logistics management system to achieve sustainable development.

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The Present Situation and Reform of Higher Mathematics Teaching in Higher Vocational Colleges

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Abstract: With the continuous development of China's social economy, people pay more and more attention to the training of education. Higher vocational colleges are mainly schools to train students' professional knowledge and time ability. And advanced mathematics is one of the indispensable basic courses, can effectively cultivate students' comprehensive ability and application ability, for the improvement of students' thinking ability has a very important role. This paper briefly analyzes the present situation and reform of higher mathematics teaching in higher vocational colleges.

Key words: Higher vocational colleges; Advanced Mathematics; The status quo; Reform

1. INTRODUCTION

With the continuous reform and innovation of education in China, people pay more attention to the cultivation of students' practical ability, and schools also pay more attention to the education of students' practical ability, invention and creation. As a basic subject, mathematics teaching has gone through the reform and innovation of education under the background of today's times. As higher vocational colleges tend to cultivate students' practical ability and professional skills, the overall performance of students in mathematics declines, which causes great trouble for higher mathematics teaching in higher vocational colleges. Therefore, in the new curriculum reform environment, higher vocational colleges must carry out reform and innovation to adapt to the current teaching environment.

2. PROBLEMS IN HIGHER MATHEMATICS TEACHING IN HIGHER VOCATIONAL COLLEGES

Under the rendering of the traditional teaching method, the impression of mathematics course is often dull and boring for students. Students are hardly interested in mathematics, and even some students are full of boredom. In order to achieve better mathematics teaching, teachers should investigate and understand students. There are mainly the following problems:

2.1 Students generally have poor basic knowledge

According to the actual survey, students are relatively poor in the basic knowledge of mathematics, and can not raise any interest in this course of mathematics. Resources in higher vocational colleges students in itself is not high, many students basic knowledge in before school is very weak, many content can't very good, most of the students' mathematics result is not very ideal, also did not develop good study habits, a lack of initiative, for mathematics has fear, find it difficult not to master, In higher vocational

colleges, mathematics is considered as an esoteric subject [1]. Many students do not have the confidence to master it, and still have the psychology that it is OK as long as you learn the specialized courses, and do not correctly recognize the importance of mathematics. Most students do not develop a scientific thinking, do not preview before class, do not take notes in class, only rely on plagiarism for homework after class, cheating in exams, such phenomenon is becoming more and more serious in mathematics teaching, many people who are interested in mathematics will gradually lose interest under the influence of this atmosphere.

2.2 Lack of attention to mathematics in learning

Combination of vocational colleges most of them are past secondary technical schools, school leaders and teachers of higher mathematics does not have a clear understanding, thus ignore the subject, most leadership remains of a traditional ideas, don't think mathematics is an important basic course, anyone can learn, so the school no equipment, equipped with advanced mathematics teaching As a result, mathematics teachers have no way to carry out mathematics experiment class, the teaching time is seriously insufficient, and the basic knowledge of students is generally poor, unable to carry out effective teaching measures.

2.3 Teachers have a single knowledge content

Teachers do not update modern knowledge in a timely manner, teaching methods are single, teaching content is traditional and old-fashioned. Because higher vocational colleges are the former combination of technical secondary schools, and most of the higher mathematics teachers are the former teachers of basic mathematics courses. After a higher mathematics teachers, not timely update the new knowledge, lack of professional knowledge, single teaching methods, ideological concept behind, these reasons lead to have no way to effective implementation of mathematics curriculum in higher vocational colleges, at the same time, most of the teachers do not have modern teaching means, causes students to raise interest in learning higher mathematics.

3. REFORM OF HIGHER MATHEMATICS IN HIGHER VOCATIONAL COLLEGES

3.1 Improve the importance of higher mathematics

Higher mathematics is one of the important subjects in the basic curriculum. School leaders should look at problems from the perspective of development, pay more attention to higher mathematics, and cultivate students' comprehensive ability level and practical ability. At the same time, the school also needs to introduce high-quality

mathematics teachers with qualified professional knowledge to promote the teaching level and teaching quality of the whole school teachers. In addition, teachers should be encouraged to further their studies, update new knowledge in time, improve their professional level, and promote the overall teaching quality of higher mathematics teachers.

3.2 Fully mobilize the enthusiasm of students

Most of the students think that mathematics is a boring course, they have no interest in it, the enthusiasm of learning is generally not high, and the students in mathematics this subject of basic knowledge is poor, so the performance of mathematics teaching has been not ideal. In the actual teaching process, the teacher should stimulate the student's enthusiasm of learning mathematics fully through various ways. First of all, teachers should have a deep understanding of students' hobbies, innovate in combination with the teaching content, give play to their own advantages, and constantly improve students' interest in mathematics courses. Second, in mathematics teaching, the teacher can speech to students about math interesting stories and deeds, but don't finish speak, planted in students mind mind, make students active in their spare time to consult, students in their understanding of the mathematical accident at the same time, also will change the students' view of mathematics, improve the interest in learning mathematics, To experience the unique charm and extensive depth of mathematics [2]. Finally, teachers can also guide students to actively participate in the activities of exploring and solving problems by organizing classroom activities, so as to change students' idea of despising mathematics, improve students' intellectual pursuit of mathematics, and stimulate students' interest.

3.3 Optimize teaching content

Teachers should change the traditional teaching methods, which are mainly teacher-oriented. This method not only leads to students' inability to grasp the knowledge well, but also causes students to lose interest in mathematics learning. Mathematics teachers should optimize the current teaching content and improve the efficiency of mathematics classroom. For the content that is difficult for students to understand, multimedia can be used to create a positive atmosphere for students. At the same time, in the

process of mathematics teaching, we can also raise students' enthusiasm in class by asking questions, so as to increase the teaching effect. Teachers can also let students come to the platform to explain some relatively simple content, fully mobilize the enthusiasm of students, so that students can not only consolidate the basic knowledge, but also can exercise students' thinking ability and language expression, so as to promote the all-round development of students.

3.4 Change the exam mode

In order to eliminate students' fear of the subject of mathematics, let the student fully grasp the hang of learning mathematics, inspire students' interest in mathematics and improve the students' enthusiasm, can change the traditional exam mode, use of diversified examination way change students view of examination, such as "test" questionnaire "quizzes" "experiment examination methods, combined with the content, Fully improve the initiative of students to learn, so as to change the view of students on mathematics.

4. CONCLUSION

With the continuous development of China's education, advanced mathematics can only be based on the pace of the development of The Times. However, the traditional teaching mode of higher mathematics should be changed, and the teaching reform should be carried out with students as the main body in the classroom. To improve students' interest in mathematics, situational teaching method is used to make the mathematics class become active and actively participate in the teaching, so as to promote the sustainable development of higher mathematics teaching in higher vocational colleges.

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Countermeasures of Information Resources Integration in Higher Vocational Colleges under the Background of New Infrastructure Construction

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Abstract: Under the new situation, with the optimization of the reform, the construction of "new infrastructure" has presented to everyone's vision. "New infrastructure" is endowed with the expectation of steady growth and steady employment. In the new round of information construction, higher vocational colleges need to combine their own actual situation to continuously reform and deepen. Higher vocational colleges are facing new opportunities and challenges. Only by improving the vocational education system, increasing the integration of information technology, deepening the integration of industry and education, and the cooperation between schools and enterprises can they give play to the advantages of talents in the new demand, new specifications and new ideas. Therefore, this paper first proposes the main issues and contents to be explored, and then, combining with the new infrastructure background, constructs a scientific path of information resource integration.

Key words: New infrastructure; Higher vocational colleges; Information resources

1. PROBLEM PRESENTATION

With the introduction of the concept of "Industry 4.0", the pace of new infrastructure represented by 5G base stations has been accelerated. Production data has become the hub of future construction, and information security has become an important guarantee for development [1]. As the real degree of vocational education continues to increase, the country must ensure the standardization of infrastructure management so as to identify risks and grasp the new round of development and construction to the maximum extent. However, in the process of practice, there is often a misunderstanding of "leading project", and the problem of weakening the construction of information capacity system. Moreover, in higher vocational colleges, the infrastructure management level is insufficient, the organization and function do not match, the infrastructure management team is in urgent need of construction, and the infrastructure management system is not perfect. In view of this, how to seize the opportunity for development, run people's satisfaction of higher vocational education? How to use the advantages of new infrastructure to increase the integration of information resources? Under the current situation, many scholars need to explore the main issues and content.

2. COUNTERMEASURES FOR THE INTEGRATION

OF INFORMATION RESOURCES IN VOCATIONAL COLLEGES UNDER THE BACKGROUND OF NEW INFRASTRUCTURE CONSTRUCTION

2.1 Enhance the cognition of the management of vocational colleges on the application of informatization

In the current situation, the main purpose of higher vocational colleges is to cultivate more high-quality talents for the society. In the end, talents need to get closer to the society. In the society, they need to implement reasonable customization based on the needs of enterprises and establish their own goal system. Managers of different levels in higher vocational colleges have certain differences in their cognitive levels of informatization, so it is difficult to achieve consistency in work when dealing with problems [2]. In the path of implementing the integration of information resources, first of all, higher vocational colleges are required to enhance the strength of basic applications in the process of implementing teaching, replace manual work, and improve learning efficiency. That is to say, the need to replace manual forms in Excel and other content based on the direction of installation, testing, operation, maintenance and other requirements of the implementation of development. Secondly, vocational colleges need to enhance information flow and business level on the basis of management application information fusion. Combined with the needs of the enterprise, emphasis is placed on the transmission of model information. And according to these differences, find the appropriate combination point, analyze the complexity of the scene, simplify the intensity, improve the technical needs of students. In the view of database, storage and information security, reasonable allocation lays a good foundation for the integration of information resources. After that, higher vocational colleges also need to combine the integration of production application information resources, increase the intensity of automation control, and improve the quality of the process. On the basis of "integration of the two", solve the complexity of business, analyze the optimization process of information resources, guide students to adapt to the development environment of enterprises, and improve the intensity of automation. Finally, vocational colleges need to help students improve the level of mathematical modeling on the basis of decision-making application information resources. That is to say, the perspective of the need data in the cloud computing technology, improve

data visualization technology construction, maintain a good strategic capacity, reduce waste problem development opportunity, deepen reform, improve the management informatization in higher vocational colleges, from the perspective of organization, promote higher vocational colleges and universities information resources integration of decision-making.

2.2 Establish three systems of informatization in higher vocational colleges

First of all, vocational colleges need to combine their own actual situation, reform the traditional informationization strategic organization system. Give full play to the collective wisdom to participate in the informationization thought, in the overall big pattern, improve the reasonable strategic development path. Secondly, higher vocational colleges need to establish information operation and maintenance guarantee system. The integration of information resources is not a short-term thing. It needs to integrate thinking and enhance the in-depth application of information in the dynamic and long-term changes. Strengthen the information operation and maintenance guarantee system, deepen the reform on the basis of "Internet of things, 5G, artificial intelligence, industrial Internet", and maintain good team building [3]. Finally, higher vocational colleges need to establish a strategic evaluation system of information integration. Integrate thinking logic on the basis of "all-staff project". Keep your mind on the cutting edge, so that students can identify issues and changes before, during and after the event in school.

2.3 Strengthen the integrated management of infrastructure information resources in higher vocational colleges

Higher vocational colleges need to strengthen the rectification and gradually improve the information integration management level of infrastructure construction. Establishment of long-term organization detailed internal responsibilities. Strengthen the construction of management team to ensure the specialization of infrastructure management. Improve the management system to provide institutional guarantee for the construction management. Adapt to the needs of the industry, and form a "full personality" talent training mode. Students as the center, to build a "whole process" of information integration teaching system. Pay attention to ability cultivation, and effectively integrate the foundation. From the perspective of information resource integration, reconstruct the practice system of "combination of education and training" [4]. Connecting with the regional intelligent manufacturing industry chain, improving the structural fit of professional groups. Deepen the school-enterprise "double main body" education, enhance the effective innovation development path. Open new infrastructure general ability courses for professional groups, integrate new occupation and new standard content, and improve the integration and management of information resources. For example, on the basis of the new infrastructure, vocational colleges and enterprises have jointly established the information

resource integration system in combination with their own conditions. In view of the contents of equipment online, enterprise online, cloud in the park, etc., they have made reasonable overall planning to meet the development of new positions and new majors, and the construction of real-time and efficient data collection and interconnection system. Center on intelligent manufacturing, field operation programming, increase human-computer interaction, optimize the course system, train students to build intelligent manufacturing activities. Close to the post practice, improve students' comprehensive vocational ability. Educational informationization is the inevitable trend of the development of vocational colleges at present. Only by further understanding and strengthening the informationization construction and the integration of informationization resources can we effectively improve the utilization rate of information resources. Continue to increase the "soft power" construction, to achieve the optimal allocation of all kinds of resources, to promote the sustainable development of higher vocational education, to increase the integration and coordination of information construction work.

3. CONCLUSION

Under the background of new infrastructure construction, higher vocational colleges also need to uphold the main ideas of the Scientific Outlook on Development, increase the integration of information resources, establish new posts or courses in the mutual integration, strengthen the industrial docking and explore the extension path of intelligence under the vision of "professional skills + information skills + innovation ability". Unify identity management, integrate data resources, establish portal platform, maintain teacher-student interaction, and improve information security management. On the basis of the integration of information resources, we will develop as a whole and strive towards the common "Chinese dream".

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Study on the Trend of Ideological and Political Teaching Methods in English Oral Course-- Taking Jilin Agricultural Science and Technology College as an Example

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Abstract: With the deepening and development of cultural diversity, English has become more and more widespread. As an English major, we need to understand more professional knowledge about English and learn more about the culture of western countries, which has a crucial influence on the formation and establishment of English majors' values. This paper takes English speaking teaching as the starting point, English teachers as the starting point, and English majors as the landing point, and conducts an in-depth exploration and research on the way of teaching English speaking class Civics, so that English majors can establish and maintain the correct values when they speak English. The aim is to help all English majors' teachers and students.

Keywords: Spoken English; Civic elements; Student perspective; Values

1. INTRODUCTION

The English speaking course is one of the important courses in the curriculum of English majors, and it is worthwhile for all English majors to reflect on and "voice" the way they learn English speaking. The implementation of "curriculum thinking and government" in English speaking courses and the optimization of English teaching methods can be the necessary way to reform English teaching in universities [1]. It can be seen that the combination of course thinking politics and English speaking classroom is an inevitable way to explore the reform of English speaking classroom. Based on the article "A Study on the Tendency of Curriculum Civics Teaching Approach in English Major Classes - Taking Jilin Agricultural Science and Technology College as an Example[1]", this paper continues the in-depth exploration. According to the survey, course thinking and discernment is popular among English majors in the English speaking teaching classroom, accounting for 65% of the surveyed students. Therefore, as an English majors, we need to make our voices heard, and this paper is an in-depth exploration of the integration of English speaking classroom into the way of teaching Civics from the students' perspective, which can most truly and objectively reflect the tendency of the students' favorite way of teaching Civics into English speaking.

2. THE NECESSITY OF INTEGRATING "THINKING AND TEACHING" INTO SPEAKING ENGLISH TEACHING

Since the educational concept of "all kinds of courses and

ideological and political theory courses go in the same direction to form a synergistic effect" was proposed, the teaching mode of "curriculum thinking politics", in which all courses in colleges and universities should play the role of ideological and political education, has become the focus of attention from all walks of life [2]. Therefore, the integration of the teaching of thinking and politics into the teaching of spoken English is a necessity of the times and a topic worthy of study by all English majors. In order to improve their English proficiency, many English majors are exposed to a large amount of Western English materials as learning materials during their school years, and under the influence of long-term Western culture, many students' socialist core values will be affected to a certain extent. Therefore, helping English majors to establish correct socialist core values has undoubtedly become an urgent matter to be explored by English majors' teachers and students.

3. THE FEASIBILITY OF INTEGRATING "CIVIC TEACHING" INTO SPEAKING ENGLISH TEACHING

English speaking class is a compulsory course for English majors, and students can exercise their English learning through the speaking class to make an output, exercise English speaking and improve their English literacy. The English teacher must choose some suitable materials for the students to practice discernment, so as an English teacher, we can start from the materials to find suitable discursive English materials for English majors, so that the students can exercise English speaking, develop English language sense, improve English cultural literacy, and also establish correct values, world view, and life view. The students will also be able to establish correct values, world view and life view.

4. A STUDY ON THE TENDENCY OF TEACHING CIVICS IN ENGLISH SPEAKING CLASSES

4.1 Meaningful discernment comes from a sound teaching material setting

The textbook is the source and the root of learning, and the setting of the textbook has played a crucial role in the teacher's preparation and the students' learning. Therefore, to take speaking oral English as an entry point, then from the students' point of view, we would like to have a textbook that we can refer to in the process of pre-study, class and review, so as to facilitate the learning and accumulation of knowledge. In order to integrate Civics elements in speaking classes, we must first start with the textbook, reform the English textbook and integrate

traditional culture. Chinese culture, with all its profoundness, is also a breakthrough and challenge for English learners to be able to apply English learning to traditional culture. Integrating traditional culture into spoken English will not only improve English majors' oral expression and translation skills, but also allow students to feel the wisdom of the ancients, learn the benevolence of the saints, and taste the charm of art in the process of learning, thus influencing students in a subtle way and guiding them to establish correct values.

4.2 Flipped Classroom to give students plenty of room for reflection

The flipped classroom teaching model emphasizes the process of student learning, where teachers do not need to and cannot compulsorily require students, but rather, based on the Internet background, provide students with many different learning resources through the application of Internet technology, thus guiding and inspiring students to learn, progress, and think on their own [3]. Therefore, from the students' point of view, we hope that English speaking teachers can guide students to speak English and practice spoken English, so that students can become the main body of the classroom and teachers themselves can become the guides of students' learning.

The most common way of flipped classroom is group learning and cooperative reporting, in which the teacher will group the students before the class and assign each group a corresponding task, then give a specified time for the students to discuss and learn, and make a corresponding report some time before the end of the class. Through this teaching method, not only can we test the students' learning effect in time, but also can exercise the students' thinking ability, enhance the students' sense of participation in class, play the main role of students, improve the students' English speaking ability, and let the students have a collision of thinking in the discussion. So from the students' point of view, we hope that the English speaking teachers, before letting the students have a discussion, must give the students suitable topics, so that the students can develop correct values while exercising their spoken English and improving their expression skills.

4.3 Given a discursive theme to give a keynote speech

As English majors, we hope that we can really "voice out" our ideas and opinions in English in the process of learning English, so that we can exercise our thinking and improve our speaking skills at the same time. For example, the teacher can guide the students to give a speech on the theme of "What should I do as a university student during the epidemic? This will not only enhance the sense of participation in the classroom, but also allow students to improve their speaking skills in the process of practicing speaking.

4.4 Guiding students to speak and holding debates

Every college student is at a relatively mature stage and has his or her own views and expressions, so as an English speaking teacher, you can guide your students to speak and let them express their innermost views. Take the epidemic as an example, the teacher can give the students the topic "Is it right for college students to delay their

study time by volunteering during the epidemic?" Let the students have a debate on this topic, not only can they quickly exercise their thinking ability and improve their oral expression ability, but also can understand the different ideas of each person and let the students have a collision of thinking.

5. CONCLUSION

In summary, I have analyzed the necessity and feasibility of integrating "Civics teaching" into English oral teaching, and based on the article "Research on the tendency of Civics teaching in English major courses - Jilin Agricultural Science and Technology College as an example", I have explored more deeply the way of teaching Civics in English oral courses, and made an objective summary from the perspective of students. Students' perspective is summarized objectively. It is proposed that in order to carry out the reform of the speaking classroom, it is necessary to reform the English speaking textbook first, to integrate traditional culture, to make the textbook as a source of thinking material, so that students can also understand certain values through reading the textbook. We also hope that teachers will make more use of the flipped classroom in their classes to give students the main role and let them "speak" and be the master of the classroom. As English majors, we hope that they can take the initiative to express their own ideas and opinions in the classroom, enhance their sense of participation and establish correct concepts. In conclusion, it is a long process to integrate the teaching of Civics into the English speaking classroom, and it requires the teachers' efforts and our cooperation to explore more ways of teaching that are popular among students, so that we can establish the correct values while speaking English.

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Study on Improving the Quality And Efficiency Of Tourism In Guizhou In The Era Of High-Speed Railway

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Abstract: Since the era of high-speed railway, the tourism industry in Guizhou has developed "blowout". However, with the change of consumer demand, Guizhou tourism is facing a new development dilemma. This paper adopts the method of literature and logical analysis to promote the high-quality development of tourism in Guizhou from upgrading the infrastructure construction of high-speed railway, training tourism professionals, and establishing diversified marketing strategies.

Key words: High-speed railway era; Guizhou tourism; Quality and efficiency improvement

1. INTRODUCTION

In recent years, the impact of high-speed rail on regional economic growth has been concerned by all walks of life. For example, Dong Yanmei and Zhu Yingming (2016) believe that high-speed railway construction affects regional employment, wages and economic growth space, and the total effect of high-speed railway construction on employment, wages and economic growth in high-speed rail cities is significantly positive, promoting regional employment and economic growth [1]. Wang Yufei and Ni Pengfei (2016) analyzed that the spillover effect of high-speed railway development on China's inter-regional economic growth has indeed increased, proving that transportation has a growth effect on economic development [2]. From the perspective of resource reallocation, Li Shaokai et al. (2020) in China explained that the opening of high-speed railway accelerated the circulation of regional labor force and capital accumulation, and improved the reallocation effect of capital and labor force to realize the dynamic transformation of regional industrial structure from low to high level [3]. It shows that the opening of high-speed railway can promote the upgrading of industrial structure and the employment of surrounding provinces and cities, and promote economic development. High-speed rail construction operation can not only easily link along the provinces and cities, improve tourist travel way, increase the tourists to the tourist attractions to the speed and effectiveness, improve the efficiency of the tourists, and effectively strengthen the effective contact between the various tourist attractions, to time and distance between the cities are increasingly short, It drives the communication and integration of regional cultures and forms the integration of tourism resources with regional characteristics [4]. High-speed rail has boosted the development of the tertiary industry, especially tourism. In 2019, the per capita disposable income of national

residents has exceeded 30,000 yuan (30,733 yuan), exceeding 30,000 yuan for the first time, and the per capita consumption expenditure of national residents has exceeded 20,000 yuan (21,559 yuan) for the first time. The Engel coefficient [5] has dropped from 30.1% in 2018 to 28.2%, a decrease of 0.2 percentage points compared with last year. In 2020, the per capita disposable income of national residents will be 32,189 yuan, an actual increase of 2.1% over last year [6], among which, the per capita disposable income of Guizhou residents will be 21,975 yuan, an increase of 6.9% over last year [7]. According to the above data, people's demand for consumption is also gradually increasing. The popularity of high-speed rail greatly saves time cost, stimulates people's consumption desire and drives the rapid development of tourism. Based on the backward supporting facilities and imperfect supporting facilities of Guizhou's high-speed railway tourism industry, this paper studies the difficulties and puts forward the strategies to improve the quality and efficiency of Guizhou's tourism industry.

2. OVERVIEW OF TOURISM DEVELOPMENT IN GUIZHOU IN THE ERA OF HIGH-SPEED RAILWAY

Guizhou is a famous "mountain park", with the spectacular Huangguoshu Waterfall, Chishui Shizhangdong Waterfall and other natural scenic tourism resources. Guizhou is also a "summer resort", a subtropical temperate monsoon climate, the temperature is suitable for tourism activities. Guizhou is rich in ethnic cultural resources, such as the stilted buildings of the Miao people, the ethnic architecture of the wind and rain bridge of the Buyi people, and the Sanyuesan ethnic festival. In 2014, Guizhou province first built Guiyang-Guangzhou high-speed railway and put it into operation, connecting the Pearl River Delta and the Beibu Gulf in China. In 2015, the central Guizhou section of Shanghai-Kunming high-speed railway was put into operation. With the opening of Chongqing-Guizhou railway, Guizhou high-speed railway has increasingly become an important transportation hub station. Into expensive high-speed rail across the opening in December 2019, with the chengdu-chongqing high-speed and chongqing high iron in guizhou, yunnan, sichuan, chongqing ", "three provinces and one city for HSR network, high-speed rail transportation network in guizhou expands unceasingly, further shorten the distance and the surrounding provinces and cities, and let the sichuan and guizhou closer distance between two big tourism province, from the data table [8] we can see, From 2015 to 2019, the overall passenger volume of high-speed railway increased by 35,193,500 people, and the tourism

turnover of high-speed railway increased by 19.392 billion people/km, which fully demonstrates that the social, economic and cultural exchanges between Guizhou Province and neighboring provinces and cities are more convenient.

Table 1 Passenger volume and tourist turnover of Guizhou high-speed railway from 2015 to 2019

Year	High-speed rail passenger volume (ten thousand)	That's up from a year ago	High-speed rail passenger turnover (100 million people/km)	That's up from a year ago
2015	741.61		26.10	
2016	1401.26	88.9%	44.97	72.3%
2017	2274.53	62.3%	86.74	92.9%
2018	3700.04	62.7%	180.61	108.2%
2019	4260.96	15.2%	220.02	21.8%

At present, nine cities (prefectures) in Guizhou Province, including Guiyang and Zunyi, have been connected with high-speed railways. The network of high-speed railways has promoted the optimization and upgrading of the industrial structure of tourism.

From the data in Table 2, it can be seen that from 2014 to 2019, the number of tourists in Guizhou has increased by 814 million people in total, and the tourism income has increased by 942.288 billion yuan in total, with a fast

Table 2 Number of tourists and tourism income in Guizhou from 2014 to 2019

Year	Total number of tourists (one hundred million)	That's up from a year ago	Total tourism revenue (100 million)	That's up from a year ago
2014	3.21		2895.98	
2015	3.76	17.1%	3512.31	21.2%
2016	5.31	41.2%	5027.54	43.1%
2017	7.44	40.0%	7116.81	41.6%
2018	9.69	30.1%	9471.03	33.0%
2019	11.35	18.3%	12318.86	30.1%

growth rate [1]. It can be seen that the rapid development of high-speed rail has promoted the rapid development of tourism in Guizhou.

3. THE DILEMMA OF TOURISM DEVELOPMENT IN GUIZHOU IN THE ERA OF HIGH-SPEED RAILWAY

At present, a single tourism model has been unable to meet people's consumption needs; As the competition in the tourism market of surrounding provinces and cities becomes increasingly fierce, the tourism industry in Guizhou is facing the following new difficulties in improving the quality and efficiency:

3.1 The construction of supporting facilities of high-speed railway lags behind

High-speed rail has incomparable advantages with other means of transportation, such as large passenger capacity, high comfort, not affected by weather, high punctuality, smooth operation, etc. However, it is not possible to enter the scenic area directly from the high-speed railway station. You need to transfer to other means of transportation or use other channels (for example, the hotel sends a car to pick up the tourist) to enter the scenic area. During the journey from the high-speed railway station to the scenic spot to the end of the journey to the scenic spot, tourists just simply take the bus without opening the tourist commercial supporting facilities along the route.

3.2 Unsound supporting facilities in the tourism industry

Tourism industry has a strong industrial correlation. Its development cannot be separated from the support of tourism, food, housing, transportation, entertainment, shopping and other industries, and it will also drive the development of the corresponding industries. However, at present, the tourism industry and related industries in Guizhou are relatively dispersed, with low degree of integration, and the resources have not been effectively integrated and utilized. Many tourist attractions do not have deep cooperation with other manufacturing

industries, communication industries, Internet industries, financial industries and other industries. A considerable number of scenic spots are just sightseeing Tours, and lack of or lack of supply of experiential products, as well as lack of complete supporting catering, accommodation, entertainment and shopping facilities near some scenic spots, which affect tourists' sense of experience and consumption.

3.3 Slow development of leisure and other new forms of tourism

Along with our country "blowout" growth of tourism, tourism product update speed, leisure tourism as important has an important proportion of new forms of tourism, especially with people's income level is improving and the coming of the era of health, people rapidly increasing demand for leisure travel, leisure has become an important part of People's Daily birthday. For example, Guizhou has developed rapidly in the past five years with the development of leisure tourism industry in characteristic towns. However, tourism planning can not keep up with consumers' demand for leisure tourism consumption of characteristic towns, and extensive development occurs from time to time, resulting in excessive development of some characteristic town resources, which is contrary to the high-quality development of tourism.

Generally speaking, the system of scientific and orderly development of leisure and other new forms of tourism has not been formed, which has affected the improvement of the quality and efficiency of tourism in Guizhou.

3.4 The comprehensive quality of tourism professionals is low

At present, the functional departments and all sectors of society still have the misunderstanding of tourism, that the entry threshold of tourism is low, there is no need to have

highly educated personnel and professional management knowledge, as long as you want to go to the scenic spot can go to the illusion, resulting in the birth of some bad phenomena. For example, in recent years, conflicts between tourists and service staff in scenic spots have occurred frequently. The root cause is the shortage of professional knowledge reserve of practitioners, professional background of academic education, enterprise skills training, emergency management and disposal, etc.

3.5 Multivariate marketing force has not been formed

The tourism industry in Guizhou lacks long-term planning in marketing, the tourist scenic spot positioning is vague, and the local characteristics and individuation are not obvious. Marketing links are not enough, the interests of the tourism market in marketing for their own interests, resulting in the overall interests of the loss, such as the route from high-speed rail to scenic spots, the price is different, there are bad behaviors such as low competition for tourists, which seriously disrupted the normal operation of the market order; The marketing means are backward and seldom combined with modern information technology such as new media and big data, resulting in insufficient publicity and low visibility. For example, the National 4A Grade Rural Tourism Resort in Huishui County has a good bonus. Only on-board advertisements are posted on buses and taxis, which leads to fewer tourists knowing about the scenic spot and seriously affects the development of the scenic spot.

4. STRATEGIES TO IMPROVE THE QUALITY AND EFFICIENCY OF GUIZHOU'S TOURISM INDUSTRY IN THE ERA OF HIGH-SPEED RAILWAY

In view of the above constraints, in order to improve the quality and efficiency of Guizhou's tourism industry in the era of high-speed railway, the following five dimensional strategies are proposed:

4.1 Upgrade the supporting infrastructure construction of high-speed railway

In view of the objective reality that the distribution of tourism resources is relatively scattered and the supporting facilities of high-speed railway are not perfect. Scenic area managers are advised to consider the above cities and states and high-speed, airport non-stop, tourist center set up dedicated scenic area according to the tourist season or the off-season and exchanges data of visitors to arrange transportation, saving the visitors in the way of change, and waiting for the bus rides, on the basis of the original building comprehensive high-speed service area, upgrade optimization of high speed rail supporting infrastructure.

4.2 Promote the integration of the tourism industry

We will strengthen industrial integration between tourism and primary, secondary and tertiary industries, and improve safeguards. Tourism industry and manufacturing industry, communications industry, for example, the Internet industry, financial industry and relevant industry linkage development, to effectively integrate the resources of the tourism industry and the use, improve the alignment between industry, encourage tourism development of relevant industries concentrated, improve the connection

between, in the tourism industry to form a new market competitiveness and productivity; Fully explore the cultural industry, industry, ecology and other tourism resources with national characteristics to provide tourists with high-quality, distinctive, attractive and high added value of tourism products, give play to the economic benefits of the integration of tourism industry, and promote the development of tourism industry. Scenic spots with DiYiErSan depth industry cooperation, layout of the "one-stop" travel patterns, to swim, to eat, live, line, entertainment, purchase, in qingyan ancient town, for example, building relics remain, small the wall of the wall brick of the wall and ground of blue bricks of history, characteristic of batik, with top named top stumbles, characteristics of cake jialing porridge. The food and beverage are full of characteristics, the accommodation environment is beautiful and quiet, and the time is quiet. The tourism products and services are personalized and local characteristics, which expand the development space of the tourism industry, extend the stay time of tourists, promote the steady development of the tourism industry, and promote the economic development of Guizhou Province.

4.3 Expand and innovate tourism formats

Some scholars believe that tourism forms of our country has a complex, wen-jian zhang (2010) argue that travel through the rational allocation of resources and resource sharing of the formats the combined effect of operation mode, break traditional tourist that exist in many restriction and bondage, meet different consumer groups and consumption level tourist area or industry achieve highly integrated and systematic, Achieving innovative development []. Leisure travel, for example, must pay attention to the destination of the ecological resources protection, moderate development, the leisure tourism and agriculture, industry and services, the combination of upgrade leisure tourism new formats, innovative leisure tourism travel patterns, attract visitors' attention, to speed up the development of new forms of tourism, from more ways to satisfy people's travel demand, While comprehensively upgrading to traditional competitive tourism forms such as leisure tourism, new tourism forms such as convention and exhibition tourism and all-region tourism will be cultivated.

4.4 Improve the comprehensive quality of tourism practitioners

Due to the "blowout" growth of the tourism industry, there has been a mismatch between the professional talent team and the industry format. Therefore, it is necessary to optimize the training system for tourism professionals, conduct professional training for on-the-job employees, establish the corresponding assessment system and improve the assessment mechanism. Only the service personnel who pass the training and assessment can go to work to serve customers. In addition, the staff on the post to establish a supervision mechanism and competition mechanism, monthly or quarterly scientific score, according to the last elimination system, the score of the back of the staff to re-training and re-education, improve their comprehensive quality, and timely clean up or adjust

the relevant personnel who are not competent for the work.

4.5 Establish diversified marketing strategies

In view of the tourism market competition and the consumer demand of tourists, improve the tourism competitiveness and tourism efficiency, and establish diversified marketing strategies. For example, open the official account of scenic spots, real-time release of tourism trends and so on. Through network channels to systematically provide tourists with the latest product prices, accommodation, catering and other related information to meet the personalized consumption needs of tourists. Comprehensive use of word-of-mouth publicity and marketing, such as "repeat customer" offers, to guide tourists to spend again; The government and its functional departments should improve the inter-provincial recommendation activities to attract tourists from surrounding provinces and cities into Guizhou and promote the rapid development of tourism economy. In addition, optimize and upgrade the province's tourism industry development conference, high quality to achieve sales promotion.

5. CONCLUSION

The development of high-speed railway has brought a large number of potential consumers to the tourism industry. Guizhou should improve the supporting infrastructure of high-speed railway, promote the integration of the tourism industry, upgrade and innovate the tourism business, train the professional tourism team and establish diversified marketing, so as to achieve the healthy and rapid development of the tourism industry in Guizhou.

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Research on the Path for Engineering Students to Practice Yan'an Spirit to Help Rural Revitalization Based on Yiban Platform

--Take Shaanxi University of Science and Technology's team of "Youth Innovation Helps Agriculture, Culture Innovation Yan'an" as an example

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Abstract: Yan'an spirit for college students to enhance the moral quality of young students, inheriting the revolutionary ancestors red Yan'an spirit is of great significance. It is the responsibility and mission of college students to help rural revitalization, and it is also a concrete manifestation of practicing the Yan'an spirit. This paper takes the rural revitalization project of college students in Shaanxi University of Science and Technology "Youth Innovation for Agriculture, Culture and Innovation for Yan'an" as an example. The team plays the Yan'an spirit, relies on the Yi-class platform, and combines professional advantages to actively explore the path of rural revitalization construction through the way of "micro-group class - Yan'an culture and innovation - live stream for agriculture".

Key words: College students; Yan'an spirit; Rural revitalization; Path

1. INTRODUCTION

The strategy of Rural Revitalization was put forward by the general secretary in the report of the 19th National Congress of the Communist Party of China on October 18, 2017. Yan'an spirit is our party's fine tradition and precious wealth, is a powerful spiritual force to realize the Chinese dream of the great rejuvenation of the Chinese nation, and has a very positive leading role and guiding significance for college students to participate in the Rural Revitalization Strategy. At the same time, Yan'an spirit is an important carrier of College Students' Ideological and political education. The implementation of Yan'an Spirit in College Ideological and political education can improve students' sense of social responsibility, establish correct values and improve their ideological and moral level and political awareness. Therefore, this paper mainly discusses how college students practice learning, practice Yan'an spirit, help rural revitalization construction path[1].

2. THE SIGNIFICANCE OF COLLEGE STUDENTS' PRACTICING YAN 'AN SPIRIT AND HELPING RURAL REVITALIZATION CONSTRUCTION

2.1 Advocate the Yan 'an Spirit and keep to the correct political direction

To always adhere to the correct political direction is the soul of the Yan 'an spirit. Yan 'an spirit has important guiding significance to college students' activities of "three to the countryside". In this path exploration, adhere to the leadership of the Party, publicize the Yan 'an spirit through the form of micro-group classes, and do a good

job of ideological guidance for college students.

2.2 Hard struggle, practice and entrepreneurship to boost rural revitalization

The entrepreneurial spirit of self-reliance and hard struggle is one of the connotations of the Yan 'an spirit. Innovation and entrepreneurship is the propellant for rural revitalization. The team of students took a scientific approach, relying on their own professional characteristics, through the design of cultural and creative products and the form of live broadcasting to help rural revitalization.

2.3 Develop innovative mode to assist agriculture and respond to rural needs

The practical groups conscientiously conduct investigations and studies, respond to the needs of the people, help them solve their difficulties, and practice the spirit of serving the people wholeheartedly. It has opened up a new mode of promoting agriculture through cultural innovation and scientific innovation, and promoted the product popularity in the old revolutionary area.

3. PRACTICES OF IMPLEMENTING THE YAN 'AN SPIRIT AND HELPING RURAL REVITALIZATION CONSTRUCTION

The practice group issued a total of 375 offline questionnaires and received 326 valid questionnaires. 892 questionnaires were distributed online, 887 of which were valid. Among them, more than 800 were local residents and nearly 400 were students. Through data analysis, it is found that only 6% of the residents have used the Internet to revitalize the countryside. Among the students, only about 20% have some understanding of the Yan 'an Spirit and rural revitalization, and do not know how to combine their own majors to contribute to rural revitalization. The basic situation of Yanchuan County has been confirmed by the survey results of the service group of college students "Youth Innovation to Help Agriculture, Cultural Innovation to Yan'an", which mainly found the following two problems:

3.1 Aging economic structure and lack of characteristic products.

3.2 Lack of sales channels and lack of information sales industry chain.

Learned while in the process of search all kinds of agricultural products in planting and breeding accepted the government or the network and so on various aspects help, but it is still in the preservation, transportation, sales, etc. There is a big problem, fresh fruits and vegetables meat egg can't find effective buyers in time, causing all

kinds of unmarketable products, further increased the pressure, failed to form a modern information marketing chain, Lack of live broadcast with goods, network sales and other new media marketing guidance.

Therefore, in view of the problems in Yanchuan, the service group of college students "Youth Innovation Helps Farmers, Cultural Innovation Yan 'an" carried out the policy interpretation of the group class to nurture students' growth, and the rural revitalization assisted by cultural and creative product design and e-commerce live broadcasting.

4.THE EFFECT OF COLLEGE STUDENTS PRACTICING YAN 'AN SPIRIT AND HELPING RURAL REVITALIZATION CONSTRUCTION

4.1 Tell the story of Yan 'an well to guide students' thinking

College lecturers join hands with Yiban platform to assume the responsibility of youth. In view of the results of the local investigation, the group explained the Yan 'an Spirit and the cases of consolidating the achievements of poverty alleviation with universal significance under the guidance of Yan 'an Spirit. The youth teachers' group relying on the Yiban excellent class platform is an important starting point for the cultural assistance in this project, and a specific form of promoting the Yan 'an spirit and carrying out cultural assistance.

With the Yiban Excellent Class Group as the main propaganda position, the group videos related to the Yan 'an Spirit and rural revitalization were filmed. On the basis of the publicity of Yan 'an Spirit in the summer of 2019, the team shot four micro-group classes in August 2020 through interviewing villagers, collecting materials, writing manuscripts and a series of preparations. The micro-group courses were pushed through platforms such as Yiban, SUST, Sunshine Student Support Center, Weibo (China Communist Youth League Magazine, Sanqin Students, Weibo Association of Shaanxi University of Science and Technology), the official website of Sanxia Village, and Reuniting Shaanxi University of Science and Technology. The video has been watched more than 20,000 times.

4.2 Give full play to professional advantages and enhance practical effectiveness.

4.2.1 Carry out the construction of Yan 'an spiritual education on the basis of Yiban platform to release the vitality of young people

Publicize fine traditions and form spiritual resonance. The practice group launched a topic on the Internet through the media such as the new media platform of Yiban at the school level: how young people should shoulder the responsibilities of The Times. Yiban media operators regularly check the contents of private messages, messages and comments on various media publicity media, so as to reply in time and ensure the timeliness of

communication. Use Yiban micro community to promote the local agricultural products, economic situation research results.

Focusing on cultural support, the team went to the old revolutionary base areas and went deep into Yanchuan County, Yan 'an City and other places to carry out the learning publicity work with "grass-roots study, field study and research study" as the main way to better carry out cultural support. The team conducted more than 10 times of research in the local government, the Communist Youth League Committee and township units.

4.2.2 Based on the characteristics of light industry, build the carrier of Yan 'an spiritual culture and innovation, and enrich the red connotation

Promote rural economic innovation and cultural carriers, and use the professional knowledge of lightweight engineering and design to obtain cultural and creative products for sale through design and manufacturing. Carry forward the red spirit, and apply the cultural and creative products obtained from the design to 12 products. Make the packaging of local agricultural products more characteristic and easier to be known by the public. Promote the red spirit through network live broadcast. We cooperated with China Environmental Protection Foundation to seek cooperation, and two cultural and creative products we designed were listed in the "Green Package Graffiti Solicitation Order" national track. Among more than ten thousand works nationwide, we won the 19th place and the 21st place. It has greatly promoted the promotion of cultural creation.

4.3 Network poverty alleviation and rural assistance, practice youth responsibility

With Yiban platform as the carrier, a three-level innovation model was established. With the use of Yiban's internal micro-community, Kuai-build, and Excellent Class as the three main starting points, reports and publicity were carried out, and the content of the micro-group lessons of the youth lecturing group was put on Yiban, and at the same time, online livestreaming was conducted to help farmers, so as to expand the influence of cultural and creative products and brands.

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Innovation Strategies of Chinese Clothing Brands in The Era of Big Data

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Abstract: At present, China has become the garment processing plant of many countries, but Chinese clothing brands do not follow Chinese products to the world. Therefore, we should strengthen the innovation of Chinese clothing brands. This paper first describes the current China's clothing brand development of the deficiencies, and then elaborated the Chinese clothing brand innovation strategy.

Key words: Big data era; Chinese clothing brands; Innovation strategy

1. DEFICIENCIES IN THE DEVELOPMENT OF CLOTHING BRANDS IN CHINA

1.1 Blurred positioning

In the era of big data, many clothing enterprises in China do not use big data technology to carry out corresponding clothing production, but imitate and reprocess others' clothing according to their own experience. The main reason for this phenomenon is that clothing enterprises do not analyze the development trend of the market reasonably, so the positioning and development of clothing brands are very vague eventually. In addition, people have higher and higher requirements for clothing brands, which require not only exquisite and unique design, but also a certain sense of fashion. Therefore, in order to meet these requirements of the masses of clothing brands, it first needs a lot of manpower, material resources and financial resources. However, due to the poor management of many clothing enterprises in our country, the supply exceeds the demand and the actual products do not meet the needs of consumers. The reason for the formation of this situation is also due to the unreasonable product positioning.

1.2 Lack of cultural connotation

Compared with some common clothing brands, clothing brands with greater international influence have richer brand connotations. Therefore, clothing brands with greater international influence bring different consumption experience to people. At present, people's pursuit of clothing is no longer to cover the body and resist the cold, but to highlight their own personality, identity and so on. The competition between the garment industry is actually the competition of the brand, and the brand competition has a very close relationship with the expression form of culture, the connotation of culture. And most of the foreign famous clothing brands are several generations of hard work, not only that, but also has a distinct design style and brand characteristics, some even have a certain legendary color, to meet the spiritual needs of the majority of consumers and cultural complex. However, many clothing brands in China are mostly designed by the corresponding staff of the clothing

enterprises, and do not form a unique style and brand culture. They just choose to follow others' clothing because it is easy to sell, so the corresponding cultural connotation is not formed in the actual operation process.

2. INNOVATION STRATEGIES OF CHINESE CLOTHING BRANDS

2.1 Strengthen enterprise culture construction

The connotation of a brand is the culture behind it, and a brand has a certain connotation, not only to a certain extent to enhance the image and vitality of the brand, but also to promote the better development of the brand. Therefore, in order to make the clothing brand occupy a certain position in the fierce market competition, it should build its own and unique brand culture, and then constantly enrich the cultural connotation of the brand in daily life. Usually, clothing brands will choose to add some popular modern elements into their clothing to attract more people to pay attention to the brand and buy their clothes. The adoption of this kind of marketing method can cultivate loyal fans of clothing brands, thus better promoting the development of the brand. However, many clothing brands in China often do not choose to add the corresponding Chinese elements in the design of clothing, which ultimately leads to the lack of cultural value of many clothing brands in China. The development trend of clothing brands in the future is inevitably the expansion of brand cultural connotation, and this development determines that clothing brands should enrich the cultural value of the brand, because only in this way will not be eliminated by the economic market of our country. In this era, clothing brand operators should fully realize that an excellent clothing brand is bound to be a combination of multiple cultures, because only the integration of cultures can enhance the market value of clothing brands. Therefore, clothing enterprises should enrich the cultural value of their clothing brands according to the characteristics of their geographical location and local humanistic characteristics, and strengthen the cultural construction within the enterprise, so that it can form the corresponding image of the clothing brand, so as to better enhance the status of the clothing enterprises in the clothing industry [1].

2.2 Combination of international and national

At present, China's clothing brands are gradually developing, which is embodied in the fact that when foreign brands enter the Chinese market and Chinese clothing brands seize the Chinese market, Chinese clothing brands will have a certain sense of national responsibility. When Chinese clothing brands compete with foreign clothing brands in business, their original strength is relatively rich, which is mainly reflected in the fact that the design of clothing not only has local

characteristics, but also can effectively integrate international elements and national cultural elements. Chinese clothing brands with this feature means that Chinese clothing brands will gradually step on the world stage, to show the majority of the people the unique charm of China's clothing brands. In the process of combining international elements with national elements, clothing brand operators need to respect each culture first. Different national cultures will show different characteristics in the development process of different times, and at the same time, they will produce new characteristics. Secondly, we should pay attention to preserving our own cultural connotation when integrating diversified cultures, because only in this way can we fully show the unique cultural connotation of clothing brands. Finally, when designing clothes, designers of clothing brands should dig deeply into the connotation of The Times that culture has, instead of directly pasting the original things on the clothes to complete the design of clothes. This is because the development of fashion is a process of better understanding the world, and also a process of examining national cultural characteristics. Therefore, fashion brand designers are required to dig deeply and skillfully show corresponding cultural characteristics on brand clothes [2].

2.3 Defining the brand's personality and positioning

For the personality and positioning of the brand, each brand designer has his own unique idea, but in order to make the brand of clothing can be loved by more people, then first of all, it must be confirmed that the style of the brand design is unique, the cutting of the clothing is smooth, in line with human aesthetics, and the color of the clothing is distinctive and unique. Because only in this way can we meet the spiritual needs of the broad masses of people and enhance the purchase rate of clothing brands. Secondly, it is also necessary for the clothing brand to have a certain brand spirit, because only when the brand spirit is clear can we confirm the audience of the clothing brand, and then carry out the corresponding design according to the actual needs of the audience. In addition, because the apparel industry has a very rich cultural

connotation, can to some extent, on behalf of the local cultural characteristics, so if a clothing brand clothing enterprise with the image of the personality and unique spirit of clothing, then can grasp the corresponding audience and promote its core competitiveness in the industry [3].

3. CONCLUSION

With the development of China's economy and society, people's requirements for clothing are no longer to cover the body, but pay more attention to the spirit. The transmission of culture. Therefore, in order to achieve sustainable development, clothing enterprises should enhance the core competitiveness of clothing brands in the market by enriching the cultural connotation of clothing brands, so as to promote the better development of China's clothing enterprises. Although China is the largest garment processing place in the world at present, the production of clothing is very large, but the profit brought by a single garment is very low, and the reason for this phenomenon is not only the lack of corresponding clothing business philosophy in China, but also the lack of influential clothing brands. Therefore, China's clothing enterprises should timely update their own clothing business philosophy, find out the positioning and audience of clothing brands, and then create their own clothing characteristics to improve their position in the international market.

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To Explore the Synergistic Relationship Between Asset Management And Financial Management In Colleges And Universities

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Abstract: With the continuous development of our country's economy, the state attaches importance to the development of education gradually, increasing the financial support to universities, prompting assets in colleges and universities implement the promotion in the quantity and quality, but also exposed some management problems, therefore, this article will be specific from colleges and universities, the essay discusses the cooperative relationship of asset management and financial management, This paper discusses the management problems in colleges and universities, and puts forward effective measures to realize scientific management and benefit maximization.

Key words: Asset management; Financial management; The collaborative relationship

1. INTRODUCTION

Asset management and financial management in colleges and universities are the important basis for the development of education in colleges and universities. Only by coordinating the relationship between the two, can colleges and universities make continuous progress, improve their management level and expand their economic benefits. According to the current situation, asset management and financial management have not achieved good coordination. If asset management departments and financial management departments of colleges and universities only focus on their own functions, there will be deviation in the management of colleges and universities. Therefore, colleges and universities should adjust their management strategies to promote the coordinated development of the two.

2. THE RELATIONSHIP BETWEEN ASSET MANAGEMENT AND FINANCIAL MANAGEMENT IN UNIVERSITIES

College asset management and financial management are two important pillars of the development of colleges and universities. Whether the relationship between the two is well coordinated directly affects the development of colleges and universities. With the continuous improvement of China's education level, colleges and universities are also expanding their enrollment scope, and the construction of school sites and infrastructure are also constantly expanding and improving, all of which involve asset management and financial management of colleges and universities [1]. Asset management and financial management in colleges and universities can be simply understood as follows: Asset management refers to the effective management and use of assets owned by colleges

and universities, mainly the physical management of assets, so as to realize the rational allocation and use of assets in colleges and universities and ensure the rationality and efficiency of asset use; And financial management is to manage and check the financial use of colleges and universities, mainly reflected in the economic relations in the process of fund operation. There are obvious differences between them. The object of asset management is the physical form of assets, while the object of financial management is the value form of assets. Although the assets management and financial management which belong to different departments, but belong to a part of financial management, asset management both is not compatible or not and mutually leave, and financial management includes many aspects, such as budget management, revenue and expenditure management, etc., so to grasp the relationship between the two, to promote the communication and coordination between the two departments.

3. ANALYZE THE PROBLEMS EXISTING IN ASSET MANAGEMENT OF COLLEGES AND UNIVERSITIES

The problems in asset management of colleges and universities are mainly manifested in five aspects: specifically, the allocation, purchase, use, inventory and disposal of assets. First, in the allocation stage, due to the lack of coordination between asset management and financial management, many colleges and universities will allocate assets through investment plans. However, if there is a lack of adequate communication between departments, problems such as repeated asset allocation and low allocation efficiency will occur. Second, in the purchase stage, the information flow between the asset management department and the financial management department is not smooth, and there are loopholes in the management process. For example, the user department of a university stressed the urgent need for use. After special approval from the leader, it directly submitted the asset purchase application to the purchasing department, who then purchased the asset. However, when it came to the payment stage, the financial department found that the asset had no budget, but the purchase contract had been signed at that time. Third, in the use stage, there is a lack of financial indicators to support the efficiency of the use of assets and the allocation of resources. Judging from the current resource use situation in colleges and universities, many colleges and universities have the problem of education shortage but a large number of idle assets. The reason lies in the lack of clear financial indicators to

support the resource assessment. This will lead to the asset managers have no way to carry out quantitative analysis on the assets of colleges and universities. Fourth, in the inventory stage, because the accounting subjects of the financial management department and the asset management department are difficult to correspond, the time of entry is not unified, resulting in errors between the two sides; Fifthly, in the disposal stage, due to the inability of information sharing and timely communication between the asset management department and the financial management department, financial supervision is absent and coordination between asset management and financial management is lacking [2].

4.EFFECTIVE MEASURES TO COORDINATE ASSET MANAGEMENT AND FINANCIAL MANAGEMENT IN COLLEGES AND UNIVERSITIES

4.1 Establish a sound information platform for financial management and asset management

With the development of Internet and information technology, asset management and financial management in colleges and universities have brought development opportunities, which can effectively improve management efficiency and realize the synergistic development of asset management and financial management in colleges and universities. Colleges and universities should adapt to the changing times, with the help of information technology and the Internet to establish a unified information management platform, improve the internal management and control. To be specific, first of all, colleges and universities should clarify the asset management process and optimize the management process in each stage, such as asset allocation and purchase. Secondly, for the establishment of a unified information management system, and require asset management department jointly with the department of financial management in the development, according to the requirements of their own management system function module design, the collection of information access, information transmission, the coordination of different departments into an organic whole, let the assets management department through the platform not only can get effective information in time, It can also strengthen the cooperation and exchange between different departments to realize the dynamic management of colleges and universities. Finally, in order to avoid information deviation in management, the information platform can be used to timely input relevant information of all stages of assets from allocation to inventory and disposal into the system, which will help the national administrative departments to effectively supervise the assets and financial management of colleges and universities.

4.2 Standardize the caliber of university asset management and financial accounting

Standardizing the caliber of asset management and financial accounting in colleges and universities can be analyzed from two aspects: First, unify the standard of asset classification. With the establishment of the national public finance system, the financial fine management has

been realized. The financial management of colleges and universities is subordinate to the public finance and serves the public finance management, which is also the fundamental requirement for the combination of asset management and financial management in colleges and universities. According to the Ministry of Finance asset classification standard, divided into fixed assets in institutions of higher education can be divided into land, buildings, general equipment, special equipment, transportation equipment, electrical equipment, electronic products and communications equipment, instruments and meters, standards of measurement and measuring tools, instruments, sports equipment, books, cultural relics and the display of literature and art, furniture appliances, and other classes, a total of 11 categories. According to the standards of asset classification, colleges and universities may organize personnel in a planned way to carry out the work of asset inventory, inventory and verification. At the same time, it is also convenient for the national financial management departments to supervise the assets and financial management of colleges and universities. Second, standardize asset recognition and measurement standards. The asset management department and the financial management department should clearly stipulate the asset accounting scope of the asset management according to the unified asset classification standard and the actual needs of the management of colleges and universities. At the same time, establish the value standard of assets accounting, and confirm the corresponding assets according to the value standard set by the state.

5. CONCLUSION:

Based on the above discussion on the relationship between asset management and financial management system in colleges and universities, although asset management and financial management belong to different management departments, their management cannot be separated. Only by coordinating the relationship between the two, can the management efficiency of colleges and universities be improved. If the relationship between the two is not coordinated in a timely manner, it will cause management problems in each stage of asset management in colleges and universities from allocation to disposal, and cause the absence of financial supervision. Therefore, colleges and universities should coordinate the management principles of the two, unify standards, establish information management platform, and improve the management level.

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Based On the New Media Era Under the University Student Management Work Research

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Abstract: The college student management is the important content of the education work in colleges and universities, with the continuous development of China's science and technology and development, nowadays people's material life level improving, the new media era, education career gradually extensive attention by the social people from all walks of life, he has gradually towards informationization, intellectualization and pluralistic direction. On the basis of the concept of people-oriented education, colleges and universities should further innovate and improve the management mode for college students, and then follow the information approach to reform the management strategy, and further improve the management quality by drawing time and region management and combining with the actual situation of the school. This article first expounds the development of new media on the significance of college students management work, for the management of college students under the new media era of the new situation, college students under the new media era, opportunities and challenges for the management of these aspects, and then the optimization for the management of college students under the new media age path to discuss, and put forward some personal opinions.

Key words: New media era; College students; Management work

1. INTRODUCTION

Only on the basis of the Internet can new media realize information transmission. It can process a large amount of and complex data information based on big data technology, and it has the characteristics of fast speed and wide coverage. In the management of college students, teachers must timely change their management ideas to keep pace with The Times and combine with new media technology to build a scientific and perfect management system. On this basis, the university student management work will mainly involve more problems, not only need to deal with a variety of information and management problems, but also to establish a scientific management model, and established in the law of student development. In addition, the management of students in colleges and universities should combine the Internet information technology, take the resource as the starting point, and carry out more exchanges and interactions with students.

2. THE SIGNIFICANCE OF THE DEVELOPMENT OF NEW MEDIA FOR THE MANAGEMENT OF COLLEGE STUDENTS

2.1 Improve the management effectiveness of students

The development of new media can further promote the reform of information technology, which has a great impact on the traditional education management mode but also brings opportunities. It can not only enrich the management content of schools, but also change their ideas. It is obvious that the development of new media can further promote the timeliness of college students' management. In the meantime can improve the efficiency of information processing technology and new media, university student management optimization can also be centered on the Internet, information can be real-time interactive to various aspects, teachers can also master students of all actual situation and then establish a management database, it contains the all the data of the teachers and students, once they can quickly extract. In addition, the development of new media can further improve the scientific nature of teaching management. After the establishment of the management system, the resources of these students and teachers can be shared, so as to provide effective working basis for managers. In the process of management, if teachers do not know much about some students or things, they can log in the system to inquire about relevant information, which can also pave the way for them to make correct decisions. At the same time, in the context of new media era, the management system for students is also constantly optimized and improved, so it can be seen from here that it is an inevitable trend for college students to combine management work with new media technology [1].

2.2 Optimize the allocation of teaching resources

According to the survey, it is found that the management of college students needs to consume a lot of manpower and material resources, but the school is limited in these aspects. If we can combine new technologies, optimize the management mode and allocate resources scientifically in specific work, this is also the advantage of new media. Information technology can make the management work further realize humanization and automation. The management staff can effectively integrate some information in the school when using the management system, and then collect and identify specific information of students from it. For example, after colleges and universities establish a good information system for students, administrators can use intelligent identification technology in their work and then launch campus cards, so that students can automatically record whether it is shopping consumption, reading books or entering and leaving school. Campus smart chip in the card to the transmission of information to the school management

system, so they will not have to go to invest their resources survey, more of these resources can help students to management measures to optimize and perfect, all of these can show that management of college students under the new media era has been able to highlight significant effect.

3.THE NEW SITUATION OF UNIVERSITY STUDENT MANAGEMENT IN THE NEW MEDIA ERA

3.1 Influence of the new media era on students

Nowadays, college students have basically transited to the post-2000 generation. Compared with previous students, they are more receptive to new things and information. Therefore, the emergence of new media allows them to obtain information in a broader way and a wider range, which also meets their diversified needs in study and life. However, there are also a lot of negative information that students cannot distinguish correctly, and it will be spread through new media.

3.2 Influence of the new media era on educational administrators

As college students' management workers, they are responsible for both education and education. The main group they face is college students, who have personality and choice characteristics in the range of information acceptance in this age stage. In the management of teachers, if students realize that the information transmitted by teachers is relatively simple and backward, they will disobey the management phenomenon. However, new media can realize the dissemination of information through communication platforms such as WeChat QQ or Weibo. Therefore, the management of college students is currently facing great challenges.

3.3 Challenges faced by the management of college students in the new media era

Compared with traditional media, new media has virtual characteristics, which can also be reflected in the daily management work of colleges and universities. The work will depend on some educational resources and the personal ability of teachers, which reflects that the traditional management mode has certain resources under the impact of new media. Traditional management teachers and students basically communicate face to face, which is obviously less attractive than the network information transfer exchange. A large number of educational resources and social events can be searched on the network platform, where students can constantly absorb new knowledge and teachers can find new management models. However, how to innovate and improve the traditional teaching management model in the context of new media era is the main problem facing teachers at present.

3.4 The era of new media has increased the difficulty of moral education

In the new media environment, information transmission is timely and free, and college students can get a lot of information from it. Through mobile terminal devices and the network, they can independently choose the information to receive. Compared with the content managed by teachers, students are more likely to accept these novel entertainment information. However, new

media also has two sides. It can broaden students' horizons and exert a positive influence on the core values of college students. The negative information contained in it can also lead to the psychological impact of college students, resulting in some interference effects.

4.OPPORTUNITIES AND CHALLENGES OF UNIVERSITY STUDENT MANAGEMENT IN THE ERA OF NEW MEDIA

4.1 Influence of new media on the management work and education form of colleges and universities

New media is like a large network structure, which includes digital and mobile technologies. According to the development of the network, new media will also change accordingly, and the coverage and content of information will become richer. Meanwhile, it also brings a lot of challenges and opportunities to the management of college students. Teachers can use this technology to carry out emotional interaction with students in their favorite way, and students will also confide their feelings between teachers and students, which is conducive to education administrators to carry out the supervision of students' ideological diversity and thus provide a foundation for future management. Say they will some college students in some software to interact with others on the network chat, which express their opinion, or in the QQ space reflect inner thoughts and circle of friends, can in the new media technology on the university education managers see, to learn about students' life situation, timely discover and solve problems.

4.2 New media has changed the way of moral education in colleges and universities

Because the new media environment contains a large amount of information, college students may lose themselves in the thought of it. Although college students have a strong ability to accept information and will search for it independently, the Internet is like a double-edged sword, which will bring a lot of different influences to students. Therefore, as far as the teachers in colleges and universities are concerned, they must timely change the way of moral education and guide the students to develop in the right direction.

4.3 The fast speed of new media information transmission has brought great challenges to college education

Under the new media era, information transmission speed and scope of sex more prominent, the college students in this period and no real contact with the society, the discrimination ability of the information are more correct thinking or teachers, teachers' ideas to education management activities have a lot of college students can feel this with their own will not conform to, Therefore, most of the time they are not subject to the management of teachers, so this work also exists in the form. For example, some universities have some emergencies in the process of teaching. Although the administrators of the schools require students not to publicize the information online, college students still publish it through their own social software, which also reflects that the new media has brought a lot of inconvenience to the management of colleges and universities.

5.THE OPTIMIZATION PATH OF UNIVERSITY

STUDENT MANAGEMENT IN THE ERA OF NEW MEDIA

First, deepen communication and interaction mechanism for students to guide the way. New media is a information platform at the same time also can become a college education and the management platform, as a college teacher when they carry out the work of management in should be advancing with The Times the thought idea, can in time to accept some of the Internet content, the two-sided of correct understanding of the network, thus the scientific guide students learning and life. Colleges and universities must have the consciousness and ability to adapt to the development of The Times, scientifically use new media to establish a communication mechanism, combined with QQ, WeChat and and Weibo interactive software to circulate management information and provide healthier content for students' study and life.

Second, newspaper and radio and television these traditional media, before they are in the news spread on the various aspects are relatively single, some of the new media to traditional media disadvantages further optimized, so it is in our society have been widely used in various fields, especially the management of colleges and universities and education, the integration of new media has changed all aspects of the education teaching and management. But it is important to note that although the teachers in colleges and universities in management of college students should have the idea of keeping pace with The Times and correct their own attitude, but also need to pay attention to these new media has enough sensitivity, which is to be able to in a timely manner according to the development of new media management innovation, so as to let pianfeng has been at the forefront of colleges and universities. However, in the face of some negative information in the Internet, colleges and universities should establish a perfect supervision system to prevent the negative information on the Internet from having a bad impact on college students. For example, the most common phenomenon is that students browse some unhealthy websites and live broadcasts, which not only brings negative effects on students' thoughts, but may even steal students' personal information and threaten their property security. Therefore, colleges and universities should establish security protection for the campus network and prohibit the integration of these negative information. Is also seen many college students do their own thinking and to smell through the social network platform and published out, although has certain effect on efficient management can help college students to release their stress and emotions, but sometimes things are not easy to reveal a university, the school must is controlled strictly, According to the school's rules, students will be punished if they publish something strictly forbidden by the school, and they will also be held legally responsible for making improper comments online. Counselors popularize more online legal knowledge to students to prevent them from using new media to do some illegal and criminal things.

Third, let new media become a broader employment platform for students. Now they have set up their own

websites or APPs in many industries, the most common ones are online shopping and network broadcast, etc. College students have gained a certain understanding and dependence on the Internet through long-term study and contact. Therefore, in the process of employment, colleges and universities can change the traditional on-site job fairs and make use of the Internet to form online job interviews, so that recruiters in enterprises can communicate and interact with college students face to face in the video, which is also conducive to teachers to simulate the training of students in advance, so as to increase their interview ability. In addition, the school should support college students to start their own businesses, especially network businesses. Their tutors can give some help to students. If a college student has a business idea and a business plan, he or she can submit an application to the school, and the school will send tutors to guide them and give them financial support.

Fourth, the construction of campus culture and carry out some cultural activities to link the negative impact of the network on college students. As a kind of soft power, culture has a vital influence on people's life, work and study. College students basically play games, do shopping and watch videos on the Internet, and few of them can learn through them. These network activities will affect students' physical and mental health, such as being addicted to virtual environment, becoming addicted to the Internet and staying up all night. However, colleges and universities can enrich students' knowledge and cultivate their core network literacy values by establishing campus culture and carrying out activities. For example, combined with red culture poetry reading, the school set up a corresponding bonus, inspire the enthusiasm of students to participate in, and let students compete by means of open video, so that students can be in the network environment to meet the demand of its own online, as well as from the red culture under the influence of gradually establish a good sense of national identity and patriotic core values.

Fifth, the establishment has the personalized network campus culture, strengthens the education function. In the process of building new media platforms, we should also take into account the advantages of traditional media. Build new media can from online two ways to carry out together, like campus culture propaganda, the school can give students QQ WeChat from the Internet and microblogging social networking site push information, carry out offline face-to-face propaganda, the main purpose is to guide college students to form the self control ability, with a positive and optimistic attitude to face learning and life, It promotes its own development in all aspects through diversified cultural and educational functions [3].

Sixth, give play to the function of moral education in new media. New media has strong entertainment, which is favored by most college students. They are also accustomed to get their favorite content and express their emotions on the Internet. The administrators of colleges and universities should take advantage of this function to push educational materials to students through QQ groups

and WeChat groups, so that they can participate in learning, interact with each other and supervise each other.

6. CONCLUSION

To sum up, the emergence of new media has brought a huge impact on the development and construction of various industries in China. As an educational institution training comprehensive practical talents in society, colleges and universities must also face up to new media and innovate and improve educational management with the help of its advantages. However, for the negative effects of new media, colleges and universities should timely analyze them and find solutions, so as to keep up with the pace of the development of The Times and implement comprehensive services for the study, life and

work of college students.

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Study on the Adaptability Path of Mechanical and Electrical Specialty Talents Training

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Abstract: The requirements of the new era of explicitly pointed out to the construction of talent need to promote the comprehensive development of the cultivation of applied talents, can be combined with the actual needs of era to build more adapt to the developing trend of modern talents, mechanical and electrical specialty has attracted much attention for a long time in China, a place in the colleges and universities, Combined with the current personnel training strategy of mechanical and electrical major, the construction of more adaptable talents to adapt to the development of The Times has become a top priority. This paper will combine the connotation of the mechanical and electrical major to train talents, focusing on the analysis of the personnel training mode of mechanical and electrical major.

Key words: Mechanical and electrical major; Talent training; Adaptive

1. INTRODUCTION

Countries the progress of the society has created the demand for talent at the present stage in China has increased dramatically, in such an environment for the talent requirements also gradually improve, for can fully cope with national enterprise development strategy, education environment is facing a new development and reform, colleges and universities in the electrical and mechanical professional essence is the construction of training professional talents for the society, therefore, It is necessary to fully combine the development trend of modernization to promote the innovative development of the education model and to cultivate adaptable mechanical and electrical professionals close to the actual employment positions.

2. CONNOTATION OF TRAINING TALENTS FOR MECHANICAL AND ELECTRICAL MAJOR

Mechanical and electrical specialty fosters the talented person emphatically the expression goes up in 3 respects. The first is the comprehensive construction of talents. On the one hand, comprehensive construction is aimed at the cultivation and development of students' comprehensive ability and quality to strengthen their professional skills; on the other hand, comprehensive training is aimed at students' learning to promote the comprehensive application of students' knowledge and pave the way for the adaptive development of students after entering the society. For mechanical and electrical professional learning requires a combination of different stage for students to make different skills activities, such as "electrical maintenance", "surveying and mapping CAD" and so on all kinds of professional knowledge and skills will be electrical and mechanical professional in promoting the construction of talent comprehensive

affordable projects, improve the student's study enthusiasm, motivate students galaxy in the sporting project, Students are encouraged to participate not only in school competitions, but also in large competitions in China. For example our country held a "mechanical innovation design competition", "nc machine tool maintenance competition", and so on project, not only can effectively improve the practical ability of students, also can promote students to sufficient practice of their learned knowledge to practical applications, arouse the students' interest in learning at the same time for the mechanical and electrical professional to create a better learning environment for students, rich learning content, To strengthen the training of students' professional skills and improve their comprehensive quality, so as to better adapt to the needs of modern society for mechanical and electrical professionals.

The second is for electrical and mechanical professional talents fully practice open teaching mode, the model of main bag piece for open teaching time, teaching content and practice of the classroom and opening up, combined with our country present stage for the talents training target construction transformation and upgrading of the teaching mode, gradually from the traditional teaching mode of the single way of teaching, Focus on strengthening the subject status of students in the teaching process, combined with the actual features of each student, ability to comply with its own development, guide students to actively training classroom field exercise, to strengthen the students' practical ability, promote the comprehensive development of electrical and mechanical professional skills of students, the construction goal of modern education reform in our country.

Finally, it is a progressive course for students' application ability. The basis of this course is to judge the law of development according to students' actual ability, so as to develop an adaptive teaching model, which mainly carries out progressive learning based on basic ability, special ability, comprehensive ability and post ability. In China for the construction of corresponding professional mechanical and electrical professional standards for a more scientific curricular system, based on the maintenance electrician, adaptive programming control system designer career planning construction standards of teaching, cultivate students' professional ability and can meet the actual demand of the enterprise, meet the needs of corporate jobs, strengthen the core competitiveness of the mechanical and electrical professional students [1].

3. STUDY ON THE ADAPTIVE PATH OF PERSONNEL TRAINING FOR MECHANICAL AND ELECTRICAL SPECIALTY

3.1 Construction of adaptive teaching curriculum system

ACADEMIC PUBLISHING HOUSE

The development of the training of specialists in the field of electrical and mechanical adaptability need to fully understand the market at present stage, the actual demand for electrical and mechanical professional talents and the change of the position, strengthening the research work of the enterprise, further implement the reform of education system, the adaptability of teaching system for dealing with enterprise's actual demand, in-depth analysis of the mechanical and electrical professional education goal and education tasks, Dominated by the core position combined with excellent experts at home and abroad and the advanced experience of the entrepreneur, the enterprise to create a basis for building electrical and mechanical professional teaching course, set up public courses, including courses, professional courses, extracurricular practice courses and secondary professional course is the core of curriculum construction, expansion, etc.

Moreover, vocational qualifications need to be incorporated into academic outcomes when setting up detailed teaching courses. Students need not only a sufficient knowledge base, but also a true and effective certification from the state. The vocational qualification certificate is a kind of performance that the country makes an open and fair judgment on the skill level or professional qualification of the laborer through the government's examination and appraisal according to the detailed vocational skill standard and finally authenticates it. Only with professional qualification certificates can be further recognized in the enterprise, which is also the inevitable requirement for students to promote adaptive development. Combining with the national construction machinery professional years of experiences can be learned, is the enterprise qualification certificate approved by the include electrician certificate (senior), such as Auto CAD (intermediate) certificate, deepening the reform of education and clear the difference between the universities and education training institutions, is both a comprehensive adaptability of talent in order to build the established institutions, One is a single training place with certain vocational skills as the core. Colleges and universities pay more attention to the construction of students' core literacy, so as to enable students to better adapt to social changes.

3.2 Construction of training base

The purpose of the training base is to strengthen students' practical operation ability on the basis of learning basic cultural knowledge and cultivate students' overall adaptability to the development of enterprises' job demands. Construction of practice base need to always uphold the "professional" in real environment, train of

thought, according to the construction of professional post research situation of enterprise progressive skills training base, promote the training content to become more professional standardization of base, strengthen the training of practical effect, in the construction of practice base requires full combination of school education and enterprise culture propaganda, etc, Effectively improve the training environment, strengthen the organic combination of culture and practical operation, fully integrate the management and operation mode of modern enterprises, and simulate the actual training base. For example, the training base with various special skills such as electronic electrics, digital drive, numerical control technology can be built [2]. The construction of the training base needs to effectively connect with the corresponding enterprises of mechanical and electrical major, take the actual needs of enterprises as the main construction content, build high-quality adaptable talents for enterprises and attract enterprises to sponsor and invest for the training base of the school, so as to further achieve a win-win situation between enterprises and schools. Enterprises provide more favorable training places for teachers and internship and employment opportunities for students. Colleges and universities need to build a win-win cooperation mode with enterprises with good economic development in the region, so as to promote the cultivation of students' adaptability and comprehensive quality and effectively solve the problem of the current shortage of human resources in enterprises.

4. CONCLUSION

The research on the adaptive development of mechanical and electrical talents training is to solve the problem of comprehensive talent shortage in response to the development and change of enterprises under the current educational environment reform. It is the most favorable work construction to build a professional training base and promote the reform of education curriculum in the mechanical and electrical major of schools.

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A New Probe into College Student Management and Ideological and Political Education

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Abstract: Within the institutions of higher learning, the student management work to ensure students efficiently into the learning activity, the ideological and political education can help students to set up the correct value orientation, is of great significance for the growth of students, but in real practice, due to various realistic factors, there are still some defects and shortcomings, also need to be further optimized to improve. In this paper, the status quo of colleges and universities will be taken as the core standpoint, and under the premise of fully considering the teaching reality and the historical background, the deficiencies in the current stage of student management and ideological and political education in colleges and universities in China will be systematically elaborated, and on this basis, feasible optimization and complement measures will be put forward.

Key words: Colleges and universities; Student management; Ideological and political education

1. INTRODUCTION

Institutions of higher learning are places for higher education and reserve bases for high-quality talents. They provide a large number of high-quality talents for the society every year and provide strong manpower support for the socialist modernization drive. If we blindly pay attention to the impart of knowledge and skills while ignoring the cultivation of moral cultivation in teaching activities, we will not only fail to give play to the ability of talents to make contributions to the society, but will even cause greater harm to the society by virtue of professional ability. Only high-quality talents with both political integrity and talent can undertake the great historical mission. Under this premise, the importance of student management and ideological and political education work is more prominent, must cause the high attention of the relevant staff.

2. DEFICIENCIES IN STUDENT MANAGEMENT AND IDEOLOGICAL AND POLITICAL EDUCATION IN CURRENT INSTITUTIONS OF HIGHER LEARNING IN CHINA

2.1 Student management is rigid and difficult to cope with complex working conditions

According to the survey, because in the face of students, teachers have a higher authority, natural stand in a higher position, this leads to some colleges and universities student management work in too outstanding teacher's guidance, students only need to do is in accordance with the requirements, although rich experience on teachers, can greatly improve the work efficiency, but also can lead to students lack of engagement, It will even encourage students to have a certain degree of resistance, hinder the

smooth development of student management. At the same time, in today's era, student management is also facing more severe challenges. On the one hand, with the increasing prosperity of education, colleges and universities are expanding their enrollment. While providing more talents for the society, it also increases the workload of student management to a large extent. On the other hand, with the advent of the information age, contemporary college students are more influenced by the diversified environment of the Internet, pay more attention to personalized expression, and their ideas are more diverse and complex, which makes student management more difficult [1].

2.2 Ideological and political education is characterized by uniformity and formalization

In recent years, due to the increasingly impetuous social atmosphere, the degree of attention paid to ideological and political education has declined to a certain extent, which is concentrated in work activities, showing the characteristics of unity and fragmentation. First of all, due to the influence of rigid education thinking, ideological and political education work method is relatively simple, basically in the form of lectures, reports, students can only passively accept knowledge instillation, lack of sense of participation and substituting, lack of enthusiasm in learning; Secondly, due to the serious characteristics of ideological and political education, some teachers have misunderstandings about the nature of ideological and political education, and prefer the educational content of "public culture", which makes it develop towards the boring and rigid direction, and it is difficult to stimulate students' interest in learning. In the end, the ideological and political education work mostly stay stay in oral, written, no and real life practice, presents the formal features, not only play a limited teaching effect, unable to create a strong heart touches, can also lead to students will only education content memory in mind, can't to be flexible to implement to the real life [2].

3. EFFECTIVE MEASURES TO OPTIMIZE AND IMPROVE STUDENT MANAGEMENT AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Adhere to the "student-oriented" management strategy and build a network communication platform

In teaching activities, students occupy the dominant position; In schedule management, students also occupy a very important position. In order to improve the quality of student management, we must let students participate in the process and realize the transformation from "the managed" to "the manager". In the process of concrete operation, first of all, can strengthen students' responsibilities, make its involvement in the student

management work, on the one hand, the students know more about students' inner thoughts, tends to put forward more targeted and more valuable management scheme, on the other hand, also can effectively reduce the pressure of the teachers' management, and further improve the efficiency of management; Secondly, a network communication platform should be built to make full use of the Internet's extensive information transmission channels to connect all students in the school together so that they can speak freely and make contributions to the daily management work [3].

3.2 Optimize ideological and political education and construct diversified education methods

First of all, knowledge competition can be carried out to stimulate students' sense of competition, build a healthy competition ecology in the class, and encourage students to participate in learning activities more actively. Secondly, teachers can make full use of Internet resources to dig out a large number of novel and interesting teaching-related materials, and fill them into the teaching content, giving more substance and interest to teaching activities, which can effectively maintain students' interest in learning and greatly improve the value of education. Finally, we should carry out more relevant practical activities, such as organizing students to clean the mausoleum of martyrs and cultivating students' patriotism; Organize students to visit the red memorial hall to strengthen their belief in the Communist Party of China.

3.3 Strengthen the linkage between student management and ideological and political education

Student management and ideological and political education have different names, but they are not completely separate and independent. On the contrary, there are innumerable links between them. By strengthening the linkage between student management and ideological and political education, it can complement each other and get twice the result with half the effort. Student management work can provide a lot of information for ideological and political education, improve teachers' understanding of students, and on this basis, set up targeted learning plans; Ideological and political education can also effectively improve the moral cultivation and individual quality of students, ensure that students use more stringent standards for themselves, and

then reduce the difficulty of student management.

4. CONCLUSION

In general, the traditional student management in colleges and universities and the ideological and political education work mode although played a powerful role in the past, for the society to foster a large number of high-quality, high level of top talent, but any work must consider the time background, only highly consistent and social development, to maximize the work results. Unfortunately, with the passage of time, there are more and more discordant places between student management and ideological and political education and social development, which also generate many contradictions. Only by timely optimization and adjustment can work activities go back to the right way and provide a strong boost for students' growth.

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Discussing The Consummation Automobile Consumption Tax System Policy Suggestion

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Abstract: Combined with the actual situation, at the present stage of China's consumption tax related system is not perfect enough, so it is easy to cause the imbalance of tax burden and other bad problems affecting the efficiency of national economic development, and caused a more serious trouble to consumer groups. Based on this, this paper, based on the left problems of China's automobile consumption tax system, provides some suggestions for the improvement of the automobile consumption tax system, hoping to play a certain role in the development of related work.

Key words: Automobile consumption tax; Malpractice problem; Perfect; Policy Suggestions

1.INTRODUCTION

In the social and economic development, under the background of rising of people's living standard, car has become necessary in People's Daily life, thus in the process of car number increasing, restrictions, restrictions, and social problems such as traffic jams appeared one after another, which makes the improvement of the system of automobile consumption tax work is particularly important, therefore, Relevant departments of relevant countries should attach importance to the reform of the automobile consumption tax system, so as to provide sufficient guarantee for the stability of social and economic development while enhancing the effectiveness of the automobile consumption tax system.

2. PROBLEMS LEFT OVER FROM THE CURRENT TAX SYSTEM OF AUTOMOBILE CONSUMPTION IN CHINA

2.1 automobile consumption tax rate demarcation standard is not perfect

At present, our country present stage shall practise a system of automobile consumption tax system is designed by automobile emissions based on the size of tax rate, it also represents the smaller car emissions, energy efficiency and emissions of pollutants, the actual rate is relatively low, however, with the constant development of automobile industry in the process, such tax standards is difficult to effectively meet the actual requirements of automobile consumption tax system gradually. The main reasons are as follows; For one thing, just because a car emits more gas does not mean it burns more energy. In the process of the continuous development of automobile manufacturing technologies, the relationship between automobile displacement and energy consumption has therefore become not close. For example, at the present stage, some new models with large displacement have much smaller energy consumption than the traditional low-displacement cars, whether from the perspective of actual energy consumption or absolute amount. Second,

large displacement does not mean high pollution [1]. In the process of the continuous development of automobile industry technology, the automobile can burn fuel more fully in the actual operation, especially some luxury cars with higher displacement, whose actual emission is far lower than the relatively backward small displacement cars; Third, in the era of deepening green and energy saving concept, hybrid power, new energy and other technologies have also achieved relatively good development. Under such circumstances, if the emission rate is still the only standard for the formulation of automobile tax rate, then the innovation and development efficiency of the automobile industry will be severely restricted.

2.2 Tax preferential policies are not targeted for application

Under the background of the increasingly fierce competition environment in the automobile market, if the automobile enterprises want to stand firm in the fierce market competition, they must pay attention to the development of technology research and development work. However, in the actual development process of the automobile enterprises, there are greater risks in the investment in technology. Judging from the actual condition of the present stage our country automobile industry development, many car technology is by buying way to get from abroad, there are serious insufficiency, the independent research and development level under such background, the government's tax policy support too focus on automotive enterprise income tax, and serious to ignore the importance of its and the consumption tax, Furthermore, the consumer group is easily confused about the price difference caused by the factors of technological difference. In addition, from the perspective of some new energy vehicles with imperfect technical means, it is not only difficult for consumer groups to clearly see the price advantage of new energy vehicles, but also difficult to bear the research and development risk cost of related technologies of new energy vehicles [2].

2.3 The automobile tax burden in different stages is not set scientifically and properly

Combined with actual situation, the cost of the automobile consumption in China at the present stage mainly in auto purchase stage, in this link will generate incremental consumption, such as various types of taxes and fees, but, in the background of rising of people's living standard, car this consumption gradually become people daily life necessary expenses, therefore, it is not a more direct influence on car purchases consumption; However, in the stage of car ownership and practical application, due to the emergence of oil price, traffic problems and other phenomena, it gradually appears the negative

phenomenon of low tax burden and high cost, which makes some groups with cars do not choose to travel by car at ordinary times, so that the phenomenon of resource waste is easy to occur.

3. SUGGESTIONS ON IMPROVING THE RATIONALITY OF CHINA'S AUTOMOBILE CONSUMPTION TAX SYSTEM IN THE FUTURE

3.1 Set an appropriate tax rate standard

In the process of the adjustment of the original automobile consumption tax, the relevant departments need to make an in-depth analysis of the characteristics of the comprehensive tax rate, so that the automobile consumption tax rate can more comprehensively involve the details with different characteristics such as automobile energy and displacement. Although this part of tax rate system is relatively complicated in the actual implementation process, it can better meet the guiding needs of the current social national consumption policy, especially in the background of high tax collection and management technology, and its realization is anticipated [3]. In addition, for some new energy as the main driving force of the new car, the relevant departments need to be based on its actual selling price to set a scientific consumption tax threshold, and through this kind of release to further enhance the scientific awareness of the people's car consumption.

3.2 Providing more preferential tax conditions

In the current society, our country's automobile industry too much emphasis on income tax preferential tax policy, and when the people buy cars, their spending are involved in the circulation tax, and in our country under the background of the imperfection of the new energy automotive technology, battery charging problem, life problem will lead to many cars after the purchase cost, In addition, some consumer groups fail to pay attention to the profit motive inside the automobile manufacturing enterprises, which makes it easy to produce irrational consumption motive. At this moment, if able to automobile manufacturing enterprise's actual income tax expenditure to the consumption tax on tilt, then can effectively help consumers the right to realize state to the new energy automobile consumption preferential vehicle, and guide consumers to buy direction for national consumption policy value play to lay a solid foundation.

3.3 Coordinated control of tax burdens in different links of automobile consumption

From the perspective of automobile consumer groups, the

pressure brought by automobile consumption is relatively heavy. However, this part of consumer groups often have to buy automobiles due to factors such as work and schooling of their children. In the automotive industry development, expanding the market background, the relevant departments to effectively solve such contradiction, must according to the auto consumption behavior of each link to carry out the scientific tax division of work, in principle is, when consumers to buy cars with lower consumption, enhance vehicle and appropriate way to solve such contradiction further.

4. CONCLUSION

To sum up, under the background of the continuous development of social economy and the increasing number of automobile consumer groups, the improvement of automobile consumption tax system has become particularly important. For this reason, this paper provides relevant suggestions for the reform and improvement of the automobile consumption tax system. It is hoped that the relevant staff can learn from it reasonably and integrate it with the actual work experience. In order to provide sufficient guarantee for the healthy and reasonable development of China's automobile consumption market, it will further reduce the pressure of the people's automobile consumption, thus laying a solid foundation for the healthy development of China's economic system.

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On The Study of College Students

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Abstract: What is the purpose of learning? What should I learn in college? Students in college are often perplexed by these questions. This paper, starting from the purpose of learning, makes use of the contrast between "useful" and "useless", and puts forward that universities should do a good job in the all-round development of moral, intellectual, physical, aesthetic and labor, in order to meet the challenges of future life.

Key Words: The Purpose Of Learning; Morality; Intelligence; Body And Beauty; Personal Development

1. INTRODUCTION

Learning. Today's society advocates learning, lifelong learning and lifelong learning. The young students in the university campus are also constantly learning. The purpose of learning is to master knowledge, lay a good foundation for one's future [1], and lay the groundwork for a better existence, happiness, high-quality experience of the world, and "cultivate one's morality, regulate one's family, and govern the country". Just as people often say "learning for use", learning is for future development. So the clear-headed students in the school, learning will be very targeted, very clear goals. While muddle-headed, feel confused students learning is aimless, busy dealing with, very passive.

There is often a voice in the university today, "Does what you learn in class work? Listening to graduates say that the knowledge in today's textbooks is relatively outdated, useless to society, the rate of return in school is too low ", so on and so on. In fact, as long as you seize the opportunity to learn new things every day, you can learn something valuable anywhere. In order to make clear what is useful and what is useless, we can analyze it from many aspects, such as the purpose of learning, the content of learning, the value, the opportunity and the feeling of learning.

2. WHAT IS THE PURPOSE OF LEARNING AND HOW CAN WE PUT IT INTO PRACTICE

In today's universities, our college students seem to get rid of the high pressure of high school study, and know little about the future career [2]. College study seems to be more dependent on self-consciousness... Based on the fear of the future, the self-relaxation of today's life, as a result, there are less voices of reading on campus, fewer people are willing to read, more people like playing games or in the virtual network, and more people have nothing to do... It seems that you don't see many people on campus except during classes and meals, and you don't see many people sweating on the court.

My classmates seem to be asking, "What am I doing in college? What am I studying?" In fact, the first thing to learn in college is how to survive independently. There is a saying on the Internet, "Eat by your mouth, walk by your legs! Everything can't rely on dad, their own way into the

world! Their own life, their own ideals, their own career, their own brilliant, to rely on their own hands to create!" To do this, we need to learn the knowledge and experience of our predecessors, learn from books, learn from the classroom, learn from the people around us, learn from the campus, learn from the society... With the accumulation of thousands of years of human civilization, we can only see higher and go farther by standing on the shoulders of giants.

3. WHAT'S "USEFUL" TO LEARN ON A COLLEGE CAMPUS

There is a saying that has been circulating on campus for a long time. It seems that some teachers also said, "The knowledge in today's textbooks is accumulated by the experience of predecessors, and a lot of professional and technical knowledge is outdated, which is not used in enterprises for a long time. It is outdated... What is useful? What is useless? I think that's a matter for different people. In our study practice, it seems that the textbook is useful, the score is certainly useful, and related to the results is useful..... In fact, it has already been very clear that the purpose of learning is to better survive, feel happiness and experience the world with high quality. In this case, usefulness is reflected in behaviors that can help people improve themselves.

I read a blog post on the Internet, "I often do useless things, as far as entering a higher school is useless things, class to read books. I did not listen to the class, did not write my homework carefully, and read other books. As a result, my grades plummeted. Finally, I finished my high school career with three books. Family criticism, their own reflection, think to study seriously..... Re-read a year, immerse oneself in teaching material, no day and night ground to endorse, after all got a good result, went up the so-called one, the tuition is quite cheap. It is pleasant to do useless things; Do useful work, the mood is depressed. The repetition of this useful matter has depressed me for a year. I went to college and started doing useless things again. A lot of reading has improved my ability of understanding and thinking. However, light input without output, so I read as if I did not read, did not write a good article, the expression is not smooth. Recently, I realized this problem and began to practice writing. Write a thousand words every day, stick to it, one day you will make progress. This is a useful and painful thing. Writing is painful, but reading is less painful because you don't have to remember." [3] It is not difficult to think from the passage that useless things are shown as a pleasant life, while useful things always make people feel difficult, because it takes brain, energy and effort... Useless, only suitable for leisurely things; Useful, it relates to their future survival problem, the future pattern.

Most people like useless things and do useless things. They only do things that are easy, enjoyable and happy. Of

course, they feel happy and free. It's annoying, it's stressful, it's stressful, it takes a lot of time and energy... Do not like useful, because useful will bring me pain. However, only the "useful" things can make your dreams come true. In order to realize your dreams ten years from now, you need to start doing the "useful" things today. What's useful in college? This is very worth thinking about, think that conducive to the all-round development of moral, intellectual, physical, aesthetic and labor is useful [4]. For example, learning how to do things, how to deal with others, how to make strategies and even how to speak in college is beneficial to the development of moral education. It is beneficial to the development of intellectual education to learn the method of study, master a foreign language, analyze and solve problems with the viewpoint of methodology and materialism, and learn the basis of specialty. Participating in ball games, running... Beneficial to the development of sports; Learn to appreciate, improve taste, is beneficial to the development of reputation; Respect for labor, respect for workers, but also willing to become a worker, which will be beneficial to the overall development of individuals.

4. LEARNING NOT ONLY MAKES PEOPLE GET HIGH SALARY, BUT ALSO IS INDISPENSABLE TO THE SUCCESSFUL DEVELOPMENT OF CAREER AND CAREER

Learning, especially learning to study independently, is more important for the future of college students. Today's study is not only to increase the weight of your resume for college graduation, but also to prepare for your future career. According to the "classics" spread in the university campus, "what you learn in the university is useless, and you have to learn again when you go to work... So it doesn't matter whether you learn major or not in the University..." here is to say that the textbook knowledge learned in the university is out of date? The teaching materials of universities do lag behind the current development of science and technology, but the

knowledge in the teaching materials must be the summary of internal medicine technology at a certain stage, the direction of our progress, the ladder to the shoulders of giants, and the effective way to surpass giants. As a matter of fact, the learning of future jobs should be based. Most of the learning of future jobs is short-term training, which should be acute learning. It will not be systematic, in-depth and step-by-step like learning in University. Therefore, the learning of today's University is indispensable to the future career and is the cornerstone of future struggle.

5.CONCLUSION

Learning in college is very important, everyone should study hard, learn to do "useful" things, learn to overcome themselves, to achieve a new peak of self-development.

5.1 The purpose of learning is to improve oneself and lay a foundation for future development.

5.2 In the university to develop the habit of learning, is a hard thing, is to have perseverance, is helpful to all aspects of moral, intellectual, physical, aesthetic, labor are useful things.

5.3 Today's effective learning is the preparation for tomorrow's workplace struggle and the foundation of career struggle.

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Let The Childhood Never Die -- Based on The Reading of The Disappearance of Childhood

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Abstract: Since the 19th century, with the advent of the age of television, the boundary between children and adults has been blurred, allowing them to receive the same information without difference. Children lose reading and play, and adults lose their authority to own knowledge, resulting in the disappearance of childhood. A series of problems, such as rising crime rates among children and declining respect for the elderly, still exist today. Now, entering the Internet age, from television era of childhood at risk at the same time also obtain many development opportunities, of this article is Neil postman, author of the childhood faded to discuss the important point, absorb merit, in combination with the opportunities and challenges of our era, from based on children's physical and mental development level, attaches great importance to the reading game three aspects, development innovation, In order to give the reflection and suggestions on the immortal childhood.

Key Words: Childhood; Reading; The Game; Level Of Physical And Mental Development

1. THE STATUS QUO AND MANIFESTATIONS OF THE PASSING OF CHILDHOOD

1.1 Blurred boundaries between children and adults

In his book *The Passing of Childhood*, Neil Postman used the social phenomenon of the time as an argument to point out the fact that the line between children and adults was blurred and even disappeared, thus putting forward the view that childhood is passing away. At that time, there were three typical social phenomena of "blurred boundaries between children and adults": First, children from the media. It was particularly absent on television, where children were shown as "little adults" in the Middle Ages dressed in adult clothes, making wisecracks and seeing sexually suggestive posters such as those by child star Shirley Temple. Children who show juvenile maturity and maturity beyond their years in variety shows are also appreciated. Compared with the present situation, such a phenomenon still exists: parent-child variety shows emerge in an endless stream. Variety shows are often scripted and designed, with the purpose of attracting more attention and attention, which is divorced from real life to a certain extent. The broadcast of such programs will have a negative impact on the values of parents and children under the long-term abuse, leading to their cognitive confusion. They believe that children on TV should be mature and smart, and gifted children deserve more attention. Second, Neil Postman points out that the dressing style of children at that time is similar to that of adults. For example, a 12-year-old boy can be seen wearing a three-piece suit to attend a birthday party, and

an 11-year-old girl can wear high heels. Today, children wear hot clothes and shout sophisticated slogans on talent shows. Not only does the dress of children differ from that of adults, but it also shows that children become objects of entertainment. [1] He Jing. Analysis of Children's Talent Shows from the Perspective of the Disappearance of Children-Taking "Popular Kids Are Busy" Children's Singer Challenge Competition as an Example [J]. *Journal of Changsha University*, 2017, 31(06):119-123. Contrast with the present, a variety of food containing a large number of food additives, flavor and pigment, became the favorite of children, many parents not only do not stop, but also as a good performance of children to strengthen the reward items. Thus, the situation proposed by Neil Postman still exists in today's society, and even becomes more and more serious. Because the boundary between children and adults is blurred, lead to accelerate the passing of childhood.

1.2 Children's reading time decreased

According to Neal Postman, watching television is a behavior that is indistinguishable from that of adults. Unlike the physical restraint, logical thinking and comprehension skills that children need to learn to read, children can easily understand the meaning of the pictures without thinking. With the increase of children's TV time and the decrease of their reading time, the result is that their logical reasoning ability and cognitive and understanding ability are seriously reduced. TV replaces books, which also makes the childhood which needs to learn disappear. Children are still spending less time reading, more time on computers and mobile phones, and more time at weekend cram schools and hobby classes. The decrease in reading time leads to children's lack of patience and concentration through reading, and the loss of some opportunities to think and explore in books.

1.3 The proliferation of online video games replacing real games

Neil Postman points out that children's play was dying out at the time. Children's play time was filled with competitions and programs, and winning glory and fame seemed to be more important than the sheer pleasure of playing in traditional games. In contrast to today, although children play games, but more are playing online video games, such games are not designed specifically for young children, but indiscriminately for people of all ages. Because of their young age, imperfect physical and mental development and weak willpower, children are easy to lose themselves in online video games, thus they may become addicted to the Internet and be infected with the bad Internet culture.

2. COUNTERMEASURES AND SUGGESTIONS TO

COPE WITH THE PHENOMENON OF "THE DISAPPEARANCE OF CHILDHOOD"

2.1 Based on children's development, children of different ages should be distinguished

Neil Postman points out that one of the reasons for the disappearance of childhood is the blurring of the adult-child line -- in other words, not treating children as children, treating them as if they were adults. Therefore, in order to solve the problem of the disappearance of childhood, we must first understand that children are different from adults, fully respect the characteristics of children's physical and mental development, and treat children of different ages differently.

According to China's educational reality and the contents of Yu Jiaju's research on childhood, children are defined as "children in infancy and childhood, namely children aged 0-12". [[Jiang Yu. Research on Yu Jiaju's Children's Educational Thoughts [D]. Central China Normal University, 2019.]] According to Piaget's cognitive development theory, children aged 0-12 can be divided into three cognitive stages: "perceptual operational stage (0-2 years old), pre-operational stage (2-7 years old), and concrete operational stage. (7-12 years old) "teachers should treat children in different stages of cognitive development differently, such as not destroying the idea of" object permanence "of children in the stage of perceptual operation; Respect the "self-centeredness" of pre-operational children and do not force children to share with others; It is understood that children in the concrete operation stage have reversible thinking and can design some flexible and changeable teaching activities.

In addition to respecting the physical and mental development rules of children, it should also be based on children's own characteristics, that is, children's individual differences to teach students in accordance with their aptitude. First of all, children with different temperament types have different personality characteristics. Teachers and parents should respect children's temperament and teach them according to their aptitude. For example, they should encourage mucous children more and be more patient with choleric children. Secondly, children's specialties are different, some children are sensitive to color, some children have superior logical thinking ability, which requires teachers and parents to carefully pay attention to children, children are good at and interest points to choose the appropriate teaching content and teaching methods, to promote the appropriate development of children.

2.2 Give children time to read and cultivate reading habits from early childhood

Neil Postman has been emphasizing the importance of reading in his book *The Passing of Childhood*, arguing that printing created childhood. Specifically, printing created books, and children read books. In other words, reading created childhood. Though his conclusions are controversial, it is hard to doubt the power of reading. Reading is also of great significance to children. Having good reading habits and doing a lot of reading activities to absorb knowledge is bound to benefit children for life.

As mentioned above, children have less and less reading

time due to the development of electronic media, urbanization and examination competition. Therefore, first of all, we should increase children's reading time and reading opportunities. Reading time can be increased by reducing schoolwork stress and homework, and by reducing the time spent in remedial and hobby classes. Create reading opportunities by holding reading salons, reading exchange meetings, etc. Secondly, children are not born knowing how to read, so it is especially important to cultivate children's reading ability and habits from early childhood. According to the basic literacy needed for early reading, first, teachers and parents can provide children with as much as possible, the rich reading material, consciously encourage guide children in colloquial language to express in writing the book content, and to explain the corresponding written language, step by step to let children understand the basic content of spoken and written language and auxiliary corresponds. Second, like Neil postman, color gorgeous images more appealing to children, teachers, parents can take advantage of this option could be more children's attention and interest of a painting of a young children's reading material, lead the children description and discussion on the image, also can be extended to the acting game link to deduce and picture books. This form helps children to have a strong interest in reading, and interest is the best teacher for children, can further promote the formation of children's reading habits. Moreover, Chinese characters is given priority to with hieroglyphs and figural text, if children's information about the structure of Chinese characters and regularity of positive attention, it has the orthographic awareness, teachers and parents can capture this feature children, timely moderately create opportunities for children to read, with games and identity rather than preaching and instilling ways to help children to read. It is helpful for children to read independently after mastering the meaning of the word, and improve children's reading enthusiasm and confidence. And children is given priority to with direct experience to know the world, a child to read and existing knowledge and experience the process of schema in the process of assimilation and adaptation, balance, children can be read in the basic understanding world, also can form the preliminary have the basic ability of thinking and value judgment, and thus for the wider reading, Continue to enrich the existing cognition and positive thinking to form their own values.

2.3 Enrich game forms and contents to add vitality to real games

Neil Postman points out that the death of play is the most striking feature of childhood adulthood, meaning the death of childhood. Play is important to children. In the game, the child is free, they can express themselves in the game, you want to actually do, they know the world in the game, to construct their own cognitive world, development of the thinking and imagination, to exercise the language power of expression and to explore the ability of cooperation, they become self-confident, harvest happiness, get in the game development. Game is the main activity of children, but also the rights of children. If we want to keep

childhood alive, we must give children the power, freedom, time and space to play.

The games Neal Postman was talking about were designed for children, for children, and for children's physical and mental development, rather than today's online video games, which treat children and adults indiscriminantly. Creating colorful and age-appropriate games for children has become a top priority.

Chinese traditional games contain rich national culture and spirit, which can not only be full of fun but also promote children's physical quality development and thinking ability development. Therefore, we can make use of the fertile soil of traditional Chinese games with a long history to develop and create on it. Combining modern elements and scientific and technological resources, we can transform and reshape traditional games, increase the richness and interest of games, and give children a real childhood. To the transformation of the traditional game, we can learn from the experience of "Lijin game" : "such as the traditional game playing sandbag, you can make an article on the sandbag: change the material, size, style; You can also work on gameplay: Throw the sandbag, kick the sandbag, grab the sandbag, etc. You can also combine the sandbag with other elements, [[Xing Ruyun. The basic features and innovation inspiration of Lijin games [J]. Journal of Shaanxi Preschool Normal University,2018,34(01):5-9.]] Lijin games not only inherit the traditional folk games, but also inject new elements into the games, such as creating new ways of playing and enriching game materials. Create a unique game environment to stimulate children's enthusiasm and interest in games, and Lijin games also pay attention to the physical and mental development characteristics of children at different stages, and carry out different games: For example, ball games are carried out in small classes, and then more challenging game activities such as ball bats, tires, rope skipping and ladders are carried out as the age increases, which can effectively promote the all-round development of children.

In addition to the development and utilization of traditional games, our children can increase the outdoor

play time of children and enrich the forms of outdoor games, so as to increase the opportunities for children to have intimate contact with nature and explore and cooperate with their partners. Outdoor games can be designed according to the age of the child stage, targeted development of young children's ability of different all ages, should also be appropriate to add some mixed age games, in order to play the advantages of big with small, cultivate both the older child in mixed age game, and a sense of responsibility and empathy for the small age children provides the support, the zone of proximal development to promote its development.

For primary school children, games can also be set in different classes, such as the introduction of games in Chinese and math classes; Consolidate the rhythm of music learning with games; Exercise children's physical quality and physical strength with games in PE class; Game elements can also be added to regular quality development activities to help children relax and increase happiness.

Childhood for children, for a person's life course, is undoubtedly significant, children can only have a complete childhood to become a real children, a good childhood is conducive to the healthy growth of children. As adults, we do our best to protect our children's childhood so that it never dies.

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Research On the Application of Hybrid Teaching In Computer Algorithm Course

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Abstract: Hybrid Teaching is the consensus of education reform to improve the quality of talent cultivation. This paper discusses the hybrid teaching reform of computer algorithm course, expounds the reform of hybrid teaching philosophy, content, mode, process, method, experimental practice, control and assessment, and finally summarizes the hybrid teaching practice and application effect of computer algorithm course.

Key Words: Talent Cultivation; Hybrid Teaching; Practice Oriented; Philosophy; Mode

1. INTRODUCTION

Computer algorithm course is the core course of computer majors. This course mainly introduces the basic theories, ideas and methods of algorithm analysis and design, and introduces the design strategies and analysis methods of enumeration, recursion, greedy, divide and conquer, dynamic programming, backtracking, branch and bound, network flow, graph algorithm, random algorithm, etc., so as to cultivate the ability of analysis and problem-solving. In 2017, the computer algorithm course completed the construction of quality curriculum. In 2018, the project was approved to build online open course, and in 2020, it was rated as online excellent course and excellent shared course.

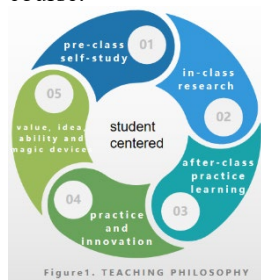


Figure1. TEACHING PHILOSOPHY

2. TEACHING PHILOSOPHY REFORM

The computer algorithm course is a five-in-one teaching and experiment system with innovation and ability as the core, which is student-centered, pre-class self-study, in-class research, after-class practice and learning, practice and innovation, and the combination of value, idea, ability and magic devices. The combination of online and offline, automatic evaluation and interactive communication, teaching and competition, practice and scientific research, education and talent, from teaching knowledge to training ability and quality, is to achieve the organic integration of knowledge, ability and quality.

3. CURRICULUM CONTENT REFORM

With the student-centered teaching mode and the ability goal to solve the problem, course content is aggregated and restructured, in accordance with the train thought to

solve the problem, 117 cases throughout, fine verse 48 courseware, 9 rich text, 46 in-class quizzes, 38 in-class discussions, 11 units 337 quiz, 16 units tasks, and 456 online test questions, are carefully designed to enhance the refinement of the content, learning autonomy, and meet the needs of hierarchical teaching.

Course contents is classified as 54 videos of 809 minutes of repeated knowledge explanation, homework correction, key and difficult points that need repeated thinking and learning, and online courses is opened. Each video takes 10-20 minutes to meet the requirements of short-term concentration and fragmented learning. It makes full use of the infinite time and space of online learning, chooses the time and place by yourself, stop, replay and speed regulation at any time, adapts to the personalized learning, and realizes the lightweight of teachers' work.

To add open, research-oriented, innovative and comprehensive content, the cutting-edge achievements is introduced that of biological information, big data and machine learning into the course, to increase the breadth and depth. It emphasized the organic integration of knowledge, ability and quality, enhanced the high-level nature of the course, highlighted the innovation of the course, and increased the challenge degree of the course.

To expand the breadth, depth and temperature of professional courses, from the perspectives of specialty, industry, country, international, culture and history, the knowledge and humanity of the courses is increased, and enhanced the leading, contemporary and open nature of the courses; the content of ideals and beliefs, research, occupation, rule of law, and moral attainment is increased, to enhance the ability of multiple cognition.

It makes full use of online course learning data, analyzes the learning data with big data, constantly perfects and improves the course content, to realize the informatization of teaching design and the intellectualization of decision-making.

4. REFORM OF BLENDED TEACHING PROCESS

The blended teaching reform is carried out to change the weekly class hours from 2(classroom) +2(practice) into 1 (online preview) +1 (offline classroom) +2(programming practice) weekly class hours to meet the needs of online learning.

Online knowledge videos, documents and knowledge combing, online chapter tests, homework, thinking discussion, simulation tests and Q&A is made. Before class, students learn videos and documents independently, and conduct tests through knowledge sorting. Groups discussion on the video content, submit the preview report, form students' own knowledge framework through mind mapping, and strengthen the supervision and inspection of

online courses. After class, we can automatically correct chapter tests online and submit homework for automatic evaluation. We answer questions on the platform, WeChat and QQ at any time to absorb and internalize the learning content.

In offline classroom it is made that of knowledge summary and questions answer, classroom exercises, content expansion, group discussion, special lectures and programming competition, to deepen and improve knowledge, cultivate problem-solving ability and higher-order thinking ability. Offline programming practice, training and competition is to cultivate students' practical ability, research and innovation ability and solidarity and cooperation ability. With students as the main body, discussion and interaction as the main form, group thematic discussion as the main form, class dialogue as the auxiliary form, teachers guide, help and promote the achievement of teaching objectives. It gives full play to the group learning atmosphere and teaching effect of offline classroom, and provides new ideas through face-to-face and timely interaction, emotional communication and personality influence, mutual infection and thinking collision. Teachers adjust the progress and update the content in time according to the classroom situation and students' situation, so as to ensure the timeliness of the course teaching.

The combination of online knowledge teaching with offline knowledge internalization, the online duplication works with the offline creation, interactive and emotional communication, the online informatization data with the offline discipline and fair assessment, the online knowledge breadth and the offline knowledge depth, is to realize the knowledge transfer, structure, type, integration, criticism and to explore the depth of the study. Teachers become participants and problem solvers from leaders.

5. PRACTICE AND INQUIRY ORIENTED REFORM

Ability training as the main line, the combination of offline programming practice and online real-time judgement, online competition and offline training, practice and scientific research, is to improve the practice ability and solidarity and cooperation ability, through the "do" school, "with" school, "experience" school, "practice" school, "discussion" school, "cooperation" school.

Online programming assignments are evaluated in real time through the online platform, and codes and AC screenshots are submitted to master the practical level and problems in real time. One assignment provides a variety of choices, which is convenient for students of different levels to practice programming and cultivate in a hierarchical way. Through mutual evaluation of programming assignments, let students compare their programming level, provide students with different ideas, different realization methods, different algorithms and complexity of the same problem, to expand students' ideas and improve their programming level.

The programming homework introduces the test questions of ACM competition to increase practicability, competition and interest, and improve students' practical ability and ability to analyze and solve problems. Practical

courses and spare time are used to guide students to carry out programming training, and special lectures are used to broaden their horizons, so as to improve students' competition level and scientific research innovation ability. Guide the students are conducted to participate in the program design competition and scientific research projects, training and self-organization, to improve the students' teamwork ability, organizational ability and the ability to analyze and solve problems.

6. REFORM OF TEACHING MODES

We carry out the reform of blended teaching, explore different teaching modes and ideas, and adopt the pilot and comparison of four teaching modes successively. In the spring of 2019, there was an offline classroom teacher's explanation, and after class, students reviewed summaries, quizzed homework and discussed and answering questions online. In the fall of 2019, students had an online preview, and in the offline class, students explained and summarized, the teachers answered questions. In the spring of 2020, we conducted online preview for students, live interactive classroom summarization, exercises, group discussion, expansion and improvement. In the autumn of 2020, students will preview online, and internalize, discuss and expand offline, and after class, students quizzed homework and discussed and answering questions online.

7. REFORM OF TEACHING METHODS

To improve the teaching effect we innovation teaching methods. Starting from solving the problem and application, students mainly study by themselves, supplemented by teachers' guidance, pay attention to the personalized development of students, pay attention to ability, self-study and practice, to adapt to diversified needs, interest, communication and guidance. Induction, exploration, change perspective method is used to carry out teaching discussion, interactive teaching, mobilize positive thinking, stimulate learning interest. The combination of online and offline, diversity ways of interact and answer questions with platform, WeChat, QQ, live broadcast, MOOC, to meet the personalized needs of students.

Research learning is carried out to promote the development of students' learning ability. Students are conducted to think positively, to discuss, to arouse interest in learning, and to cultivate consciousness of active learning, research and innovation. Using heuristic, question and answer style, thinking, association, innovation give students inspiration, training of thinking ability. Research-based learning, inquiry-based learning and collaborative learning, special lectures is mad to expand and improve students' logical thinking ability and imagination, exercise students' autonomous learning ability, enhance students' confidence and enhance their ability to challenge themselves.

8. PROCESS CONTROL REFORM

The course assessment method is reformed, from the final exam results to course process assessment, assessment results = 50% process assessment + 50% final exam, process examination = 10% preview report + 50% MOOC process assessment + 40 classroom assessment. Classroom

assessment = 30% discussion presentation + 20% exercises + 20% project report + 30% comprehensive design.

Students study MOOC videos and document resources, submit preview reports in group cooperation, summarize chapter contents with mind mapping, raise questions and difficulties. teachers review preview reports, and grasp students' learning dynamics in time.

The procedural assessment of MOOC includes chapter tests, thinking discussions, mock exams and practical programming assignments using the automatic evaluation system to deepen the understanding and application of the content. Keep abreast of students' learning status through online data, and supervise students' learning progress through emails and notices. Online data is clear at a glance, teaching progress is clear at a glance, teaching quality becomes simple, specific, transparent and fair.

According to the characteristics of online courses, video barrage and timed tests are used to grasp the learning situation at any time, feedback the learning process data at any time, control the learning process at any time, and strengthen the monitoring of online learning discipline. To improve the authenticity and fairness of online data, Intelligence is used to assist homework correcting, topic randomization, selection randomization, data parameter randomization, avoid online unsupervised shortcomings. Data feedback at any time is used to remind students of progress, online answer questions to solve the problem of learning, these ensure the progress and quality of learning. Through the mutual evaluation of homework, it provides students with different ideas and comparison, develop students' ideas, deepen the grasp of the content.

Group discussion, group comprehensive design, group special report and practice results is introduced into evaluation, to examine scientific thinking and computational thinking, especially examine students' problem-solving ability, team cooperation, innovation ability and comprehensive quality.

We improve the process evaluation system to stimulate learning motivation and professional interest. Tencent live broadcast and classroom interaction is used for chapter summary, Q&A, practice, group discussion and knowledge expansion, to deepen and improve the content. We enhance students' interest in learning through knowledge concentration, personal customization and adaptive learning, to maximize the teaching quality. Big data is used to help students adjust learning plans and learning methods, so as to realize intelligent teaching

process.

Reform course assessment mechanism, from knowledge assessment to ability and accomplishment assessment, to realize the daily and process of assessment supervision. Open, investigative and practical questions are added in the examination to examine the breadth and depth of students' thinking, their problem-solving ability and practical and hands-on ability. The level and quality of the courses are reflected in the teaching evaluation of students on the online platform and in the offline classroom. Open curriculum enables courses and teachers to face social supervision and evaluation, facilitates the intervention of social capital and resources to restructure the knowledge industry chain, and makes knowledge education closer to social needs.

9. APPLICATION

In February 2019, the course launched the on-campus teaching platform. During the course construction, the school provided strong support and guidance in the aspects of project approval, video recording, platform launch, class adjustment, evaluation and assessment, etc. It is launched China University MOOC in August 2019, Wisdom Tree platform in December 2019, and Xueyin online platform in February 2020. By June 2021, it had served 224 schools with more than 10,000 students. MOOC students in Chinese universities grade the course 4.9/5 points, and students and supervision groups scored 97 points or more in school platform.

In the spring of 2019 offline classes is used. After class, online videos, courseware, tests and homework is deepened. Compared with before the reform in 2018, the average score of students has increased from 71.01 to 74.76. It is mainly through after-class video review and review summary, make up for the shortcomings of offline courses. Using the online ACM platform of automatic evaluation has strengthened the training of students' practical programming and improved their application ability.

It is launched China University MOOC in August 2019, students online preview MOOC videos, and in offline class students summarize, teachers answering questions, after class, students made online test, homework, discuss and answering questions. Compared with teaching offline lectures, students online lesson and answer question, improve the students' initiative and self-consciousness, causes the student to target, the students' average score increased from 74.76 to 78.11.

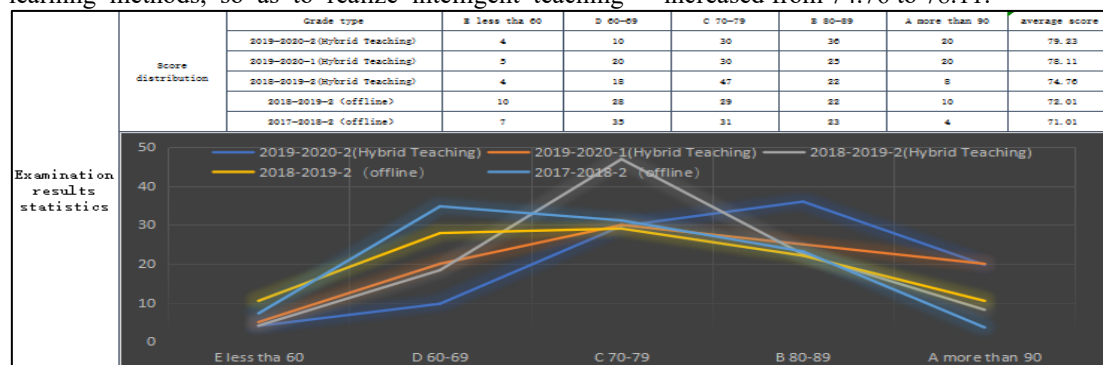


Figure 2. Comparison chart of average grades and fractional proportion of grades for the four semesters

In the spring of 2020 affected by the outbreak, students online preview MOOC and submit preview report, group discussion, practice, development and test, are carried out by live meeting and classroom interaction online, after class homework, discuss, answering questions, to further ensure the quality of student's preview, increase classroom interaction, improve the efficiency of the classroom. Through deepening, expanding and improving, the students' thoughts and horizons were broadened, and their teamwork ability and problem-solving ability were improved. The average score of the students was increased from 78.11 to 79.23.

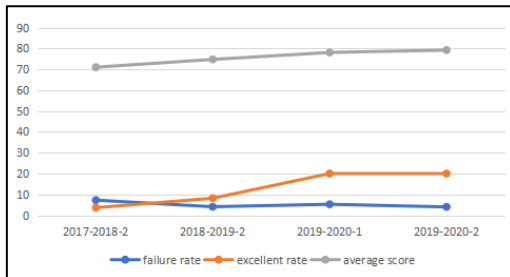


Figure 3. Comparison chart of average grades, failure rate and excellent rate for the four semesters

As can be seen from the figure above, the average score of the four semesters has been gradually improved, while the failure rate has been gradually decreased. The excellent rate has increased from 3.6% to 19.7%. The peak value of segment proportion gradually increases from D to B.

By setting up this course, we have guided more than 200 people to participate in various competitions and won more than 100 national and provincial awards. 27 people have been awarded the title of Excellent Instructional Teacher. We have made a historic breakthrough in ACM/ICPC, CCPC and China College Computer Contest. The algorithm analysis and design won the second prize of Excellent Shared Course in the spring semester of 2020 by Shandong University Curriculum Alliance.

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The Application Research of Simulated Situational Teaching Model In Campus English Classroom

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Abstract: With the development of economic globalization, China's attention to the level of English teaching and education is getting higher and higher. This paper expounds the importance of applying the model of simulated situation teaching in campus English classroom teaching. This paper analyzes the application of simulated situational teaching model in campus English classroom from the aspects of teaching reform integrating situational teaching model, designing situational teaching model and creating good teaching experience, so as to provide reference for the development of campus English teaching. **Key Words:** Situational Teaching; English Classroom; Teaching Mode

1. INTRODUCTION

English is a language course, in the learning process can not be rote, to be able to flexibly use in life. Situational model teaching in English classroom is a teaching model designed by teachers to arouse students' contact and use knowledge points by combining actual situations in life. Teachers can stimulate students' imagination through situational simulation teaching mode, which can lead students to actively participate in classroom teaching and create a good teaching atmosphere.

2. THE IMPORTANCE OF SIMULATED SITUATIONAL TEACHING MODE TO CAMPUS ENGLISH CLASS

Quality-oriented education requires students to develop in an all-round way and comprehensively strengthen and improve students' English listening, speaking, reading and writing abilities. As English learning includes a large number of vocabulary and grammar, in addition to daily accumulation and memory, teachers also need to help students improve their English application ability. Teachers can design or quote scenes consistent with the teaching content according to students' understanding of English knowledge and combining with teaching needs, and conduct simulation scenes in English class to help students deepen their understanding of English context, grammar, tense and other knowledge points. Through the application of simulated situation teaching in English classroom, it can effectively make up for the teaching disadvantages of the lack of language environment, and can play the role of deepening students' practical ability.

3. ANALYSIS OF THE APPLICATION STRATEGIES OF SIMULATED SITUATIONAL TEACHING MODE IN CAMPUS ENGLISH CLASSES

3.1 Integrate situational teaching mode

Teachers play a leading role in English teaching, and the

reform of English teaching mode has raised the requirements for teachers' teaching methods. Education reform is ideological reform, through changing the traditional fixed mode of teaching thinking, into the innovative situational teaching mode. Teachers should reinterpret the requirements of curriculum standards, rationally use situational experiential teaching methods, and combine situational teaching methods with classroom English in the campus. In the design of classroom teaching content, teachers should take full account of students' cognitive ability, interest and other learning factors, rationally select the content of situational teaching, and create situational teaching for the purpose of helping students effectively improve the efficiency of English classroom learning, so as to improve the teaching quality. When designing the situational teaching model, it should be based on the principle of teaching material, the content of the design should be closely related to the teaching theme, and the requirements and direction of English literacy cultivation stipulated in the new curriculum standard should be closely combined. In the design of situational teaching mode, it should be diversified and vivid, including games, music, animation and other contents, so as to continuously stimulate students' interest in learning from multiple perspectives and in an all-round way, and to guide students to build their interest in English classroom learning. In situational simulation teaching, teachers should pay attention to the performance of students, give guidance and encouragement as much as possible, help students to break through themselves in the practical application of English and establish good communication between teachers and students [1].

3.2 Design of situational teaching mode

As the traditional campus English classroom teaching is scripted cramming teaching, students can recite words, grammar and texts, so as to better complete the written test in practice and test, but the ability to use English in life is poor. In view of the students' lack of ability to use English, teachers should start from the simple to the deep and step by step in the situational teaching design, which can play a better role in guiding and inspiring. In the process of lesson preparation, teachers combine the mastering methods of the important and difficult contents with situational teaching through in-depth interpretation of the teaching materials and key teaching contents, and design scientific teaching problems and teaching programs, which is a good foundation for carrying out situational teaching. For example, when students learn birthday words, songs can be used to stimulate students' interest in

learning. First, the English song "Happy Birthday" can be played, then the English words and vocabularies can be explained, and finally, students can be organized to learn to sing English songs collectively. It not only makes students have a deeper understanding of English words, but also helps them learn English songs, which not only improves their English proficiency, but also stimulates their interest in learning English.

3.3 Create situational teaching experience

In the process of campus English classroom teaching, students will inevitably feel that English learning is boring and boring, resulting in a dull classroom atmosphere. Teachers can enrich the classroom by increasing students' classroom experience. On the one hand, they can grasp students' curiosity, and on the other hand, they can improve their concentration in English class. Campus English class can increase the teaching mode of simulated situations, increase students' practice opportunities, arouse independent thinking in classroom simulation teaching, and guide students to study and practice independently. By creating situational teaching simulation in the classroom, teachers can encourage students to participate in English classroom practice, rather than being limited to the level of instilling knowledge to students. For example, in learning English food vocabulary and "I like.. When it comes to the sentence pattern, the teacher prepares colorful cards of each Chinese food and gives them to the students, and designs the English sentence pattern "I like apple/I don't like cake" that students need to master in this English class. Students are required to ask each other in groups whether they like the food on the card with the help of the food cards and the English sentence pattern. Through the practice of English dialogue between students, so as to improve the level of oral English ability.

3.4 Add game teaching mode

The learning of campus English class can be combined with students' interest in games, and the purpose of attracting students to participate in English classroom practice can be achieved by designing situational teaching with game interest. For example, when teachers are teaching in class and students are not in a good learning state, or students are in a tense learning atmosphere, games can be used to improve the teaching quality. The teacher will divide the students into groups, and use the form of group competition results, write a few English letters on the blackboard, the students raise their hands to say the words with the letters, and give the group to add a cumulative point. Through the game can promote the active atmosphere of the English class, but also the inspection of students' vocabulary, but also through the students raise their hands to speak, to correct the students' oral pronunciation. At the end of the game, the winning

team can be praised and rewarded by the teacher, which can guide the students to learn English actively. English class becomes active and vivid, and students are more willing to participate in the class, which can effectively improve the quality of English classroom teaching.

3.5 Multiple scenarios expansion in class

In the process of campus English classroom teaching, teachers can lead students to participate in the simulated situation teaching, through the application of the simulated situation teaching model to the reading and recitation of English texts. The teacher plays the tapes of the English texts for the students in class to help them learn the pronunciation and intonation of the English texts. Then the students are divided into groups and assigned to the students the dialogue roles in the English texts. Through the dialogue between the students using the English texts, the students can deepen their understanding of the English context in the texts. In addition, students can prepare the corresponding costumes and props, and design the English text into a small stage play. Students can choose their favorite roles and perform the whole process in the way of English stage play. It can not only guide students to fully display their advantages in the practice process, but also improve students' English literacy and realize the in-depth expansion of campus English class [2].

4. CONCLUSION

To sum up, campus English classroom teaching needs to be integrated with teaching methods that can help students achieve comprehensive improvement, and the application of situational experience teaching in campus English classroom is an inevitable trend. Simulated situational teaching model can be extended in the campus English classroom, and give full play to its role in English teaching. It is of great significance for teachers to improve teaching quality and students to improve their concentration in English classroom learning. It can deeply cultivate students' English literacy, expand students' practical ability, and provide guarantee for the high efficiency of campus English classroom teaching.

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A Study on Quality Classroom Teaching Behavior Of Higher Vocational English Teachers From Tapck Perspective

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Abstract: With the deepening of education reform, great changes have taken place in students' education ideas. From the perspective of TPACK, English teachers in higher vocational colleges need to change their traditional teaching ideas, highlight the dominant position of students, and gradually shift from content teaching to method teaching and technology teaching. Students' thoughts in higher vocational colleges have been relatively mature. In the process of teaching, teachers should guide their thinking and active learning. From the perspective of TPACK, higher vocational English teachers need to constantly strengthen their skills learning, integrate information technology with English teaching, integrate all kinds of resources and optimize their teaching behavior. Based on this, This paper mainly studies the high-quality classroom teaching behaviors of English teachers in higher vocational colleges from the perspective of TAPCK, and puts forward optimization strategies.

Key Words: Tpack Perspective; English Teaching In Higher Vocational Colleges; Teacher's Classroom Behavior

1.INTRODUCTION

Higher vocational English teachers' teaching behavior not only affects the quality of the classroom, also affects the student's learning behavior, more impact on the teaching goal, therefore higher vocational English teachers should face the shortage of the existing in the work, with a forward-looking ideas to look at yourself in the classroom teaching behavior, to continuously strengthen their skill learning. In the aspect of teaching structure, subject knowledge, pedagogy knowledge and technology constantly strengthen learning and optimize, constantly enrich their own TPACK framework theory, so as to better influence students' learning behavior.

2.TPACK Framework Theory

TPACK framework theory is based on Internet technology and developed a kind of theory, is mainly refers to the integration of information technology and subject teaching, it belongs to a kind of modern teaching idea, also gradually by more and more students like the teacher in the TPACK framework theory need to integrate technology into their knowledge structure, integrating with the subject knowledge, The core elements of TPACK include three aspects: subject knowledge, teaching knowledge and technical knowledge [1].

TPACK framework theory has a significant impact on teachers' teaching ability, the most direct impact is will change teachers' teaching behavior, and teachers' teaching

behavior has direct influence on students' learning situation, the theory of constructivism emphasizes the teachers' role change, students in the process of learning is an active behavior, rather than a passive behavior, This theory emphasizes that students are the constructors of learning and the process of active supplement according to their own system.

3. DEFICIENCIES IN TEACHING BEHAVIORS OF ENGLISH TEACHERS IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF TPACK

3.1 Classroom teaching structure

Teachers in the classroom to ask questions, guidance, interaction and a series of instructions are classroom teaching behavior, its proportion in the whole class is teaching structure, part of the higher vocational teachers in the teaching process of the teaching structure is unreasonable, there is no right balance method, subject content knowledge and technology knowledge, the relationship between the three outstanding student's main body status. Higher vocational students' age characteristics have been relatively mature, the in the process of learning has formed its own set of learning system, part of the higher vocational students' learning foundation is weak, so the teacher in the classroom more should pay attention to your behavior, part of the higher vocational English teachers is not starting from the characteristics of English, and also unable to make the combination of teaching goals and student characteristics.

3.2 Discipline content knowledge level

TPACK perspective, the requirements of higher vocational English teachers should integrate the content of the subject, English is a practical subject and the higher vocational English teaching but also has strong applicability, directly linked to society for the study objective, part of the English teachers in the subject matter knowledge level can not meet the specified requirements, such as part of the higher vocational English teachers still can't do it all in English class, The standard of pronunciation is in urgent need of improvement. The subject content knowledge of English teachers in vocational colleges will directly influence their teaching behavior, and then influence the students.

3.3 Knowledge level of pedagogy

Teaching from the perspective of TPACK involves the knowledge level of pedagogy. Pedagogy refers to the methods used by teachers in the process of teaching, which affects the effect of teaching to a certain extent, and pedagogy is also an important part of teachers' behavior. Some English teachers in higher vocational colleges adopt

wrong methods in the teaching process, which can not create a good working atmosphere and can not fully mobilize students' learning enthusiasm.

4. TEACHING BEHAVIOR OPTIMIZATION STRATEGIES OF VOCATIONAL ENGLISH TEACHERS FROM THE PERSPECTIVE OF TPACK

4.1 Teachers themselves should attach importance to the study of TPACK knowledge

With the continuous development of information technology, the education industry is gradually approaching the direction of information technology. Therefore, English teachers in higher vocational colleges should view the current English teaching in higher vocational colleges from the perspective of TPACK. Teachers themselves should pay attention to the learning of TPACK knowledge, which can be carried out from the following aspects:

First of all, English teachers in higher vocational colleges should strengthen the effective integration of subject teaching knowledge and technology, constantly strengthen their own learning, and innovate teaching methods in combination with the characteristics of students in higher vocational colleges. English teachers in higher vocational colleges should constantly update their subject teaching knowledge according to the actual situation.

Second, the higher vocational English teachers should constantly to learning of information technology, and innovation of the current teaching method, should actively use the Internet information technology, through the multimedia platform to realize the teaching goal, teaching by using Internet technology, to effectively arouse student's study enthusiasm, higher vocational English teachers should encourage students to take the initiative to ask more, We should continue to strengthen exchanges and interactions with students.

Finally, the higher vocational English teachers should constantly strengthen the construction of the subject content knowledge in the teaching process to form their own teaching style, have to be expressed in behavior, and can be left a deep impression in the mind of students, can effectively attract student's attention, it is important to note that teachers should strictly according to the goal of higher vocational English teaching in the teaching design, On this basis, we constantly strengthen the construction of our own subject content.

4.2 A learning community platform shall be established among teachers

TPACK perspective, colleges and universities should build learning community platform for teachers, so as to promote communication between the higher vocational English teachers and technical exchanges, the establishment of community platform can stimulate the group strength, influence higher vocational English teachers' teaching behavior, and play a better teaching effect, can be improved from the following two aspects:

First of all, it is necessary to build a community platform that can promote the teaching behavior of English teachers in higher vocational colleges. The structure and age characteristics of teachers should be fully considered in the construction of the platform, and the construction of the platform should be targeted.

Secondly, it is necessary to build a community platform for activity exchange, rewards and punishments. Through activities, interaction and communication between teachers can be effectively promoted. Through the establishment of rewards and punishments mechanism, teachers can be encouraged to optimize the teaching system and teaching behavior, so as to create a high-quality classroom.

4.3 The school society shall establish a resource guarantee mechanism

The TPACK perspective of English teaching in higher vocational colleges can not only effectively improve the quality of teaching, but also continuously cultivate more comprehensive talents for the society. In order to achieve the goal of high-quality English classes in higher vocational colleges, both the study and the society should establish a resource guarantee mechanism to continuously optimize the teaching behavior of English teachers in higher vocational colleges [2].

First of all, vocational colleges should constantly introduce new equipment and technology, and constantly strengthen the training of English teachers, so that they can constantly master new teaching skills and provide material guarantee for their teaching behavior.

Secondly, the public should continue to strengthen the research and development of new technologies and new equipment, and increase the development of various teaching platforms and software, so as to provide a guarantee for the behavior of vocational English teachers.

5. CONCLUSION

From the perspective of TPACK, higher vocational English teachers should constantly strengthen their own learning, effectively integrate teaching knowledge, subject knowledge and skill knowledge, so as to constantly improve their professional quality, constantly optimize their teaching behavior, and then create a better English class.

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Study on Urban Traditional Street Space Renewal--A Case Study of Shibati in Chongqing

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Abstract: The regional landscape of traditional streets and alleys is an irreversible cultural resource, but with the development of society, under the baptism of the modernization process, the landscape culture of many traditional streets and alleys has been transformed by different degrees of modernity, for the excessive development of traditional streets and alleys and the blind modernization of traditional landscape. At the same time, the demolition and reconstruction of the traditional buildings on both sides of the streets and alleys caused the disappearance of a large part of the traditional streets and alleys as well as the historical memory and place spirit. This paper takes chongqing eighteen ladder traditional streets landscape of regional research as the theme, by reforming the traditional streets and lanes space city culture connotation, landscape elements analysis of the local traditional streets and lanes, summarized the traditional urban streets recession causes and types of the space, and relevant factors affect the local characteristics of the organic renewal of the traditional streets and lanes space to thinking and implementation method of the strategy This paper tries to explore the contradiction and unity between the historical streets and the modern development, in order to achieve that the urban streets and lanes in different areas can continue to develop their regional cultural characteristics in the process of globalization and create a more pleasant and full of place spirit living space for people.

Key Words: Regional Culture; Traditional Streets And Alleys; Place Spirit; Organic Renewal; Historical Memory

1. ANALYSIS OF THE REGIONAL CHARACTERISTICS OF SHISTI

1.1 Overall layout

1.1.1 Overall outlook

The overall features of Shibadi reflect the characteristics of Chinese traditional residential blocks. Due to the particularity of the geographical location, the building groups with layers of reclined terraces provide a good view of the river view. At the same time, the architectural groups are isomorphic to the mountainous terrain, showing the characteristics of the mountainous urban space closely overlapping.

1.1.2 Street system and spatial scale

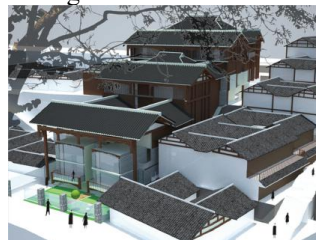
By means of the physiological feelings of the proportion and scale of the space to the subject in all aspects, the pleasant scale can make people feel safe, comfortable and friendly, stimulate the sense of place and belonging of local residents, enhance their perception of each other, and

promote the mutual communication between people and people and between people and space.

18 ladder streets form network is a typical mountain city street, the street space is 18 major public space in the ladder of pattern, the region has a good relationship between low and pleasant D/H (D: the width of the street, H: the height of the frontage), so to enter one of the pedestrians in the process of moving subjective feeling ten is very comfortable and full of affinity.

The street is compact in scale, with the width of the main pedestrian road of 7-12 meters, and the street D/H ratio of about 1.4. The width of the secondary footpath is 2.4-7 meters, and the street D/H ratio is about 0.64. The width of the community-level trail is 1.4-2.2 meters, and the D/H ratio of the living street is about 0.3-0.5. While there is a sense of tranquility, the streets and alleys crisscrossed each other, and the daily activities in the roadway are diversified. On the plane, the streets and alleys turn and intersect, and the facade contour changes, making the space more and more rhythmic. D/H of commercial streets and alleys is between 1-1.5, with compact space organization and no sense of pressure. Business is bustling and lively.

In terms of residential space and commercial space scale, Shibati Historic District maintains a good spatial scale to maintain the original spatial vitality. At the same time, Shisti Street has strong regional characteristics, reflecting the civilian and commercial nature of Chongqing's traditional urban public space, as well as the close relationship between neighbors. Although there are many streets and alleys, the accessibility is not very strong, because there are many end-type roads in the area, and no continuous traffic network has been formed. Many roads inside the block are too winding and closed, resulting in management dead corners.



[figure 1-1]

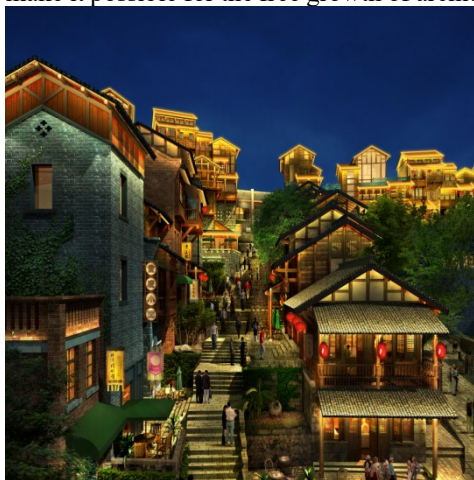
Streets across up and down, and center grow level streets and roadways, staggered along the natural terrain changes, clear hierarchy structure perfect, formed from the "main street, a street, a lane" space expanded hierarchy, horizontal vertical all follow the terrain changes] [figure

1-1, common eighteen ladder shaped streets rich charm and unique space change.

1.1.3 Spatial level and diversity

18 ladder rich space level and clear, from the entrance to the bench to the street space, to the courtyard space, every space level through the different scales of space connection form rich transition space, space field basis is provided for the diversity of behavior, and the diversity of behavior as magnets attract additional behavior to join to form the benign interaction of street space.

In order to adapt to the changes of terrain conditions [Fig. 2-2] and strive for more space for use, mountainous buildings often adopt a variety of forms to expand the architectural space to the maximum extent and form unique architectural space features of free growth. The traditional construction techniques in southwest China, such as bucket structure, mud wall and green tile roof, make it possible for the free growth of architectural space.



[figure 2-2]

2. SPACE ELEMENTS AND UTILIZATION

Sculptor Leigh Moore believes that "form and space are an inseparable continuum, and together they reflect that space is a plastic material element". The formation of space determines the way and characteristics of existence, and the enclosed space has the property of the enclosed interface. The interface processing can be divided into "boundary processing" and "spatial interface processing" according to the interface position.

First, the treatment of the boundary. In a relatively enclosed and closed space, the places where people gather tend to concentrate on the boundary of the space. In the street space of 18 stair, the edge space attached to the space boundary occupies a large proportion in the street space, and they continue the culture and vitality of the historic block.

Second, spatial interface processing. As the carrier of space formation, interface plays the role of carrying behavior, defining spatial scope and strengthening vision. The scale, texture, flatness, tone, pattern and other attributes of the ground laying materials provide different perceptual effects for the experience. Vertical interface is the main viewing surface for people, including external walls of boundary buildings, trees, landscape walls, water curtains, etc. The top interface occupies a smaller share than the former two and is uncertain. In the external space,

it is mainly reflected in the canopy of plants and the virtual top interface formed by the "field" effect generated by the building enclosure.

Third, functional compound and adaptability

As long as the principle of functional complexity refers to the combination relationship of functions in urban space, non-single functions are organized together for common use in the same space, applicability reflects the characteristics of organization, which refers to the interactive relationship and mutual cooperation between spatial functions and human needs. The function of Shibati Historical District is a compound form of existence, including: food, leisure, service, etc., which has rich forms of business and appears in a compound form.

3. PUBLIC ELEMENTS AND DESIGN OF STREETS AND ALLEYS

3.1 Public space and facilities

Space facilities both in the public service facilities and facilities, furniture and markers including art, public service facilities must meet the demands, the activities of the participants behavior is the dynamic space to create the necessary condition of street art refers to the public space in the landscape sketch design and outdoor furniture, bearing and embody the characteristics of urban streets and cultural attributes. Markers are the way to set up limited space, with a strong sense of space setting, such as the Jiefangbei Markers in Chongqing Jiefangbei Square.

3.2 Public Activities

Public activities are magnets to attract and gather people, and effective measures to create a vibrant space. From the perspective of the city itself, local traditional culture with distinctive features and various beneficial cultural activities not only enrich the spiritual life of residents, but also become the media to attract people and stimulate the vitality of the place.

4. DESIGN PRINCIPLES OF STREET SPACE VITALITY

4.1 Street and lane public space and facilities

The design principle of the vitality of public space in urban streets and alleys is closely related to the construction of urban development and vitality. The relationship between it and the design of urban vitality space is described in the following four aspects: "humanization principle", "functional conformity principle" and "self-organization principle"

4.1.1 Humanization principle of street space: The design of space vitality should follow the principle of people-oriented, and should take human behavior as the starting point of design. The urban public space that lacks the consideration of space vitality lacks the development of vitality. Dynamic space design design should meet the people's physical and mental characteristics, respect and care for people, create the space satisfied people experience, humanized design principle mainly embodied in the space of the usability, safety, rationality, systemic characteristics, through the space of humanized design principle to achieve the purpose of "people-oriented".

4.1.2 Principles of public participation in lane: Streets vitality space design in public activities provided in public participation principles embodied in the field, inducing the

public participation, perfect the facilities in space, such as benches, tables and chairs, signs can attract people to stay, for the communication between people, provide possibility behavior such as recreation, such as 18 ladder the small platform on both sides of the street, and spontaneous dining chair, etc.

4.1.3 Principle of functional complexity of streets and alleyways: Principle of functional complexity mainly refers to the combination relationship of functions in urban space, and non-single functions are organized and used together in the same space.

Because of the impact of urban development by what factors, most of the time space function has many properties, so the city street design must pay attention to the reasonable application of compound function, relative to the compound of space, the single function of the space meet the demand of a small number of people's behavior, and the compound of the urban space range is larger, more participants, Such behavior forms generate the possibility of diverse activities and encounters between different types of people, so as to realize the complexity of spatial behavior and make the urban life atmosphere full of vitality.

4.1.4 Principle of self-organization: construction land in mountainous areas is scarce and land and space are precious. In the long-term practice of settlement environment construction, mountainous residents have developed various means and methods to save land and space resources. In the street space, it is manifested as multifunctional compound, which is not only as traffic space, but also as commercial activity, social activity, neighborhood communication, ecological environment,

landscape organization and other Spaces, which improves the use efficiency of space.

5. CONCLUSION

The historical block in the city embodies the development history of the city. In the long period of self-development, it has realized the functional organization. The self-adaptation of its own functions and its space with the nearby residents has formed an interactive relationship to reflect the state of self-organization. Shisti Historic District preserves and continues the urban culture, which is the human and historical resources and historical memory in the urban culture. It embodies the mutual demands between people in the area and between people and space, and is an embodiment of the vitality of urban space. The benign interaction between man and space is an important component of the dynamic space. Only by the interaction between man and space can the street space with vitality be created.

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Influence Analysis of Swing Coach's Leadership Behavior on Athletes' Competition Performance

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Abstract: With the improvement of the social and economic level, China's sports competitive cause is also developing, swing as one of the sports items, the coach's leadership behavior will affect the athletes' competition performance. Based on this, in order to improve athletes' competition performance, it is necessary to analyze the specific impact of coaches' leadership behavior on athletes and conduct reliability and validity test, in order to provide effective suggestions for athletes' performance improvement.

Key Words: Swing Coach; Leadership Behavior; Athletes' Performance In Competition; Impact

1. INTRODUCTION

To master the swing coach leadership behavior on athletes race performance influence of internal mechanism, mainly from the coaches, cohesion, and leadership training game satisfaction three aspects to carry on the analysis, and by building a mediation model, master coaches group cohesion and training game satisfaction chain intermediary effect and function, indicate the direction for the optimization of coach leadership behavior.

2. OVERVIEW OF COACHES' LEADERSHIP BEHAVIOR

The so-called coaches' leadership behavior mainly refers to the coaches' influence on the athletes through their own words and deeds. At present, there are mainly authoritative and autocratic leadership and democratic and participatory leadership. The former is highly autocratic and takes winning as the center. The latter, on the other hand, is athlete-centered and highly democratic [1].

3. ANALYZE THE INFLUENCE OF THE SWING COACH'S LEADERSHIP BEHAVIOR ON THE ATHLETES' COMPETITION PERFORMANCE

3.1 Analysis tools

To better grasp the swing coach leadership behavior on far mobilize the internal influence mechanism of competition performance, the use of coach leadership behavior scale analysis of two dimensions of leadership behavior, democratic and authoritarian, namely in the study of the analysis, using 5 Likert scale score, the higher the equipartition, means that the impact of leadership style, the more obvious. In addition, a group environment questionnaire should be conducted. The Group Environment Questionnaire revised by Ma HongYu is used to analyze the four dimensions (ATG-S/T and GI-S/T) with 15 questions. After that, the 7-level Likert rating scale is used to calculate. Then, the training and competition satisfaction scale was used to analyze this

aspect. The problems in the revised "training and competition satisfaction scale" and "general life satisfaction scale" were adopted, and the 7-level Likert scale was also used to calculate. The higher the score, the stronger the training and competition satisfaction. Finally, the competition performance analysis is carried out, and individual scores are calculated according to the team contribution rate. The ratio of multiple operation points and the number of participants is the sub-points of the competition. Then, the total individual score is the sum of the sub-points of all the events the athletes participate in, and the calculation formula is: $F = \frac{S}{K}$, where F is the individual score of athletes, S is the score of multiple operators, K is the number of people in a certain parameter, I is the score of all events, and N is all events. Amos 21.0 and Excel were used to sort out and analyze the data, and statistical methods such as reliability and validity test, regression analysis and structural equation model were carried out to process the data. In the survey of athletes, 260 questionnaires were mainly issued, among which 241 were valid, with a recovery rate of 92.69%. On the basis of the questionnaire data, according to the above calculation and induction method, the final results of the coach leadership behavior scale were as follows: 0.734 for the democratic type and 0.779 for the authoritarian type; Questionnaire coefficient α of group environment was 0.724; The α of training game satisfaction scale was 0.817.

3.2 Result analysis

3.2.1 Analyze the correlation between variables

Mainly USES Spearman on coach leadership behavior, training match satisfaction, group cohesion and correlation coefficient analysis of athlete competition performance, among them, the coach leadership behavior in the democratic leadership behavior and the athletes race performance were positively correlated, in addition, group cohesion and satisfaction are related with training game, This means that swing coaches carry out training and management in a democratic way, build group cohesion and design scientific and reasonable training competition, which has a positive influence on the improvement of athletes' competition performance and results. The autocratic leadership behavior of coaches has negative correlation with the satisfaction of training and competition and group cohesion, but has nothing to do with the athletes' competition performance. In group cohesion, social attraction, tasks, attract the dimensions and performance, training, competition, athletes satisfaction positively correlated relationship, that is a good group cohesion can effectively promote the athlete

competition performance and result, and training game satisfaction increases, but has nothing to do with social group consistency, that is, there is no significant correlation; There is a positive correlation between the satisfaction of training and competition and the performance of athletes. It can be seen that there is no correlation between the authoritarian dimension, social consistency, group task and the athletes' competition performance of swing coaches.

3.2.2 Build impact analysis model

First, build a chained multiple mediation model. According to the above analysis results, two mediation models with democratic leadership behavior as the core can be constructed respectively, namely M1 and M2. The path of M1 model is as follows: democratic leadership behavior -- group social attraction/training game satisfaction/(group social attraction -- training game satisfaction) -- competition performance; The M2 model path includes: democratic leadership behavior -- group task attraction/training game satisfaction/(group task attraction -- training game satisfaction) -- competition performance.

Secondly, the M1 and M2 models are tested and analyzed. After controlling demographic variables, the regression analysis results of the relationship between variables in the M1 model are as follows: when the outcome variable and the predictive variable are competition performance and democratic leadership behavior, respectively, the overall fitting index $R^2=0.187$, $F=10.782^{**}$, the regression coefficient significance $\beta=0.095$, $t=1.576$; When democratic leadership behavior and group social attraction and training and competition satisfaction form the regression equation, the overall fitting index is $R^2=0.355$, $F=25.816^{**}$ and $R^2=0.476$, $F=35.432^{**}$, respectively. The regression coefficient significance were $\beta=0.562$, $t=10.474^{**}$ and $\beta=0.382$, $t=6.513^{**}$, respectively. When group social attraction was used as the outcome variable for regression analysis, the overall fitting index F was 0.336, and the significant regression coefficient β was 5.699 ** ; When athletes' competition performance was taken as the outcome variable and democratic leadership behavior was taken as the predictive variable, the overall fitting indexes were $R^2=0.265$ and $F=12.030^{**}$, respectively. The regression coefficients were significant $\beta=-0.142$ and $t=-1.877$. When the competition performance was regression analyzed with group social attraction and training competition satisfaction, the significance of regression coefficients were $\beta=0.108$, $t=1.453$ and $\beta=0.309$, $t=3.978^{**}$, respectively. It can be seen that in the M1 model, democratic leadership behavior positively predicts the dimension of group social attraction. Moreover, the coach's leadership behavior is democratic dimension, and when it predicts the satisfaction of training and competition with the dimension of group social attraction, both of them are positive and significant. However, when the three aspects are combined to predict the athletes' competition performance, only the satisfaction of training and competition can significantly predict it. Therefore, the mediating role of satisfaction of training and competition

is established, while the chain mediating model is not established.

When the model M2 was tested and analyzed, regression analysis was also carried out in this way. The results showed that democratic dimension positively predicted group task attraction dimension. If the democratic dimension and the group task attraction dimension were used in the regression analysis, both of them positively predicted the satisfaction of training and competition. When democratic dimension, training and competition satisfaction and group task attraction dimension predict athletes' competition performance, they are all significant predictions, but among them, democratic dimension does not have a significant positive prediction effect on athletes' competition performance, showing a "masking effect" [2].

3.3 Impact summary

3.3.1 Leadership behavior -- main effect of competition performance

As mentioned above, swing coach leadership behavior on athletes race total performance has no significant effect, but have a certain "cover effect", and for athletes race performance, the main influence factors of the athletes physical and psychological factors, external environment factors, factors, such as the policy and tactics coach leadership behavior is only part of the psychological factors. Among them, the authoritarian leadership of coaches' leadership will negative influence on athletes race performance, when athletes for a long time under the training and management of autocratic leadership behavior, for young athletes sports potential may exist unreasonable situation of mining, such as premature, excessive movement potential mining, violation of young athletes training intensity, In turn, sports injury and psychological pressure, or even psychological trauma, will be caused to athletes. With the accumulation of time, athletes no longer have the "should be motivated" to the autocratic leadership behavior of coaches, acquiesce to this kind of behavior mode, and gradually lose the stimulation effect on the performance of sports competition. The democratic leadership behavior of coaches can, to a certain extent, maintain the steady psychological state of athletes, ensure the stability of competition performance, and promote the improvement of athletes' competition performance.

3.3.2 Chain mediating effect of group cohesion and satisfaction in training and competition

The main effect reflects the relationship between coaches' leadership behavior and competition performance and performance, but does not explain the internal mechanism of the influence of leadership behavior on athletes' competition performance and performance. Therefore, the chain mediating role of the other two factors should be clarified. Task to attract the coach's democratic leadership behavior in group cohesion dimensions as intermediary variables, can effectively optimize the athletes' performance, improve the competition results of athletes has a positive effect, therefore, the coaches in the actual process of leadership, training, and in such aspects as group cohesion and training tasks should be construction and establishment as the key, emphasizes the interaction

between athletes, Especially in the team events, attention should not be paid to the performance and interaction of individual ability and skills, but should constantly enhance the task cohesion, so as to have a positive impact on the athletes' competition results. When carrying out leadership and training, coaches should cultivate a sports-performanch-oriented team based on democratic attitude, constantly improve athletes' cognitive level of group tasks and objectives, enhance their dependence on group emotions, and take this as an intermediary variable to improve athletes' competition performance. It is worth noting that the coach's democratic leadership behavior should stick to this key performance reasonable feedback and advice to athletes at the same time, create a harmonious team atmosphere, in order to arouse the enthusiasm of athletes to participate in training, athletes personal goal to ensure consistent with the collective goal, to optimize the athletes race performance, and outstanding athletic achievements. To sum up, in mastering the coach leadership behavior on athletes race performance after the internal influence mechanism, the democratic leadership behavior of the coaches should be "training game satisfaction", "group task", "community cohesion" and so on the influence of the use of their own leadership behavior, in order to play a role of promoting the athletes' competition performance, realize the competition performance, the athletes improve [3].

4. CONCLUSION

To sum up, the coaches democratic leadership behavior influence on athletes performance is the dynamic development, therefore, coaches should build good democratic atmosphere, and according to the athletes' psychological level, formulate conforms to the coordinated development of individual and team goals and training plan, implementation of team player effective regulation of competition and cooperation relations, thus fundamentally optimize its performance.

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Analysis Of the Whole Process Control Management of Environmental Protection Engineering

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Abstract: It is very necessary to carry out the whole process control management of environmental protection work, because the work can effectively prevent the occurrence of various risks, to ensure the efficiency and quality of engineering construction. This paper firstly narrates the importance and existing problems of implementing the whole process management in environmental protection engineering, and then expounds the methods of implementing the whole process control management in environmental protection engineering.

Key Words: Environmental Protection Engineering; Whole Process Control And Management

1. THE IMPORTANCE AND EXISTING PROBLEMS OF IMPLEMENTING WHOLE-PROCESS MANAGEMENT IN ENVIRONMENTAL PROTECTION ENGINEERING

1.1 Importance of whole-process management

If the relevant staff in the implementation of environmental protection engineering process management, then not only can effectively improve the efficiency of the construction, but also can effectively control the development of the work. Therefore, the corresponding staff in the actual construction, should strengthen the management and supervision of environmental protection work, so that it can effectively control the construction efficiency and construction quality of the whole project, and this is very important to environmental protection project can be completed on time and effectively. In real life, if the corresponding staff can scientifically and reasonably complete the management of the whole process of environmental protection engineering, then it can effectively promote the stable development of the local social environment. But the real life is that people for their own interests, excessive access to natural resources, the destruction of the natural environment, and this situation gradually makes the relationship between nature and human beings more and more tense. In order to effectively solve this problem, people need to correctly understanding the environmental pollution problems and the impact of environmental pollution of living creatures, and strengthen the protection of environment in our daily life, the face has caused the pollution problem should be timely to find the right solution, effectively control environmental pollution issues. To do this, you need to relevant personnel to reasonably control the implementation of the environmental protection work, clear the ascension of the current economic power is no longer promote the key

elements of the social development in our country, so we can't develop economy in the form of environmental pollution, but in the process of economic development should be combined with the protection of natural environment, In order to achieve this effect, it is necessary to comprehensively manage and control the implementation of environmental protection projects.

1.2 Main problems existing in the current whole-process control management

Although the speed of information dissemination in China is very fast, the general public has not formed the corresponding awareness of environmental protection at present, so it is difficult to effectively control and manage the corresponding work in the process of implementing environmental protection projects. In addition, the environmental problems facing our country are becoming more and more serious, the relevant environmental protection departments of the government put forward higher and higher requirements for enterprises in environmental protection work, but because the enterprises not only did not correctly understand the necessity of environmental protection work implementation, but also did not strictly control and manage the whole process of environmental protection engineering. They believe that the implementation of environmental protection projects does not need to use the corresponding staff to launch the corresponding management and control. This idea directly leads to the fact that even if the enterprise arranges corresponding staff to control and manage the whole process of environmental protection engineering, the expected effect cannot be achieved. The main reason for this situation is that enterprises use wrong environmental protection methods, coupled with the improper distribution of staff involved in environmental protection projects, so the implementation of environmental protection work is difficult to achieve the expected results. In the process of implementing environmental protection engineering, if the enterprise cannot carry out the corresponding management and control in an all-round way, then it means that the whole process control management plan of environmental protection engineering formulated by the relevant staff has certain limitations. In order to effectively complete the national environmental protection plan, enterprises first need to fully understand the current national requirements for the implementation of enterprise environmental protection projects, and then carry out the corresponding whole-process environmental protection control according to the actual development situation of

enterprises. The effective completion of this work can not only promote the development of modern management of enterprises to a certain extent, but also highlight the harmonious relationship between enterprises and the environment. But at present the application of environmental protection engineering system still exist many problems, the related staff to implement environmental protection degree is low, the environmental protection department does not pay attention to environmental protection work of the enterprise supervision, eventually make the enterprise can't make a sound system of environmental protection, the environmental protection equipment does not meet the corresponding standards.

2. IMPLEMENTATION METHOD OF WHOLE-PROCESS CONTROL MANAGEMENT

2.1 Establish a comprehensive management system in environmental protection projects

In the whole process of environmental protection engineering supervision is very important work, in order to effectively complete the regulation of environmental protection engineering, then this would require the relevant personnel can before start making perfect regulation system, establishing clear technical requirements of the standard, clear construction materials should be what kind of quality and safety standards, Thus for the implementation of environmental protection projects to lay a favorable material foundation. At the same time, the relevant staff should also be fully aware of the achievements of the environmental protection project, correctly control the direction of construction, so that the relevant staff can complete the corresponding work in strict accordance with the requirements of the construction. In addition, in the process of supervising environmental protection projects, it is necessary to establish the corresponding rules and regulations and working standards, so as to provide the corresponding legal guarantee for the implementation of environmental protection projects.

2.2 Specific normative steps and management system

At the present stage, many enterprises in China in the construction of environmental protection projects in the process of operation are not up to the standard, this is because the corresponding staff in the actual construction process due to the lack of corresponding skills, so it is difficult to meet the standard. In addition, most enterprises do not set the corresponding construction standards and construction requirements, so it is difficult to systematically manage the relevant staff specific construction process. In addition, because the review work of environmental protection projects is generally before the construction of the project, the corresponding staff is responsible for the evaluation and detection of the entire environmental protection project, so it can not effectively show the problems in the actual construction process in a comprehensive way, and ultimately lead to the quality of environmental protection projects can not be effectively improved. In order to effectively improve the construction quality of environmental protection projects, we should

first reasonably optimize and innovate the corresponding project control work, regularly check the improvement of various systems, and put forward feasible solutions according to the specific problems in the construction process, so as to promote the improvement of environmental protection work quality [1].

2.3 Importance of supervision

In general, environmental protection engineering including the whole process management of supervision and management, so in the actual construction process, the supervision and management of the enterprise in order to make environmental protection engineering work can in an orderly way, it should be determined strictly supervise the quality of the work, clarify the responsibilities of all staff, to undertake the corresponding consequences. However, in the actual operation of environmental protection projects, we should first reasonably distinguish the management of bidding system, contracting system, construction responsibility and so on, because only in this way can we effectively promote the development of environmental protection projects. And in the process of supervision and management of related staff, first of all should fully understand the actual content of the supervision and administration work, then in strict accordance with the enterprise corresponding rules and regulations strictly to carry out the supervision and management of work content, at the same time engaged in supervision and management of technical personnel should also fully realize its own responsibility, the whole process of environmental protection engineering construction scientifically, To effectively understand the legal knowledge that can be applied, so that the supervision of environmental protection work can be truly implemented [2].

3. CONCLUSION

The practical significance of implementing environmental protection engineering is to protect the environment accordingly, distribute the resources in the environment scientifically and reasonably, so as to build an environment in which man and nature can get along harmoniously. Therefore, the corresponding environmental protection departments of our government should strengthen the promotion of environmental protection projects. In this process, we can jointly supervise and manage the whole process of the construction and operation of environmental protection work by means of joint enterprises, so that it can truly promote the development of environmental protection in our country.

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Exploration And Practice Of Spoc Hybrid Teaching Based On Vocational Education Cloud Platform

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Abstract: Based on the SPOC hybrid course of engineering drawing and map recognition, which is based on the cloud platform of vocational education, this paper carries out the research on the application of online and offline hybrid learning mode, and puts forward the SPOC hybrid teaching method, which plays a leading and exemplary role in the informatization teaching reform of peers inside and outside the school, and has good practical significance.

Keywords: Spoc; Mixed Teaching; Vocational Education Cloud

1. THE SIGNIFICANCE OF BLENDED TEACHING

1.1 promoting curriculum construction

We should build SPOC online courses with distinctive characteristics of higher vocational education, carry out the practice of online and offline hybrid teaching reform, take the arrangement of fragmented excellent teaching resources as the starting point, take online and offline hybrid course teaching as the main line, comprehensively improve the teaching level of higher vocational education, and promote the construction and connotation development of high-quality specialty. The ultimate goal is to improve the quality of personnel training.

1.2 guide students to enjoy learning

The popularity of smart phones and computers has brought great convenience to the teaching of the course. Students can use mobile phones, computers, etc. to watch the teaching resources on the network platform of the course anytime and anywhere, and can pause and review any knowledge point of the course, so as to promote the improvement of the teaching effect of the course.

1.3 improve the level of instructional design

Through the hybrid teaching based on SPOC of vocational education cloud, we can solve all kinds of disadvantages of large class teaching in the past, and transfer teachers' main energy from the past curriculum management to teaching design.

2. RESEARCH OBJECTIVES OF BLENDED TEACHING

2.1, we should take advantage of the MOOC class platform and avoid its inherent shortcomings, and base on the face-to-face teaching practice of campus, and carry out the research and practice of the SPOC based blended learning mode in the Internet plus environment, and fully tap the best combination point of online learning and offline learning, from the operation basis, implementation plan, and so on. Effectiveness research and instructional design strategies are studied and practiced in four aspects.

2.2 to carry out the SPOC blended learning mode based on

the vocational education cloud platform, fully integrate the advantages of online and offline blended learning, carry out the flipped classroom teaching suitable for today's college teaching practice, and ultimately improve the classroom teaching effect and course teaching quality.

3. RESEARCH METHODS OF MIXED TEACHING

3.1 literature research method

Through searching, collecting, analyzing and synthesizing the relevant literature about the teaching reform of higher vocational courses and the training objectives and methods of higher vocational talents, the application of MOOC, SPOC and hybrid teaching mode is checked.

3.2 investigation and research method

Through questionnaire, we can understand the knowledge of the fragmented resources and mixed teaching on the network platform by the schools, students and teachers.

3.3 experience summary method

Experience comes from educational practice. Only by seriously and scientifically summing up educational experience and rising to the height of educational theory can we guide educational practice in a wider range. Through practice, this paper summarizes the advantages of SPOC hybrid teaching, combined with the analysis and synthesis of the reform of other industries and colleges, which has a certain reference value on the basis of theory and practice.

No matter what method is adopted, we should first clarify the concept of SPOC hybrid learning mode based on Vocational Education cloud platform and analyze its advantages. Select the courses suitable for SPOC hybrid learning mode based on Vocational Education cloud platform, and integrate micro video, animation, courseware, pictures and other fragmented teaching resources

4. IMPLEMENTATION OF MIXED TEACHING OF ENGINEERING DRAWING AND MAP RECOGNITION

"Engineering drawing and map recognition" has 205 resources and 172 question banks, which basically meet the needs of network course teaching, as shown in Figure 1. In the process of pre class teaching, according to the key and difficult points in the current teaching process, the network teaching resources are released. Teachers use the statistical data of the vocational education cloud platform to analyze the learning situation of all students, list the knowledge points, classify them into excellent, good and general groups, and formulate different teaching tasks according to the different situations of the three types.

When teaching in class. Teachers will be required to master the key and difficult content of this lesson unified teaching, and then according to the data of the network platform

group, focus on the general group to master the existing problems. In the process of explanation, we should analyze the effect of different parts according to different parts content and key points of parts drawing. After the teacher's explanation, the group should discuss and analyze the current part drawing scheme, and revise the part drawing according to the teacher's opinions. Through discussion and analysis, whether there is a more suitable part drawing scheme, the overall drawing of the whole part drawing can be completed.

In the process of teaching after class. First, according to the results of different drawing schemes produced by different groups, we gradually analyze the problems existing in the process of drawing part drawings. After integration, we publish all the key points to the teaching interactive platform to promote the overall improvement of students' learning quality.

The above teaching process is helpful to solve the problems that have plagued university teaching for a long time

4.1 how to really change the teaching mode of "one-way transmission of knowledge" of "full room filling" and introduce the mechanism of "natural interaction between teachers and students" in the whole process, so as to realize the "concept of autonomous learning".

4.2 how to solve the quality difference of the same course teaching caused by different teachers.

4.3 how to teach the professional theoretical knowledge of the course and cultivate the students' comprehensive ability in an all-round way through the teaching of each specific course, including scientific and rational critical thinking and good communication and expression skills, etc.

4.4 how to strengthen the implementation of teaching standards and processes; How to realize the unity of teaching standards and differences; How to make online education technology a regular part of course teaching.

After the implementation of blended teaching, through the investigation as shown in Table 1-1, we can know that:

Table 1-1 students' feedback data of engineering drawing and map recognition teaching resource questionnaire

evaluating indicator	Excellent or approved	Good or agreed	Failure or poor evaluation
The content of the website is vivid	51(88%)	6(10%)	1(2%)
Is the content helpful	47(81%)	8(14%)	3(5%)
Is layout reasonable	46(79%)	9(16%)	3(5%)
How about the animation	56(97%)	1(1.5%)	1(1.5%)
How about the sound and video effects	57(98%)	1(2%)	0(0%)
Is the difficulty reasonable	52(90%)	4(7%)	2(3%)
Is the teaching objective clear	44(76%)	11(19%)	3(5%)
Are the overall resources abundant	45(78%)	8(14%)	5(8%)

Among the eight evaluation data indicators, the highest

number of excellent people is 98%, that is, the effect of sound and video is excellent, and the lowest is 76%, that is, the teaching goal is not completely clear, with an average rate of 86%, and the overall evaluation of resource application effect is excellent. Among them, 76% were excellent and 8% were poor. According to this, compared with the traditional paper media, students pay more attention to whether the overall resources are rich. In addition, the "clear voice, smooth video" rating is 0%, from which we can see that the teaching resources based on SPOC concept have a high level of guarantee in audio-visual quality, and also form a good feedback effect on the dissemination, application and evaluation of teaching resources.

Based on engineering drawing and map recognition, a SPOC hybrid course based on the cloud platform of vocational education, this paper makes an attempt of hybrid teaching. In the future, how to use the cloud platform of vocational education SPOC to promote the school's education and teaching reform, improve the course quality and teaching effectiveness as a whole, truly realize the sharing of SPOC resources between schools, and further standardize the mutual recognition of SPOC credits, These problems are worthy of further study.

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The Mediating Effect Of Emotional Intelligence And Self-Esteem Between Rumination And Social Anxiety In College Student

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Abstract To explore the mediating effect of emotional intelligence and self-esteem between rumination and social anxiety, 346 college students were investigated by using Ruminative Response Scale, Interaction Anxiousness Scale, Wong and Law's Emotional Intelligence Scale and Self-esteem Scale as research tools. Through those researches, it was concluded that rumination not only directly affected the social anxiety of college students, but also indirectly affected the social anxiety of them through the mediation of emotional intelligence and self-esteem.

Key Words Rumination; Emotional Intelligence; Self-Esteem; Social Anxiety

1. INTRODUCTION

Social interaction is so significant for college students that most researchers found that people in the age group of 18-29 years old are extremely sensitive to interpersonal problems. With poor adaptability and interpersonal skills, individuals are likely to generate anxiety. Social anxiety is not only accompanied by emotional response and negative self-assessment, but also can contribute to individuals' evasion of social situations that are prone to generate anxiety^[1].

Rumination, as a negative cognitive style, may cause individuals to unconsciously ruminate on negative emotions and the details of related events, including the cause of the emotional state and its consequences^[2]. This can exaggerate the severity of the problem, and result in improperly processing of the emotion by individuals^[3]. Over time, biased cognition can influence their self-evaluation, which can easily lead to social anxiety.

Emotional intelligence which includes the ability to understand the meaning of emotions and their relationships, use emotional information to promote individual cognitive activities and deal with practical problems^[4]. In general, with higher emotional intelligence, individuals are better at handling interpersonal relationships, and experience less anxiety in social situations^[5].

Self-esteem is not only an evaluative component of self-consciousness, but also an attitudinal experience of self^[6]. Studies have provided that anxiety in social interaction is often seen as a kind of negative self-perception^[7]. In addition, self-esteem plays a significant role in rumination, emotional intelligence and social anxiety. Therefore, the studying hypothesis is emotional intelligence and self-esteem play a mediating effect in the relationship between

rumination and social anxiety.

2. METHODS

2.1 Participants

In this study, a total of 512 questionnaires were distributed to college students by random sampling, and 346 valid questionnaires were collected. The effective rate of the questionnaires was 67.58%, including 178 males and 168 females.

2.2 Questionnaires

Rumination was measured according to Ruminative response scale revised by Han Xiu et Al^[8]. The scale consists of 22 items and three factors. RRS Total Cronbach's α of the scale was 0.88, and each Cronbach's α of the factor was between 0.79-0.87.

Emotional intelligence was measured according to Wong and Law's Emotional Intelligence Scale^[9]. The scale was composed of 16 items and four factors. WLEIS Total Cronbach's α of the scale was 0.87, and each Cronbach's α of the factor was between 0.76-0.86.

Self-esteem was measured according to the self-esteem scale revised by Shen Zili et Al^[10]. The scale was composed of 10 items and the Cronbach's α of the scale was 0.86.

Social anxiety was measured according to Interaction Anxiousness Scale revised by Peng Chunzi et Al^[11]. There were 15 items and the Cronbach's α of the scale was 0.87.

2.3 Statistical Analyses

After the effective questionnaire was introduced into SPSS25.0, the data were converted and synthesized, and then the correlation analysis and the intermediary model test were carried out.

3. RESULTS

3.1 Results of correlation analysis of the major variables

Rumination was positively correlated with social anxiety ($r=0.507, p<0.01$), negatively correlated with emotional intelligence ($r=-0.256, p<0.01$) and self-esteem ($r=-0.364, p<0.01$). Emotional intelligence ($r=0.479, p<0.01$) was positively correlated with self-esteem, negatively correlated with social anxiety ($r=-0.376, p<0.01$). Self-esteem ($r=-0.460, p<0.01$) was negatively correlated with social anxiety (Table 1).

1 rumination, 2 social Anxiety, 3 self-esteem, 4 emotional intelligence, 5 symptom rumination, 6 brooding, 7 reflective pondering, 8 self-emotional appraisal, 9 other's emotional appraisal, 10 use of emotion, 11 regulation of emotion

3.2 Mediating effects
Rumination had significant negative effects on emotional intelligence ($\beta=-0.28, P<0.001$). When rumination and

emotional intelligence were analyzed simultaneously, rumination had significant negative effects on self-esteem($\beta=-0.26, P < 0.001$) and emotional intelligence($\beta=0.41, P < 0.001$) had significant positive effects on self-esteem. When rumination, emotional intelligence and self-esteem were analyzed

simultaneously, emotional intelligence and self-esteem had significant negative effects on social anxiety($\beta=-0.19, P < 0.001; \beta=-0.24, P < 0.001$), and rumination had significant positive effects on social anxiety($\beta=0.39, P < 0.001$)(Table 2).

Table 1 Correlation between variables(n=346)

	1	2	3	4	5	6	7	8	9	10	11
1	1										
2	0.507**	1									
3	-0.364**	-0.460**	1								
4	-0.256**	-0.376**	0.479**	1							
5	0.936**	0.458**	-0.292**	-0.185**	1						
6	0.904**	0.384**	-0.221**	-0.148**	0.831**	1					
7	0.972**	0.533**	-0.425**	-0.311**	0.861**	0.804**	1				
8	-0.183**	-0.297**	0.411**	0.876**	-0.128*	-0.078	-0.237**	1			
9	-0.002	-0.127*	0.246**	0.743**	0.048	0.012	-0.031	0.592**	1		
10	-0.324**	-0.390**	0.546**	0.856**	-0.246**	-0.186**	-0.390**	0.684**	0.498**	1	
11	-0.307**	-0.404**	0.367**	0.823**	-0.257**	-0.217**	-0.340**	0.626**	0.415**	0.627**	1

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, Down the same.

Table 2 Hierarchical regression analysis results

Criterion	Predictor	R	R ²	F	β	t
Emotional intelligence	Rumination	0.26	0.07	24.14	-0.26	-4.91***
Self-esteem	Rumination	0.54	0.29	70.68	-0.26	-5.50***
	Emotional intelligence				0.41	8.78***
Social anxiety	Rumination	0.60	0.36	65.43	0.38	8.08***
	Emotional intelligence				-0.16	-3.29***
	Self-esteem				-0.25	-4.80***

Based on bootstrapping to verify the significance of the mediating effects (Table 3), the results demonstrated that emotional intelligence and self-esteem played a vital mediating role. The total mediating effect was 31.43%. The three intermediate chains were (figure 1): indirect

effect 1(11.43%): rumination \rightarrow emotional intelligence \rightarrow social anxiety; indirect effect 2(14.29%): rumination \rightarrow self-esteem \rightarrow social anxiety; indirect effect 3(5.71%): rumination \rightarrow emotional intelligence \rightarrow self-esteem \rightarrow social anxiety.

Table 3 Bootstrapping results to verify the dual mediating effects

Indirect effect	Effect	SE	95%CI	
			LL	UL
Ind1: rumination \rightarrow emotional intelligence \rightarrow social anxiety	0.03	0.01	0.01	0.06
Ind2: rumination \rightarrow self-esteem \rightarrow social anxiety	0.05	0.01	0.02	0.07
Ind3: rumination \rightarrow emotional intelligence \rightarrow self-esteem \rightarrow social anxiety	0.02	0.01	0.01	0.03

CI, confidence interval; LL, lower limit; UL, upper limit.

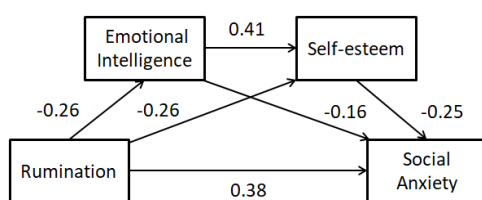


figure 1. A sequential dual-mediation model of emotional intelligence and self-esteem explaining the rumination and social anxiety

4. CONCLUSION

By analyzing the data, we discover that rumination can positively predict the social anxiety of college students. This proves the theory of reaction style that individuals with higher levels of rumination may recall more negative events related to social interaction, which may result in improperly processing of the emotion. It not only affects the effective solution of related problems, but also causes individuals to have negative self-evaluation, which leads them to have negative expectations of future social interaction, and even to evade interpersonal interaction^[12].

After putting emotional intelligence and self-esteem into the influence of rumination on social anxiety, we discover that rumination has an effect on social anxiety through three mediums: the independent mediator of emotional intelligence and self-esteem, and the chain-mediated effect of emotional intelligence and self-esteem. In general, when people suffer from negative events, individuals with low rumination are more receptive to their emotions and better at managing their negative emotions than others. In turn, they rate themselves more positively, cultivate better relationships, and experience less anxiety in social situations. In contrast, with high rumination, individuals are prior to keep in negative cognition and emotion, which may hinder their awareness of positive signals, harm their confidence and judge themselves negatively. This will affect the physical and mental health and academic achievements of college students. In addition, it also has different degrees of damage to social contact, future career and marriage. Therefore, it can be concluded that rumination not only directly affects social anxiety, but also indirectly affects

the social anxiety of them through the mediation of emotional intelligence and self-esteem.

Several other limitations should be acknowledged when interpreting the current study. Firstly, our sample size was relatively small because few patients are willing to participate, which limited statistical power in this study. Future studies are needed in larger samples to clarify this issue. Secondly, only the whole ruminant thinking, emotional intelligence as a whole was analyzed. In the following research, we can further explore the mediating role of the dimensions of emotional intelligence in the dimensions of rumination.

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A Study On The Ideological And Political Path Of College English Curriculum Under The Guidance Of The New Curriculum Standard

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Abstract: Under the guidance of the new curriculum standard, college students should not only learn English professional knowledge well, but also pay attention to the in-depth study of ideological and political theories, so as to improve their comprehensive quality. Based on the current situation of college English teaching, this paper makes an in-depth study on the ideological and political teaching path of college English courses, and puts forward some effective measures, such as increasing the importance of ideological and political education and digging deeply into the ideological and political education elements in textbooks, in order to adjust the teaching mode and gradually enrich the ideological and political teaching forms.

Key Words: New Curriculum Standard; College English; Ideological Path

1. INTRODUCTION

Strengthening the ideological and political education of college students is a new subject under the guidance of the new curriculum standard, and it is also the basic work to cultivate the sense of responsibility of college students. As the traditional ideological and political teaching has a strong theoretical nature, it is difficult to achieve ideal teaching effects. In this regard, many colleges and universities have proposed to infiltrate ideological and political contents in college English classes. This innovative teaching form has certain advantages, but it also has great difficulties, so it needs to be continuously explored.

2. AN ANALYSIS OF THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL TEACHING IN COLLEGE ENGLISH CLASSES

In conventional college English teaching, students usually try to start from foreign cultures and language habits such as the United Kingdom and the United States and gradually carry out infiltration teaching. Although this method is helpful to improve students' language expression skills to some extent, it ignores the introduction of ideological and political content. Therefore, through the analysis of the current situation of ideological and political teaching in college English courses in China, we can also find several problems. Firstly, the current English textbooks involve relatively few ideological and political elements, while the introduction of foreign culture is relatively heavy. Secondly, there is a lack of teaching vocabularies about traditional culture with Chinese characteristics, which makes it difficult for college students to keep up with the

pace of the development of The Times. Finally, teachers lack the skills and means to infiltrate ideological and political content in English classes. In other words, teachers' awareness seriously affects the richness of English classes, which on the one hand restricts students' understanding and learning of English knowledge, and on the other hand, it is difficult to achieve intercultural development [1].

3. RESEARCH ON THE IDEOLOGICAL AND POLITICAL PATHS OF COLLEGE ENGLISH COURSES UNDER THE GUIDANCE OF THE NEW CURRICULUM STANDARD

3.1 Improve the importance of ideological and political education

The infiltration of ideological and political education in college English classroom teaching is only a concrete manifestation. In essence, ideological and political education should be normalized in routine study and life, so as to lay a foundation for improving college students' sense of responsibility and mission. University education, in particular, the students are in a critical period of step into society, so the education activities can not only focus on student performance levels, and gradually increase the degree of attention to the ideological and political education, to teaching and art education, moral education and culture courses such as history closely linked, strive to make breakthrough in the form of traditional limit, realize the large span adjustment, To establish the feasibility of ideological and political education in universities.

3.2 Dig deeply the ideological and political education elements in textbooks

As is known to all, English textbooks are the basic materials for college English teaching. Therefore, some ideological and political elements must be incorporated as much as possible in the content arrangement and design, so as to facilitate the introduction of quality culture in college English classes more directly. At present, due to the influence of traditional teaching ideas, the content of ideological and political education in the current English textbooks is not sufficient. Even if some links involve the explanation of ideological and political education, it is basically the experience of teachers. Therefore, we should not only dig deep into the content of the textbook, but also supplement the ideological and political education elements. First of all, the university students' acceptance ability and cognitive level should be fully combined to prevent too idealized concepts from stimulating students' interest in learning. Secondly, by referring to the

expression form and infiltration method of British and American culture in the textbook, the ideological and political theories representing Chinese characteristics can be more naturally integrated into it. At the same time, it can also improve the intuitiveness of teaching content by means of audio and video. Finally, science learns from good reading materials. For example, English translation of Chinese classic literature readings and adding them to textbooks can not only enrich teaching materials, but also improve the level of knowledge learning from a professional perspective.

3.3 Create teaching situation to provide space for students' ideological and political development

In order to improve the effectiveness of ideological and political education in college English class, it is necessary to construct a scientific and efficient communication situation from the perspective of classroom context and students' real life, so as to satisfy the students' thirst for knowledge. For example, regional culture can be added to English teaching activities to complete the transition of ideological and political consciousness from the perspective of shaping values. In the specific teaching process, ideological and political theories can be combined with English teaching with the help of "genetic" teaching ideas, so as to optimize the learning atmosphere and highlight the value of moral education.

3.4 Big data platform for scientific application

One of the main characteristics of teaching in the new era is to give full play to the advantages of big data platform to innovate the teaching mode. First of all, with the help of big data platform, teaching materials can be drawn more widely and operate more quickly. Teachers can directly retrieve the contents of ideological and political education in class to improve classroom efficiency. Secondly, with the help of information technology and multimedia technology, the teaching forms are richer and the limitations of time and space are reduced. For example, through group information sharing, students can feel the cultural edification flexibly; Finally, big data can be directly connected to learning terminal devices, such as mobile phones and learning machines, so as to accurately collect the browsing content of students, and push the content consistent with interest points for students through professional data statistics and analysis.

3.5 Assignment of homework and tasks related to ideological and political education

The development of college English ideological and political teaching should not stay in the classroom, but also make full use of the time after class to enhance the integration of English teaching and ideological and political teaching by assigning exercises. For example, when we explain western culture, teachers can grasp the key points, use the methods such as question guidance to trigger the discussion of political theories with Chinese characteristics, and strengthen grammar training

simultaneously to improve the synergistic expression of oral English and ideological and political consciousness.

3.6 Pay attention to teaching and interaction

To construct an English teaching system with characteristic ideological and political elements, first of all, we should fully implement the fundamental requirements of "cultural education", enrich the educational and cultural system, and appropriately increase the proportion of quality-oriented education. Secondly, starting from the learning situation, the implementation of stratified teaching. Based on students' basic English ability and individualized characteristics, the teaching plan should be adjusted scientifically to improve the effectiveness. Finally, innovative teaching activities to make the English classroom more efficient. For example, cultural translation competitions are organized to improve English application ability and thinking level [2].

3.7 Build the channel of melting media

The foundation of creating the channel of financial media is the building of a comprehensive learning platform in colleges and universities. For example, the teaching official website is connected with professional ideological and political vocabulary and English ideological and political APP, so as to provide characteristic teaching services for teachers and students. In addition, we should also devote ourselves to the preparation of the English wisdom platform, which will strive to have multiple functions such as learning, consulting and interactive communication, so as to expand the wisdom classroom activity section and highlight the educational function to the greatest extent.

4. CONCLUSION

To study the ideological and political approaches of college English courses under the guidance of the new curriculum standard, we must first transform teachers' teaching consciousness to meet the new teaching needs. Then according to the teaching design, enrich the curriculum resources and do a good job in the adjustment and application of teaching means. In addition, we should pay attention to the classroom feedback, grasp the key points of ideological and political education, and devote ourselves to the steady improvement of teaching level, so as to enhance the cultural level and political height of college students.

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The Problems And Development Ideas Of Basketball Education Reform In Higher Vocational Colleges

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Abstract: Under the huge tide of education reform, sports has become the key to enhance comprehensive quality education. It is known that the basketball teaching reform is carried out in full swing in higher vocational colleges, but most of them are just a form, and the basketball education reform has not been thoroughly implemented. According to the current situation of basketball education in higher vocational colleges, this paper deeply analyzes the barriers that hinder the development of basketball education, and tries to create a new pattern of basketball teaching in higher vocational colleges with the core of improving students' physical quality and ability.

Key Words: Higher Vocational Colleges; Basketball Education Reform; Strategy; The Development Train Of Thought

1. INTRODUCTION

Basketball is one of the students of sports participation of higher sports, most of the students don't need to interest in basketball training, with the deepening of education reform and innovation of education concept, we saw the difficulty of the education reform, the understanding of education reform is not the plan can make achievements, barrier to hinder the basketball education reform resolutely under test, However, as one of the sports with high charm, basketball can play a decisive role in the comprehensive quality of students in higher vocational colleges. At present, students have become the backbone of basketball education for the whole people, so it is urgent to realize the reform of basketball education in high schools.

2. PROBLEMS OF BASKETBALL EDUCATION REFORM IN HIGHER VOCATIONAL COLLEGES

2.1 The curriculum system is not standardized

At present, many higher vocational colleges have not included basketball education in important courses, and the curriculum system is not perfect enough. A lot of education reform in higher vocational colleges are concentrated in one for a week or two, the necessary course system specification depends largely on the importance of college leadership, many higher vocational colleges leadership did not realize the importance of basketball education, don't know the development of basketball education have much help for students body and mind, not all, of the ideas behind cause education equipment, The course could not be carried out. There is no energy and funds to invest in it, thus eliminating the enthusiasm of students and seriously affecting the process of basketball reform in higher vocational education.

2.2 Weak faculty

Relationship between teachers' literacy education quality and talent quality, the high quality of teachers is the precondition of creating high quality talents, higher vocational colleges education course in most cases by professional teachers and counselors, professional class teachers and instructors lack of basketball knowledge and understanding of education, most of the basketball course just cope with the higher check, basketball education effect is not obvious. To cultivate students' basketball culture, we must train teachers' basketball culture first, and to strengthen students' basketball education, we must recruit more talents with comprehensive quality.

2.3 Insufficient combination of basketball training

Professional basketball education and student each other is not enough, difficult to let the students in the field of professional set up the love of basketball, fail to attract students' exercise, teaching schedule technology level is low, basketball basic technology trading takes too long time, the theory and real time is less, unable to reach a level consistent with the cognitive, students passively accept professional, wood, master basketball skills, Caused teaching and actual combat disjointed.

2.4 Educational concept is not scientific

Previous basketball teaching emphasize the "thing" as the main body, because difference of each person's personal interests, for basketball interest in "people", so in basketball course education, should fully consider this, considering the students' ideas, guide students to active learning, from the perspective of students, understand students' perceptions of basketball course, the need for study, It fails to teach students in accordance with their aptitude and neglects their individual development.

3. STRATEGIES FOR INNOVATION AND ENTREPRENEURSHIP EDUCATION REFORM IN HIGHER VOCATIONAL COLLEGES

3.1 Update the educational concept

Use students' idol psychology, use the "star effect" to activate the learning interest, such as the spirit of Kobe Bryant, Yao Ming spirit and so on. Idol role models are very appealing, attractive and inspiring. Students have a strong imitator. They will imitate the same actions and behaviors.

3.2 Accelerate curriculum construction

Colleges must always adhere to the teaching center, to develop a practical and effective quality of basketball course, the construction of the subject of basketball of campus culture, build strong basketball atmosphere, set up the class basketball team, set up "basketball Angle", we

regularly organize basketball class lectures, extensive publicity, popularizing basketball knowledge and teaching of specification action, etc., We should also increase the frequency of PE classes and take basketball teaching as the key teaching content of PE classes in schools.

3.3 Strengthen teacher training

Specification of teacher training system, establish and improve the scientific evaluation mechanism, pay attention to the training of professional knowledge, consciously cultivate teachers' personal quality, improve the teachers' management and ideological and moral cultivation, implement education of higher vocational college basketball teaching reform of our country should be the teachers training, education idea, teaching contents and teacher resources from several aspects to obtain, Strictly control every link of teaching reform. In the training process, strengthen the training of practical ability, balance theoretical knowledge and practical ability, make the training process standardized and scientific, so as to improve the quality of training.

4. THE IMPORTANCE OF BASKETBALL EDUCATION FOR SOCIAL DEVELOPMENT

Basketball teaching in higher vocational colleges is an important way to cultivate students' sports consciousness and improve their comprehensive quality, guide students' consciousness and initiative, and finally promote students' interest in basketball. Bring up the students' basketball consciousness is to cultivate students' sports consciousness, sports, no matter what can exercise is effective, besides basketball can arouse the students' thinking flexibility and variability, can form positive psychological quality and warm and generous personality accomplishment, the current widespread lack of such art all-round development of morality, intelligence and physique of students.

5. THOUGHTS ON THE DEVELOPMENT OF BASKETBALL EDUCATION REFORM IN VOCATIONAL COLLEGES

5.1 Improve system construction

In fact, it is equally important to popularize the basketball knowledge and theory as well as the basketball standard posture. In most cases, basketball education is just a decoration, which can only allow students to study for credits, but in essence fails to meet the basic requirements of opening these courses. Therefore, improving the physical education curriculum system is the basis for realizing the training objectives of higher vocational education and the premise for guaranteeing the quality education of higher vocational colleges.

5.2 Deepen the construction of curriculum system

In terms of basketball teaching, the traditional teaching method is too single, traditional physical education curriculum teaching does not require any guidance, let the students themselves, want to develop better college basketball course teaching, quality education must be

combined with basketball teaching, increase the basketball class and elective courses, improve teaching methods, with the person this, We should popularize the professional knowledge of basketball in the ordinary lectures, so that students can understand the professional basketball. In the process of learning, we should also arrange the degree of difficulty, and have different courses for different students.

5.3 Throughout the educational process

"The body is the capital of the revolution", through basketball education, constantly improve students' sports awareness, sports spirit and sports ability, through a variety of activities and courses to stimulate their sports awareness, so we must vigorously advocate and strengthen entrepreneurship education, and sports education throughout the whole process of school education, Through the sports education unceasingly improves and the maximum limit trains the student's physical quality ability. Only by running sports education through the whole process of school education can the students be most likely to develop into talents with comprehensive quality and become successors of socialism with Chinese characteristics.

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A study on English translation of *A Bite of China* under the guidance of Three Principles

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Abstract: Publicity-oriented C/E translation is one of China's important means of disseminating information to overseas recipients. It plays an important role in spreading the voice of China. *A bite of China*, as a worldwide popular food documentary, is an important means of spreading Chinese culture to the outside world and is an effective channel for other countries to better understand China. Therefore, the study of its publicity-oriented C/E translation is of great significance for enhancing communication between China and foreign countries. Under the guidance of Three Principles proposed by Mr. Huang Youyi, namely being close to the reality of China's development, being close to the needs of foreign audiences' needs for Chinese information, and being close to the thinking habits of foreign audiences, this paper mainly studies the English translation of *A Bite of China*. There are many kinds of dishes in *A Bite of China*, which require different translation strategies. Because the appropriate use of translation methods can maximize the transmission of Chinese culture, *A Bite of China* uses a lot of translation strategies to make it easier for westerners to understand. The paper is aimed at discussing the translation strategies used in the English edition of the televised documentary, including foreignization and domestication. Besides, the paper also focuses on the analysis of these translations, trying to find out how they reflect Chinese culture and how they meet the Three Principles.

Keywords: *a Bite Of China*; Publicity-Oriented c/e Translation; Foreignization And Domestication; Three Principles

1. INTRODUCTION

With the further development of China's international status and influence, China has become more closely connected with the world, and the international community has a growing need to know more about China. Food is a common channel of human expression, which contains rich fine Chinese culture and spirit. *A bite of China* is a popular food documentary in the world, the translation study of which is of great significance to the communication between China and other countries. The translation of Chinese food is no longer a literal translation of text, but a publicity campaign. Based on the three principles of adherence in publicity-oriented C/E translation proposed by Mr. Huang Youyi, which means publicity-oriented C/E translators should master and adhere to the principles of being closer to the reality of China's development, being closer to the target audience's needs of information from China, and being closer to the target audience's thinking patterns.^[1] This paper aims to study the translation strategies adopted in *A Bite of China*

and find whether they meet the three principles of closeness or not.

1.1 Significance of the Study

In 2012, China central television (CCTV) launched a televised documentary about food called *A Bite of China* on the Internet. The main content is about all kinds of food in different parts of China, and it is aimed to show the daily life, interpersonal relationship, characteristic culture and values of the Chinese nation through food. Director Chen Xiaoping mentions the motive of shooting this documentary. He said the documentary is made with respect to food, wishing that the audience can feel Chinese people's passion for life from their love for food. Moreover, the most attractive part of the documentary is that it can let the audience understand China, especially for foreigners. By using food as a medium, audiences around the world will be amazed at the beauty of Chinese food and then perceive the essence of Chinese cultural tradition. This is the goal of *A Bite of China*. It can be seen that *A Bite of China* not only focuses on food, but also pay more attention to the story behind food. It brings people cultural thinking beyond food and national boundaries, and completes the mission of spreading Chinese culture. It is an excellent work with cross-cultural communication significance. Besides, it is also an important means of spreading Chinese culture abroad and an effective channel for other countries to know more about China. In the process of cross-cultural communication, the importance of the translation of dish names is of vital importance. The names of dishes reflect people's yearning for a better life, the pursuit for wealth, the pray for safety and other cultural psychology. Translation is the most important information. Otherwise, no matter how splendid the translation of dish is, it is empty and useless for foreign audiences.

"The masses regard food as their heaven" reflects the important position of "eating" in the daily life of the Chinese people. People in China are proud of the variety of cooking methods and mouth-watering taste of Chinese food, but many westerners can't understand. This is because of English translation of Chinese food. Due to China's numerous cooking tools, special cooking techniques, and unique ethnic aesthetic tastes contained in the names and recipes of the dishes, it is difficult to be perfectly presented in translation, and many of them have been lost after conversion into the target language. The loss of important information not only makes the target language readers confused after seeing it but also leads to some mistranslations based on literal meanings. For example, if the translation of "童子鸡" is chicken without sexual life, instead of provoking the appetite of the target

language readers, it will arouse great disgust. The English version of *A Bite of China* sets an example for translation and communication. With its high-quality translation and detailed cultural analysis and background rendering, it not only eliminates the gap between cultures among western audiences, but also stimulates their cultural and ideological identity, which is of inestimable value for the dissemination of Chinese culture. It uses precise words and detailed translation, which effectively compensates for the semantic inequality in diet translation and provides a feasible method for Chinese diet translation. What's more, *A Bite of China* also offers the rich historical information and cultural contents contained in the Chinese cuisine to audiences, and facilitates the active dissemination of Chinese diet culture and the aesthetic taste of Chinese nation abroad. Above all, *A Bite of China* is a good way to transfer our culture and communicate with the world, so a study on the English translation of *A Bite of China* under the guidance of the Three Principles is of vital importance.

1.2 Objectives of the Study

Changes in the time have made China and the world more and more closely linked, and the corresponding demand for publicity-oriented C/E translation has also increased. It is urgent to establish a set of publicity-oriented C/E translation theories suitable for Chinese people to provide effective reference for Chinese translation practice, so as to strengthen China's cultural influence and spiritual appeal in the world. At the same time, it can effectively disseminate our ideology, morals, and lifestyle. The translation of *A Bite of China* should fully reflect the characteristics of traditional Chinese culture on the basis of conveying the language connotation for the purpose of communication. This paper studies the English translation of *A Bite of China* from the perspective of the Three Principles, aiming to check that whether it best implements the promotional function of the original text, hoping to help spread Chinese culture in the world.

1.3 Organization of the Thesis

Publicity-oriented C/E translation is a subordinate definition of translation. Based on the principle that universality resides in and expresses through particularity, publicity-oriented C/E translation should follow the basic principles of general translation. The specific situation is adjusted in terms of characteristics and requirements. In the context of the world's multicultural competition and development, China must work hard to break language barriers and restrictions, improve the level of publicity-oriented C/E translation. Only in this way can China's vast and profound culture run a long history, be global in nature, and be recognized by the world. In the process of publicity-oriented C/E translation, in addition to following the principles of "faithfulness, expressiveness, elegance" and "functional equivalence", the translators must base their translation on the Three Principles of publicity-oriented C/E translation and accurately master them. After summing up his years of practical experience in publicity-oriented C/E translation, Huang Youyi put forward the theory of Three Principles. He pointed out that a prominent feature of the publicity-oriented C/E translation

work has is that a large amount of information about China is translated from Chinese into foreign languages and disseminated through books, periodicals, newspapers, radio, television, Internet and other media as well as international conferences. This characteristic determines that in addition to the criterion of "faithfulness, expressiveness and elegance" that all translation work needs to follow, translators should be familiar with and apply the theory of Three Principles, namely translation should be close to the reality of China's development, the needs of foreign audiences for Chinese information, and the thinking habits of foreign audiences. However, in some cases, even if the theory is well grasped, there may be conflicts when reconciling China's actual situation with foreign acceptance. To avoid conflicts, translators need the ability to assess the importance of content, concentrate on studying foreign cultures and values, and summarize cultural differences according to the way the audience think. We cannot simply translate word-by-word mechanically based on the content. We must first fully understand the original text and then arrange it appropriately for additional translation or deletion. In short, not only to make the foreign audience understand, but also to make them accept.

2. LITERATURE REVIEW

2.1 Introduction

A Bite of China filmed by CCTV is a televised documentary that focuses on food culture. Concentrating on the food culture of various places of China, it shows the daily life and interpersonal relationship of Chinese people, thus revealing the distinctive culture and values of the Chinese nation. It has won the unanimous praise of people for its unique interpretation of food culture after broadcasting, which has aroused widespread hot discussion in the society. The reason for its popularity is not only the record of all different kinds of food, but also because it enables people to see the essence through the phenomenon. It is not limited to the surface food and diet, but to study the social changes and cultural traditions behind the diet which make the audience feel the touch from deep inside. Because of its abundant and colorful content that symbolizes Chinese culture, *A Bite of China* is also an important means of spreading Chinese culture abroad and introducing China to the world. Nowadays, publicity-oriented C/E translation plays an important role in international communication. It is an important bond for China to strengthen the cooperation with other countries and enhance mutual understanding between China and the rest of the world. Just as He Wu said, "food is the universal language of human beings containing rich Chinese culture and spirit, publicity-oriented C/E translation of *A Bite of China* themed on Chinese food and culture is significant to enhance the communication between China and foreign countries." [2] So we have already introduced the English edition of the televised documentary to promote its spread. Because the content of *A Bite of China* is complicated, including unique Chinese food, thought and culture, we should pay more attention to the differences between Chinese culture and foreign culture while translating. This requires the

translator to be close to the reality of China's development, foreign audiences' demands for information and their mind habits. In other words, we should follow the Three Principles. Above all, the study on English translation of *A Bite of China* under the guidance of Three Principles is of vital importance, and this is the topic of my paper. The article is aimed at discussing the translation strategies used in English edition of the documentary and whether they meet the requirements of Three Principles.

2.2 Studies at home and abroad

Since the beginning of the new century, China's publicity-oriented C/E translation has achieved fruitful results. Through the classification and analysis of these research results, we can see the characteristics and development trend of China's publicity-oriented C/E translation research. At present, great progress has been made in translation studies of external publicity in China. However, the study of translation research strategies mainly focus on specific texts and contexts, while lacking universality and effectiveness. The translation research system of publicity-oriented C/E translation is not perfect, and there are some problems to be solved. Chou Xiangen summarizes the concept, tasks and characteristics of Chinese overseas-targeted foreign publicity translation, and then points out the challenges and principles of Chinese publicity-oriented C/E translation in her paper *Translation Studies for External Publicity*. "There are many intralanguage and extralanguage mistakes in our overseas-targeted foreign publicity translation which not only cause misunderstanding but also seriously damage China's national image."^[3]

The purpose of publicity-oriented C/E translation is to objectively and practically introduce China to the world, so that foreign audiences can better understand China and create a favorable international environment for the development of China's politics, economy and culture. "Only by organically combining the objective content of external information with the language expression form acceptable to the audience, can publicity-oriented C/E translation be effective."^[4]

Language is viewed as a window into culture. Through language, viewing the culture of different countries is possible. "Comprehension can be described as the ability to construct the meaning of a text, spoken or written. Such ability requires a complex mix of linguistic and world knowledge acquired through interactions with the global environment, transcending language, and cultural translation barriers."^[5] In order to learn more about China, foreign countries have taken some measures. Nowadays, foreign studies on *A Bite of China* have also continued to increase. With the continuous improvement of China's status, foreign countries will pay more and more attention to our country.

2.3 Translation theories and strategies used in *A Bite of China*

"Translation is a process of encoding rich cultural information into the target language. It is no longer a text translation in the literal sense, but a publicity communication activity."^[6] In the English edition of *A Bite of China*, there are a lot of translation strategies,

including literal translation, free translation, foreignizing translation, domesticating translation and so on. There are many translation theories, such as functionalism of Christina Nord, communicative and semantic translation theory of Newmark, functional equivalence theory of Eugene Nida and so on. "Different translation methods should be adopted for different text types. For example, literary works and authoritative texts belong to the expression category, scientific reports and textbooks belong to the information category, while political speeches, propaganda materials, commercial advertisements and popular literature belong to the agitation category."^[7] Among them, Newmark's communicative translation theory has strong applicability and guiding value to the translation of Chinese dishes. "The key of communicative translation lies in conveying information and paying attention to the reader's understanding and reflection."^[8] In other words, it means trying to make the translation produce the same effect on the target readers as the original text does on the source readers. Translation of dishes centers on the transfer of ingredients, cooking or processing methods of each dish, as well as the function of spreading the culture of the source language.

Li Rou summarizes translation strategies used in *A Bite of China* in her paper *A Study on the English Translation of Cantonese Dishes in A Bite of China*. First is literal translation. Li lists some examples such as steamed fish (Steamed bass), snow skin mooncake (Black ice mooncake), and sauté beef slices in oyster sauce (Sliced beef with oyster sauce). "These translations try to preserve the form of the original to make the translation smooth and clear on the premise of being loyal to the original".^[9] The advantages of the literal translation is to convey the basic information of each dish, including the cooking method, preparation process, ingredients and nutritional functions, etc. It faithfully reproduces the characteristics of the dish, realizes the corresponding translation between words and ensures the original flavor, which can be best accepted by foreign audiences. Second is free translation, which is one of the most common and useful strategies. "When the form is a barrier to translation, we should choose to give up the image of the metaphor means of description, de-emphasize the color image and portray abstract dishes in a specific and clear way by using interpretation, deletion, borrowing, rewriting and other means." For example, Chinese sausage (sausage) refers to the western concept of "sausage", which is easy for foreign readers to understand. Shredded Pork with Garlic Sauce (Braised pork) can make foreigners understand the main ingredients of the dish. "Barbecue Pork with Honey Sauce" can be translated into B.B.Q. Pork by using the name of the dish familiar to westerners. Fish and tofu stewed in iron pot (An iron stew fish) uses amplification. In order to make the content of the dish more clear to the audience in the target language countries, the translator adds the translation, showing the two main ingredients of the dish in the translation, and more clearly describing the content of the dish. It is easy for foreign diners to understand the ingredients and cooking techniques of dishes. Third is transliteration. In A

Study on the Translation Strategies of Chinese Dish Names--Taking the Second Season of *A Bite of China* Episode III as an Example, Gao Qiaochu mentions some examples of transliteration, such as Tingzai porridge (Boat seed porridge), Jook-sing noodles (Bamboo surface), Or luak (Oyster flipping), Chao mein (Chow mein). "Some dishes are named after names of places and people, onomatopoeia or local languages, so there is no equivalent words in English to translate them. In such conditions, transliteration is a good choice to avoid vagueness."^[10]

2.4 Advice about translation strategies used in *A Bite of China*

There are many good translations in *A Bite of China*, but there are also some controversies. Yang Qunyan says in her paper *Communicative Translation Theory and Translation of Chinese Dishes* that some translations in the documentary are inaccurate. For example, It translate "The crystal package" into crystal dumplings, which may confuse the readers and cause misunderstanding. Foreigners may wonder how to eat dumplings that are made of crystal. Besides, it transliterate "Glutinous Rice Wrapped in Bamboo Leaves" into "zongzi", which does not transfer the richness of meaning in the word. "Simple transliteration can not help foreigners understand the dish, so this kind of translation, in my opinion, is meaningless, which disobeys the Three Principles. "^[11] As far as I'm concerned, stuffed bread with lard is a better translation for "The crystal package", as this translation tell foreigners the ingredients of the dish directly and can help them understand it more easily. As for "Glutinous Rice Wrapped in Bamboo Leaves", I think we can use traditional Chinese rice-pudding to translate it freely. What's more, we can add a brief note telling this kind of food is to honor an ancient famous poet Qu Yuan, which can help transfer Chinese traditional splendid culture to the world.

3. THREE PRINCIPLES

3.1 The content of publicity-oriented C/E translation

China's publicity-oriented C/E translation is not to impose our ideology on others, but to introduce China's political diplomacy, economic development, social progress and other aspects to the whole world, so as to achieve mutual understanding, enhance friendship and safeguard world peace. Since the 16th CPC National Congress, the CPC Central Committee with Hu Jintao as General Secretary has stressed on many occasions that the press and publicity work should be kept close to reality, life and the people, so as to reflect both the will of the party and the aspirations of the people. The central committee of international communication also clearly put forward Three principles: translators should adhere to the principles of being closer to the reality of China's development, being closer to the target audience's needs of information from China, and being closer to the target audience's thinking patterns. After knowing the theory, in the concrete practice of external publicity work, how to implement the "Three Principles"?

3.2 How to obey Three Principles

First, we should stick to the facts to get close to the reality of China's development.

Publicity-oriented C/E translation and reporting should be based on real life. Only by reporting a large number of specific facts can foreign audiences understand the development and current situation of China today. We should adhere to the facts to keep close to the reality of China's development, and incorporate our position and views into objective reports on the facts so as to convince and guide people through the power of the facts themselves. We draw on various sources of concrete facts. For example, we can report on our economic development, satellite launch, scientific and technological achievements, and construction of a moderately prosperous society. To report on the excavation and protection of cultural relics and historical sites of traditional culture, the innovation of modern culture, and the emphasis on civic moral education.

We should be objective and impartial, not only reporting good news, but also reporting bad news. We should expose our own problems and shortcomings, correct ourselves and make continuous improvement. Only in this way can objective and fair reports be consistent with the reality of China's development and more convincing to overseas audiences. Due to China's vast geographical area and large population and uneven development in various regions, there are still many problems. If we overstate a country's achievements, it will not achieve the desired publicity effect, but will damage our credibility.

Second, we should seek common values and meet the needs of foreign audiences for Chinese information.

The so-called common values, as the name implies, refer to the most basic human values shared by the vast majority of countries and nations in the world. People around the world, regardless of their different race, color, historical background, cultural tradition, religious belief and political idea, they still have the same or similar attitude or view towards the nature and human society, and have the same or similar standard for the construction of the ideal society of human beings. Their ultimate goal is basically the same.^[12]

With the rapid development of China's economy and the improvement of its international status, the international community has become more and more aware of the need for information of China.

There is a growing demand for information about China. Because of their living environment, overseas audiences have received cultural education different from us and their demand for Chinese information is also different from that of the domestic audiences in China. What kind of information that will arouse the interest of foreign audiences and what we want to introduce to the overseas public? This requires our external media to seek common topics, common language and even common values from all angles to improve the quality of communication and meet the needs of overseas audiences for Chinese information, so as to deepen the understanding between the Chinese people and the people of other countries in the world.

Third, we need to promote the art of communication, pay attention to the "speaking" strategy, and be close to the thinking habits of foreign audiences.

It is very important to pay attention to the strategy of our overseas publicity efforts so that the information can get into their heads, ears and hearts of the foreign audiences. publicity-oriented C/E translation should be "introduced" to the foreign audiences to achieve the purpose of "understanding" instead of instilling.

Publicity-oriented C/E translation should not copy the internal publicity model. For example, if we reports one of the major construction projects in China, we usually like to list all sorts of data, such as increased percentage, expanded several times than the previous year and so on. These boring figures are very abstract for overseas readers, as their habits of thinking tend to like specific vivid examples and details to understand China. The smart way to do now is to highlight major construction projects in a way that focuses on how they will improve the quality of life of the people in the countries where they are located, how they will improve employment, and how they will help protect the environment, which is more understandable to overseas audiences.

All in all, overseas-targeted publicity covers a wide range of areas, and there are still many topics to be discussed on how to achieve the Three Principles in practical work. Only in the practice of summing up experience, can we serve the overall situation. We should always speak with facts and present the real situation of China to the world in a comprehensive and objective manner.

4. Three principles reflected in *A Bite of China*

4.1 Foreignization strategy used in *A Bite of China*

Chinese dishes pay attention to the heat and have strict selection of ingredients. The seasoning is changeable, and the style of the name of the dishes is full of flavor, color, fragrance, taste, shape and meaning, giving people a beautiful enjoyment and a long aftertaste.^[13] If we want to translate these unique foods well, we must use a variety of translation techniques.

Foreignization refers to deviating from values of the target culture, preserving the language and cultural differences of the original text, so that the target language readers can feel the exoticism and the charm of the source language culture. This translation strategy enables the target readers to experience the authentic cultural characteristics of foreign languages, which is a good way to obey the Three Principles. The foreignization translation strategy used in this documentary can truly transfer the source language culture to the target language, convey the historical background and cultural connotations reflected in the names of Chinese dishes, and make western diners feel the Chinese food culture. Reasonable use of foreignization supplemented by appropriate cultural interpretations, will enable Western diners to truly remember Chinese food after experiencing their first unfamiliarity, and then accept Chinese food culture and spread Chinese food culture. The English version of *A Bite of China* has adopted this strategy many times and achieved ideal effect. Literal translation and transliteration both belong to the foreignization strategy.

Literal translation is to keep both the content and the form of the original text in the translation, including sentence structure and rhetoric, under the permission of the translation language. It is generally believed that literal translation can better reflect the infiltration force of the source culture. With the increase of China's influence in the world, literal translation in foreign publicity materials can better reflect the penetration of Chinese culture. Therefore, literal translation can keep the original content and form as far as possible at the cultural level, so as to spread the voice of China and promote Chinese culture to the greatest extent, which is close to the reality of China. There are a lot of literal translations in this documentary. First is about the translation of the title. The title of the documentary is officially translated as *A Bite of China*. The Chinese title adopts rhetorical method of borrowing, that is, using the name closely related to something to replace it, so as to achieve the effect of making the sentence vivid and specific. If the title is paraphrased as "Eating in China" or "The Chinese Cuisine", the rhetorical effect of the original is lost.^[14] The translator uses "bite" to refer to "food culture", which reminds the audience of the theme of food culture and preserves the rhetorical effect of the original text. Such a method of translation is close to literal translation, because literal translation emphasizes not only to convey the content of the original text accurately, but also to retain the rhetorical style of the original text as completely as possible. Literal translation is not equal to rigid translation. On the contrary, it should also use flexible and appropriate methods to achieve the effect close to the original text.^[15] So this title is both apposite and evocative.

Then there is about the translation of the dishes. Chinese dishes are rich and colorful, extensive and profound. They are cooked in dozens of cooking techniques, which directly affects the shape and taste of food, including stewing, simmering, roasting, baking, steaming so on.^[16] For example, in *Seasons of A Bite of China II*, Steamed Lotus Root Stuffed with Sweet Sticky Rice (Steamed Lotus Root Stuffed with Glutinous Rice) and Stewed Chicken with Dried Bamboo Shoots are all literal translations. Besides, Stir-fried Rice Noodles with Beef (Dry fry Niu He), Hot and Sour Lotus Root (Hot and sour lotus root d), Pickled Chinese Cabbage with Plain Boiled Pork (Sour pickled cabbage white meat) in *The Inspiration of Transformation of A Bite of China I* are also typical literal translation. The translations of these dishes literally translates the names of the ingredients and cooking techniques of the dish, which makes it easy for readers to understand. Besides, some dishes contain allusions. Usually, the names of these dishes have some stories behind them. For example, the dish "Fire red cliff" is actually fried yellow croakers which is placed on the leek. When serving, the liquor below the leek is lit. Yellow croakers are like warships of Cao's army. The liquor burns slowly, creating a magnificent view of the Battle of Red Cliffs. The dish is full of cultural color because of allusions, making the diet not only meet the physiological needs, but also satisfy the cultural experience of appreciating, reflecting the wisdom, aesthetics and

thoughts of Chinese people. Therefore, if westerners want to understand Chinese culture through this dish, it is not enough to simply translate the ingredient of it literally, and the method of literal translation of dish names plus with annotations is also required. The English version of *A Bite of China* translates it into Emperor Cao's Warships Burning at Red Cliffs (Fried Yellow Croakers with Chinese Chives), which not only maintains the allusion culture, but also make it clear for westerners. There is also another kind of dish, such as longevity noodles (Longevity noodles). This kind of dish often contains the traditional images and good connotations of Chinese culture.

When the name of a Chinese dish contains the name of a person or place, transliteration is often adopted. Some Chinese dishes have obvious national cultural color, so it is difficult to find an equivalent word in the English translation. As a result, the transliteration method should be adopted. This method not only solves the problem of translators' inability to come up with the right words, but also explains the historical and cultural information contained in the names of dishes. The correct and appropriate transliteration method can avoid the misunderstanding and unreadability caused by literal translation or free translation. As a result, it can better spread Chinese food culture.

The characters in the dish names are often the founders of the dish or related historical celebrities. These characters are often known by Chinese, however, they are seldom known by foreigners. Therefore, while translating such Chinese dishes, pinyin is a good choice. For example, Dongpo Pork (Soysauced dongpo pork) is this kind of dish. But this kind of translation may seem to be strange for foreign readers, so the English version of *A Bite of China* adds some annotations to help readers understand it more easily. In the documentary, "Soysauced dongpo pork" is translated as Dongpo Pork (braised sauced pork invented by poet Su Dongpo). Another example is Mapo Doufu, in the documentary a piece of annotation "invented by a pock-marked woman in Sichuan Province" is added after this translation. While translating such Chinese dishes, using Pinyin translation supplemented by annotations including inventors, materials and special meanings can help foreign readers understand the ingredients and cooking methods of the dish. Dishes named after geographical names are often local famous dishes that reflect regional characteristics, such as Qishan Minced Noodles (Qishan saozhi noodles), Chaozhou Spring Roll (Chaozhou spring rolls), Quanzhou Radish Rice Roll (Quanzhou turnip rice), Chongqing Small Noodles (Chongqing small plane) and so on. They all use pinyin to transliterate Chinese dishes.

Transliteration is another kind of foreignization strategy. Many dishes with Chinese characteristics adopt this method such as Jiaozi (Dumplings), Zongzi (Glutinous Rice Wrapped in Bamboo Leaves), Tofu (tofu), Baozi (baozi) and so on. Transliteration is based on the fact that these foods have been accepted by foreign people, and these unique words are gradually integrated into the English language. However, some transliterations in *A Bite of China* have some disadvantages. Because they lack

some explanations. For example, "Meat clip buns" is transliterated as Rou jia mo in *A Bite of China I*. This word is different from the above words, because many foreign people do not quite understand the meaning of this transliteration, and its Chinese Pinyin identification function is still very limited. For this kind of transliteration that can not fully convey the meaning of the referent, we can add a supplementary explanation. For example, we can translate it as Rou jia mo (Baked Pancake with Pork Stuffing), which not only disseminates Chinese food terms, but also makes it easier for foreign audiences to understand. In a word, while using transliteration, some explanation can be added to the translation to perfect the translation.^[17] When diners generally accept the traditional Chinese specialty and know something about it, the English description after the pinyin translation can be omitted. At a shallow level, transliteration is a good way to demonstrate the uniqueness of our own food identity; at a deep level, it is also a means to resist cultural hegemony. In other words, it can better promote our food culture and contribute to the prosperity and development of the world's multiculturalism.

4.2 Three principles reflected in foreignization

With the rapid development of China, foreign countries become more and more aware of the need for information of China. Westerners want to know more about our country, our culture and our life through dishes, so the translation of dishes in *A Bite of China* should maintain Chinese features. The Three Principles tell us if we want to let more westerners understand our culture, we should stick to the facts to get close to the reality of China's development. publicity-oriented C/E translation should be based on reality. By reporting specific dishes with Chinese features, foreign audiences can understand the current situation of China and Chinese culture today. We should adhere to the characteristics of Chinese dishes to keep close to the reality of China and Chinese culture so as to guide people through the facts themselves.

Culture is inclusive and open. In the early stage of communication and integration, people will reject other cultures because they don't know each other. But with the deepening of communication and integration, the acceptance between different cultures will gradually deepen.^[18] In the context of increasing globalization, the literal translation method is more conducive to retaining exoticism and promoting cultural dissemination. The publicity-oriented C/E translation should adopt the "dual coexistence" translation strategy, i.e. at the language expression level, it is better to base on the target language; while at the cultural level, it is a wise choice to take the "China as the standard" strategy. Literal translation in *A Bite of China* not only retains the characteristics of Chinese dishes, but also make it easy for foreign readers to understand, which is close to China's reality and foreign readers' thinking habits.

Above foreignization translations of dishes such as Jiaozi and Dongpo Pork (braised sauced pork invented by poet Su Dongpo) show the cultural connotation of the source language and retain characteristics of Chinese dishes. It not only shows the target audience the original Chinese

traditional food culture to the greatest extent, but also introduces the Chinese characteristic culture to the world.

4.3 Three principles reflected in domestication

Domestication refers to a translation strategy that uses a transparent and smooth style in translation to minimize the strangeness of the original text. It requires that the translation conforms to the target language and cultural norms. It uses the words, sentences, and grammatical structures that the target readers are accustomed to in order to reduce the exoticism in the translation, and try to make the world reflected in the source text as close as possible to that of the target readers. It is a common strategy in cross-cultural translation to make the world reflected in the source text as close as possible to the world of the target language reader, so as to achieve "cultural equivalence" between the source culture and the target language culture. The purpose of Chinese food translation is to let the foreign diners know clearly what kind of food they eat and understand Chinese food culture. If the translation does not convey the food message, or even deter foreigners, it is counterproductive. Free translation belongs to this kind of translation strategy.

Some of the names of Chinese dishes use metaphors, associations and other rhetoric methods to bring the diners a sense of novelty and appetite, or create a kind of artistic conception of beauty. And many Chinese food is named after the freehand style, with rich associative meaning, abstract metaphor, local characteristics, historical allusions, folklore, or happiness and good luck. "Under their unique cultural traditions, different nations are bound to have different associative meanings of their vocabularies and lexical concepts."^[19] In this kind of situation, if literal translation is adopted, foreign diners will be at a loss, not to mention to understand the historical and cultural connotations of Chinese characteristics contained in the dishes. In order to be accepted by foreign diners and make them have the desire to taste the dishes, the method of free translation is adopted to restore the original meaning of the dishes.

Free translation is a kind of translation method which only keeps the original content but not stick to the original form. When the ideological content of the original text is different from the expression way of the translation, translators are supposed to choose free translation. Free translation doesn't mean arbitrary translation. On the one hand, it requires the translation to express the content of the original text correctly. On the other hand, it should not be limited to the format of the original text. When the form is a barrier to the translation, then we should "give up the image of the metaphor means of description, de-emphasize the color image and achieve a conceptual sense of transformation"^[20], that is, to express abstract or associative dish names in a specific and clear way. Translators can often use interpretation, borrowing, rewriting and other means to achieve free translation.

The English version of *A Bite of China* has many wonderful examples of translation, such as Fried Lotus Root Sandwich (Lotus root folder). This translation makes it clear to foreign diners who have never eaten the food before. "Sandwich" not only vividly recreates the form of

the food, but also enables foreign diners to recognize what the food is quickly. "Shredded Pork with Fish Flavor" is translated into Shredded Pork with Garlic Sauce. This is because there is no fish in the dish. If it is translated as Fish-flavored Shredded Pork, westerners would be confused and regard it as a fraud. This translation can let foreigners understand the main ingredients of the dish and avoid misunderstanding. Stewed mushrooms with winter bamboo shoot is the translation of "Cooked in the north and the south", which not only avoids confusion but also tells foreign diners the ingredients clearly. "Steamed Ham with Honey" is translated into Braised Ham in Honey Sauce. Huofang is difficult for many Chinese audiences to explain, not to mention those foreign audiences who have little knowledge of Chinese food culture. In fact, Huofang refers to a special kind of ham cut into cubes, so using the word "ham" can be easier for westerners to accept. "Stewed Pheasant with Herbs" (Stewed pheasant with *Gastrodia elata*) is also a successful translation. Most foreigners do not know what *Gastrodia* (*Gastrodia elata*) is, not to mention the therapeutic and nourishing effects of it. Therefore it is not a good choice to use the word *Gastrodia* directly. We know that herbal medicines are generally translated as "herb", so translating the dish as "Stewed Pheasant with Herbs" is a better choice.

Another example is "The lion". If it is translated literally according to the source language culture as "Lion Head", it will definitely be resented by Western diners. Because lion is a symbol of power in many countries (especially in the United Kingdom), and is revered by westerners. The English edition of *A Bite of China* translated it into Meatball, which makes it easier for westerners to accept. This is because Meatball is quite close to a kind of classic American dish "Spaghetti with Meatball", which can be accepted by foreign diners. "Because there are many similarities between Chinese and western dishes, we can use the other method for my use."^[21]

The implied dish names refer to the dishes named with auspicious meaning combined with the characteristics of the dishes, such as: Good Start (Good start), Happy Family (You and your family), Good Harvest (Good harvest) and so on. This kind of dishes in the documentary is translated by free translation and then be added with some annotations. They are translated into Good Start (Fish Head with Red Pepper), Happy Family (Stew of Shrimps, Pork, Beef, Chicken), Good Harvest (Mixture of Five Steamed Crops) respectively. Because of the language differences between Chinese and English, the meaning of these words can hardly be translated literally, so translators can only keep the meaning in Chinese as much as possible. This kind of translation not only keeps the traditional culture of dishes, but also helps westerners understand what these dishes are, which is of great use.

There is a growing demand for information about China. Because of westerners' different living environment and education conditions, their demand for Chinese information is also different from that of domestic audiences in China, so we must figure out what they want from us.

Three Principles require us to pay attention to the "speaking" strategy and be close to the thinking habits of foreign audiences. publicity-oriented C/E translation should be "introduced" to the foreign audiences to achieve the purpose of "understanding". Above translation of dishes such as Shredded Pork with Garlic Sauce, Braised Ham in Honey Sauce, Good Harvest(Mixture of Five Steamed Crops) and so on all conform to the thinking ways of westerners, because these translations not only turn the abstract dishes into practical things, but also pay more attention to telling the ingredients of the dishes. Besides, the above-mentioned translations are both aimed at making them get across to the audiences, so they both adopt words that are familiar for westerners. Foreigners prefer practical things to abstract ones, and their habits of thinking tend to like specific vivid examples and details to understand Chinese dishes. So the domestication method used in *A Bite of China* is a good way to be close to foreigners' thinking habits and makes it easier for them to understand.

5.CONCLUSION

5.1 Major Findings

The complicated Chinese food not only makes Chinese food culture stand out among the world's food, but also poses a difficult challenge for food translation. With its humanistic scenes and high-quality translation, *A Bite of China* has created a good opportunity for Chinese food culture to go abroad, and also has provided a reference for Chinese food translation. When translating the dishes in the documentary, we should not only let people from other countries know about Chinese food, but also improve their understanding of Chinese culture. It requires the translators to be well aware of the rich cultural heritage of Chinese dishes, adopt domestication foreignization translation strategies, and use the translation methods of transliteration, literal translation and free translation (with notes if necessary) to translate Chinese dish names into English accurately. In the practice of translating Chinese dish names, it is necessary to adopt appropriate translation methods according to the purpose of translation, instead of adopting literal translation or free translation, domestication or foreignization optionally. If we only need to provide the basic information of the dish, what we should do is to translate the name of the dish and its preparation methods literally. If the cultural color of dishes is emphasized, cultural factors should be retained through literal translation plus with annotations or free translation. For simple morphemes, transliteration can be used. English translation of Chinese dish names in *A Bite of China* is an excellent way to spread Chinese food culture. Chinese food symbolizes culture of China. *A Bite of China* is a good way to transfer our culture and communicate with the world, so study on the translation of it is of vital importance. In the process of translation, attention should be paid to preserving the characteristics and cultural connotation of dish and avoiding unnecessary misunderstanding of it. We should follow the Three Principles and choose the appropriate strategies to convey the meaning of the original words.

5.2 Limitations of the Study

The theory of publicity-oriented C/E translation and Three Principles are both put forward by Chinese, so there is a lack of English materials and information about them.

5.3 Suggestions for Further Study

As a translator, the first thing we should realize is that the cultural information in the names of Chinese dishes should be fully expressed. At the same time, the translation of dish names, especially those with cultural background, should be further studied. In short, the purpose of translation studies of dish names is to strengthen cross-cultural communication awareness and enrich translation principles and strategies. The English edition of *A Bite of China* chooses appropriate strategies to translate the dishes, which not only keeps the original culture and spirit of Chinese dishes, but also makes it easy for westerners to accept. It is close to the reality of China's development, the needs of foreign audiences for Chinese information, and the thinking habits of foreign audiences. Analyzing the English edition of *A Bite of China* based on Three Principles will become an important part of China's publicity-oriented C/E translation work.

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Discussion On The Teaching Reform Of Pharmacology Course In Higher Vocational Colleges Under The New Situation

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Abstract: Under the current background, the rapid development of the medical field, which can not be separated from the study of pharmacology, many pharmaceutical related higher vocational colleges have pharmacology courses, which greatly helps the training of pharmacology personnel, to promote the development of the medical field in China is of great significance. From the actual survey, the pharmacology course contains a lot of abstract content, students will have a boring feeling in class, so that some students lack interest, is not conducive to the development of pharmacology teaching work. In this regard, pharmacology teaching should strengthen the reform, focusing on improving the interest and enthusiasm of students to optimize and improve.

Key Words: Higher Vocational Colleges; Pharmacology; Teaching Clinical Change

1. INTRODUCTION

With the development of the society, the quality education of our country is paid more and more attention, which puts forward new requirements to the education cause. In the context of the new situation, pharmacology in higher vocational colleges is mainly used to study the mechanism of action of drugs in the human body. At the same time, it is also a bridge connecting some basic medical disciplines such as pathology and epidemiology with clinical disciplines. It occupies an important position and is the most basic discipline in medical specialty [1]. In addition, pharmacology contains a lot of teaching content, the efficacy of thousands of drugs and the mechanism of action of drugs, so that some students in higher vocational colleges appear blind, unable to grasp the knowledge accurately. Based on this, teachers should carry out teaching diagnosis and improvement of pharmacology courses in an all-round way, change teaching methods in time, and continuously improve the training of technical and skilled personnel for the society by combining the substance of the courses and the actual situation of students.

2. INTEGRATE MULTIMEDIA AND TRADITIONAL TEACHING METHODS AND GIVE PLAY TO THEIR RESPECTIVE ADVANTAGES

In the information age, multimedia technology is widely used in the field of education. According to the current situation, some higher vocational colleges appear the phenomenon of excessive use of multimedia, which distracts the students' attention, makes the teachers and students lack of serious emotional communication and knowledge interaction, causes the students to gradually

lose their interest in learning, which is not conducive to their development. In addition, due to the multimedia update speed, wide information etc, some students make it difficult to keep pace with the progress of study and teaching, and put a lot of time is wasted in the class, do not have enough time to consolidate and master the knowledge, make its gradually lost the initiative of learning, greatly reduces the learning efficiency.

Based on this, teachers must combine traditional teaching methods with multimedia in teaching if they want students to better learn pharmacology knowledge. Adhere to the people-centered principle, highlighting the subject status of students in the classroom, in the traditional teaching mode of teachers' teaching, blackboard writing show and class to talk about is given priority to, the display of multimedia image, text and voice animation is complementary, give full play to their advantages, improve the teaching quality and effect, which provide guarantee for students better learning knowledge.

With the help of the information level data platform, it can not only provide more diversified choices for students' knowledge, but also analyze the learning dynamics of each student by using the data analysis mode, and let teachers intervene and manage students in advance through the early warning system.

3. CHANGE ROLES BETWEEN TEACHERS AND STUDENTS TO MOBILIZE STUDENTS' INITIATIVE

As pharmacology knowledge is too theoretical in teaching and learning, students will lose their motivation and interest in learning when they understand and receive information due to teachers' teaching methods. Moreover, the traditional teaching mode is teacher-centered and student-assisted, with teachers speaking and students listening, which makes students stay in a passive learning environment for a long time, gradually reducing their autonomy and enthusiasm in learning, and seriously restricting the cultivation of students' creative ability [2]. In the teaching reform of pharmacology course, it is proposed to change the roles of teachers and students so as to arouse the initiative of students' independent study. Before class, teachers: according to the requirements of learning objectives, improve the teaching plan, teaching plans, multimedia courseware, set preview content; In class: With the help of teaching platform, 3D medical video and simulation training room, I adopted project-oriented, task-driven, online and offline mixed teaching methods to communicate and communicate with students, listen to their opinions, and actively change the teaching methods to create a good learning atmosphere for them.

After class: receive students' feedback, make comprehensive evaluation and summary, and the teacher makes statistical analysis on the results, wrong questions and progress. Such a teaching mode, teachers can in view of the students do not understand the place in a timely manner to supplement and review, in order to fully inspire students' learning initiative and interest, cultivate their organizational learning and the ability of independent thinking, make its more comprehensive understanding and grasp the learning content, and thus improve their comprehensive quality and ability.

4. THE APPLICATION OF HEURISTIC TEACHING METHOD AND CASE DISCUSSION METHOD

So-called means the heuristic teaching method and case discussion, through something to stimulate students' learning and thinking ability, to the discussion of teaching cases, so better able to change the way students learn, let its shift from passive to accept to active learning, in order to improve students' learning enthusiasm, make its good development. In addition, in the teaching of pharmacology in higher vocational colleges, the main principle of heuristic teaching method to inspire students to learn is to design experimental programs by themselves to actively explore and research a certain problem, and take the initiative to inquire relevant information, and when meeting problems, they can take the initiative to discuss with classmates to form a mode of division of labor and cooperation. Doing experiments better. Moreover, the reason why teachers comment on students is that it can better give play to students' own creative and experimental ability and cultivate their comprehensive ability. The main purpose of case discussion method is to train students' ideas of improvisational diagnosis and treatment according to the action process of a certain key drug special case, so that they can fully understand the longitudinal process and horizontal process of pharmacological analysis. Based on this, teachers must use heuristic teaching method and case discussion method when teaching, in order to effectively cultivate students' innovative ability and analytical thinking, and cultivate high-quality technical skills for the society.

5. COMBINE THEORETICAL TEACHING WITH PRACTICAL OPERATION

In the teaching of pharmacology in higher vocational colleges, practical training and practical operation is a very important link. Most professional courses in higher vocational colleges in China have set up experimental courses of pharmacology, which can help students consolidate and master the learning knowledge better and

improve the learning efficiency through the combination of theoretical knowledge teaching and experimental knowledge [3]. In addition, it can also cultivate students' practical ability and thinking logic ability, so that students' thinking logic has more coordination, rigor and comprehensiveness. In addition, after the three stages of learning theory, practice and theory, students can not only grasp the learning content more firmly, but also fully understand the learning methods of pharmacology, which lays a foundation for their future development.

6. CONCLUSION

To sum up, pharmacology teaching in higher vocational colleges in the early diagnosis to explore, teachers want to "teach", students want to "learn", to keep pace with The Times, reform and innovation, generation of multimedia into the teaching, let the traditional teaching method and multimedia teaching method, continue to actively explore, bold attempt, at the same time also can adopt heuristic teaching method and case discussion method, To create a good learning atmosphere for students. In addition, teachers should adhere to the people-oriented principle, reflect students' dominant position in the classroom, change students' passive learning into active learning, stimulate their interest and enthusiasm in pharmacology learning, and make them achieve good development. In addition, it is also very important to combine theoretical knowledge with experimental operation, because it can better cultivate students' analytical thinking ability, practical ability and innovative thinking ability, and cultivate more high-quality technical skills for the society.

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Exploration and Practice of C Language Programming Teaching Reform Based on OBE Concept

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Abstract: In the age of 'Internet+ Education', the Aim of this study is to cultivate the students' comprehensive competence to adapt to the practical needs of enterprises by integrating the teaching concept of OBE in the traditional course of C Language Programming. The assessment of the consecutive effect of the course is to introducing the extended phase into the traditional three teaching phases via the combination of on-line and off-line Blended Teaching Model. The new model of '1+4+N' teaching reform is composed of one core, four-phase combination and N-dimensional evaluation. This model constructed on the basis of multidimensional evaluation and examination on students' competence reflected in the completion of basic tasks, learning results and every phase of instruction. It is proved by practice that the implement of teaching reform can extend the means through which knowledge and ability are obtained, deepen the understanding of the programming methods and thoughts, stimulate students' passion on programming design and enhance students' comprehensive competence in practice.
Key words: C Language Programming; OBE (Outcome Based Education); Blended Teaching Model; '1+4+N' Teaching Reform

1. INTRODUCTION

In 2018, Wu Yan, director of the Higher Education Department of the Ministry of education, put forward the proposal to build a "golden class" proposal, which is centered on student development, integrates knowledge, ability and quality, and adopts advanced, interactive teaching form to enhance students' comprehensive ability and advanced thinking[1-2].

"C language programming" course is a basic course for engineering students, and also an introductory course for learning other advanced languages, which has an important impact on the cultivation of students' new engineering thinking and the learning of subsequent professional courses [3-4]. With the deepening of "Internet plus education", we have put forward the teaching reform mode of "1 core +4 mixed +N dimension evaluation" for the current teaching situation of curriculum.

2. THE CURRENT SITUATION OF C LANGUAGE PROGRAMMING TEACHING

"C language programming" mainly cultivates students' rigorous logical thinking ability, software engineering application, teamwork and professionalism. However, in the current teaching, there are many shortcomings

2.1 A single teacher has limited contact with enterprises

outside the school, can't grasp the actual needs of enterprises for talents in time, and can't keep pace with the times in the cultivation of students. He focuses on the study of specific grammar details and code rules, and completely ignores the study and exercise of programming methods and design ideas, and lacks the comprehensive ability and advanced thinking to solve complex problems. Therefore, after the completion of the course learning, only the given algorithm process can be written, but there is no way to start the actual project and innovative project, let alone docking with the enterprise.

2.2 Most undergraduate students only complete the requirements of the syllabus, but they do not participate in many teaching links and activities. They only passively complete the tasks assigned by the teachers, lack the enthusiasm of active learning, can not effectively carry out scientific research independently, lack the engineering practice ability of practical problems, and lack the application innovation ability [5].

2.3 For the programming course with strong practical ability, in the existing curriculum evaluation system, the performance of the learning course is measured by the final examination results, absence, homework, etc; However, the score of students can not be traced back, and the practical application ability can not be evaluated. Many students have high test scores but can not write programs, strong hands-on ability, but lack of sense of teamwork.

3. PRACTICE OF "1 + 4 + N" TEACHING REFORM MODE

The "1 + 4 + n" teaching reform mode proposed by us is shown in Figure 1, in which "1" refers to the re construction of talent training objectives and teaching contents with advanced OBE (outcome based education) concept as the core to cultivate students' comprehensive ability to adapt to the actual needs of enterprises [6]; "4" refers to the introduction of students' investigation of curriculum continuity learning in the conventional three stages of pre class, in class and after class. In each teaching stage, online and offline teaching methods are adopted to form a teaching environment with students as the main body of learning; "N" refers to the use of information technology, self-developed comprehensive teaching platform, records the whole process of students' learning, and makes a more comprehensive and objective evaluation of students' learning from the N dimensions of basic tasks, personal achievements and ability accomplishment (as shown in Figure 1).

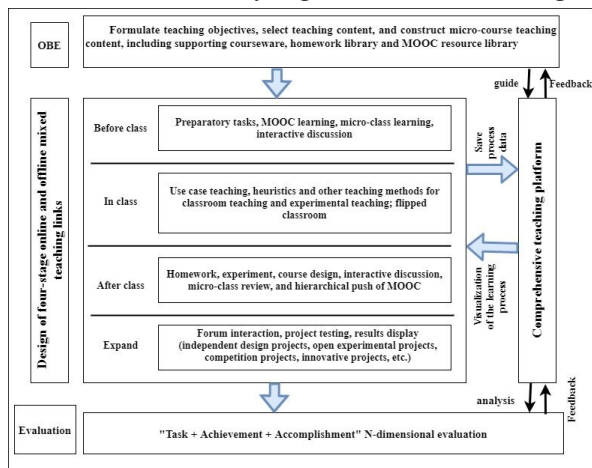


Figure 1 "1 + 4 + n" teaching reform model

3.1 Curriculum construction around OBE teaching concept

Based on OBE concept, in order to train talents meeting the actual needs of enterprises, through visiting many enterprises cooperating with our university, the depth and breadth of the course are deeply studied, and the real project of the enterprise is introduced into teaching, and the standardized software engineering development process is introduced into the teaching link. The technical backbone of the enterprise and the teachers with rich teaching experience jointly form a teacher team, which will disassemble the practical engineering cases of the enterprise and recombine them according to the link between the knowledge points, so that students can more clearly understand the learning purpose and actively learn the knowledge content. The enterprise's "student information management system" is disassembled, and 15 modules including login, registration, query, file preservation are designed. Each module design selects the corresponding knowledge points to explain it, so that students can understand the implementation process of the project layer by layer. In this way, the relative independent knowledge can be connected in series, so that the knowledge system of students is no longer an independent point and line, but a network of interrelated[7].

According to the teaching objectives formulated by OBE concept, micro courses are recorded on the knowledge points of teaching content, and the basic libraries of courseware, homework, experiment and curriculum design are provided[8]; In view of the uneven teaching resources in the Internet, the excellent resources of MOOC platform (excellent resources established by teachers such as Harbin University of technology, Zhejiang University and Ningbo City Vocational and Technical College) are selected to push students from different levels and majors to carry out horizontal comparative study [9].

3.2 Student centered online and offline Hybrid Teaching

In the reform of "1 + 4 + n" teaching mode, the design of teaching links [10] not only includes the common meaning of pre class, in class and after class stages, but also includes students' contribution to the course and subsequent learning achievements into the teaching stage, so as to test the learning effect more comprehensively. In

the pre class stage, teachers push the teaching plan and task requirements online, students prepare and discuss in groups, and record the preview situation in the teaching platform. According to the analysis of the preview records, the difficulties encountered by students in the preview are given, which not only urges students to change from passive to active, but also helps teachers to control the preview situation, timely adjust the teaching content and help students better master knowledge; In the course, the real enterprise projects are divided into 15 specific cases, and the case-based guidance teaching is carried out according to the steps of software engineering. The teacher puts forward the task goal, the students discuss the design scheme in groups, the teachers and students complete the case together, and the teachers summarize the relevant knowledge content. After class, the student groups independently improve the program according to their own program design scheme. Flipped teaching with students as the main body is carried out in the classroom [11]. Students independently organize the classroom to elaborate the project, and set up questions, votes, PK and other links to promote the interest of the classroom, which is also conducive to students' subjective initiative and effectively improve the efficiency of classroom learning. At the end of the class, the key teaching points and assignments are pushed to the students to help them consolidate and review. The expansion stage includes teaching discussion area, self challenge area and achievement display area. Students can ask questions and answer effectively in the discussion area, and complete the corresponding questions in the question bank in the self challenge area, so as to achieve the purpose of self-test and self-improvement. Students can also display their own design works or the works designed in the competition. Through the expansion stage, the course has a good continuity, a comprehensive test of students' learning effect, and also makes students "compete with each other" to promote the formation of a good curriculum ecosystem[12]

3.3 Using information technology to realize the visualization of teaching process

In order to fully guarantee the effective implementation of the "1 + 4 + n" teaching reform, we independently designed and developed a comprehensive teaching platform, as shown in Figure 2, to realize the visualization of each teaching process. In order to facilitate the requirements of instant communication between teachers and students, we also designed a small program based on wechat platform [13].

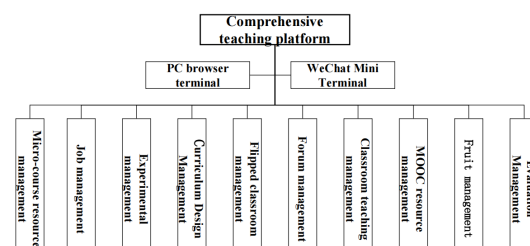


Figure 2 functional structure of integrated teaching platform

3.4 Construct n-dimension evaluation system of "task + achievement + accomplishment"

In order to examine the comprehensive ability of students and test the practical effect of "1 + 4" teaching reform, the n-dimension evaluation system with "task + achievement + accomplishment" is constructed. Task "is a kind of teaching task issued by teachers, such as preview, homework and experiment, and the assessment is given by the teachers". Results "mainly refer to the non specified tasks that students have completed, which can be designed independently by students, or works of participating in competitions and innovation projects". Literacy "is a comprehensive assessment of students' comprehensive abilities besides learning. The comprehensive evaluation is given after analyzing the data recorded in each learning link of students recorded by the self-developed integrated teaching platform. According to the feedback of the evaluation system, the teaching objectives and contents of the course can be adjusted in time, so as to further optimize the evaluation system.

4. TEACHING EFFECT AND FEEDBACK

The "1 + 4 + n" teaching mode of "C language programming" course is practiced in 8 classes of freshmen majoring in chemical engineering and electronic engineering. In the process of teaching practice, through the comprehensive teaching platform, a total of 24 assignments were issued, 48 preview tasks, 8 experimental tasks, 8 flipped tasks were completed, and 32 results were submitted by students. Student assessment results = completion of basic tasks (40%) + final examination results (40%) + course achievements (20%) + others (literacy assessment and other achievements are recorded by innovative students) [14]. Through the practice of this semester, the class adopting "1 + 4 + n" teaching mode has achieved good results in the final examination, as shown in Table 1.

Table 1 Comparison between the "1 + 4 + n" teaching reform and the traditional teaching results

Classification	Pass rate	Good rate	Excellent rate	Divide equally
Traditional teaching	62.71%	35.82%	7.5%	65.30
Reform in education	97.47%	33.38%	11.39%	76.49

The reform of teaching mode of C language programming has been affirmed by students and experts from supervision group of Taiyuan Institute of technology, and it is recommended to carry out demonstration teaching. After the course, through the analysis of the process data of the integrated teaching platform, 93% of the students participated in the preview of the course; 98% of the students' groups participated in topic selection, learning, discussion and document writing in flipping class for more than 20 hours. At the end of the period, 36 learning groups from 4 classes participating in teaching practice were investigated and 35 groups received feedback. Students generally affirm the teaching reform practice, and express that the clear program design task objectives have a great promotion effect on autonomous learning. Flexible and diverse mixed teaching modes have a great improvement

on students' interest in learning, and are satisfied with the use of integrated teaching platform.

5. CONCLUSION

The group proposed the teaching mode of "1 + 4 + n" for the course of C language programming, and put forward the core of OBE teaching concept, which makes the students' training objectives more clear and the subject of teaching transformed into students; The extension stage is introduced into the traditional teaching stage, which makes the study of students continue; Through the real-time data recorded in the comprehensive teaching platform, the paper provides a basis for the multi-dimensional evaluation system of "task, achievement and accomplishment", thus more comprehensive measurement and evaluation are carried out for students, and the learning results of students are better tested. The teaching reform of "1 + 4 + n" in the course of C language programming has been proved to be effective by practice[15].

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Analysis of the Influence Of Live Broadcast And Goods Marketing Mode On Consumers' Purchasing Decisions

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Abstract: Network at present stage, and the rapid development of information technology, has been further applied to many fields, makes great changes have taken place in people's lifestyle, especially in the area of consumer shopping, and in the present, live webcast with goods became the trend of The Times, according to the actual situation, it has higher novelty, greatly attracted the attention of people, Formed with obvious characteristics of the broadcast with goods marketing mode. From the survey of people's consumption behavior, the proportion of live broadcast with goods marketing mode is gradually increasing, and has a great impact on people's consumption concept. In this paper, the author has carried out an in-depth analysis around this problem, and also put forward several suggestions on live broadcast with goods marketing mode.

Key words: Direct broadcast with goods; Purchase decision; Influence; Analysis

1. INTRODUCTION

With the development of society, China's science and technology advance by leaps and bounds, has stepped into the information age, great place to facilitate People's Daily life. Under the background of information technology, digital economy is coming, and its technology has been gradually penetrated into all fields of society, and marketing methods have also changed accordingly. As an emerging industry of The Times, network broadcast can better meet the personalized needs of consumers, strengthen users' technology and shopping experience, and make positive attempts in many aspects such as improving the stickiness of network customers on the basis of the original. In this process, due to the unique highly interactive and exciting nature of live broadcast, live broadcast has been widely used since it came into being, attracted the attention of consumers and gained a number of fans. However, according to the actual situation, although network broadcast can be convenient for consumers, its long-term marketing effect is questionable and consumers cannot make corresponding purchase decisions. Therefore, the influence mechanism of purchase decision should be deeply explored.

2. NETWORK LIVE BROADCASTING AFFECTS CONSUMER BEHAVIOR

2.1 Network broadcast influences consumers' choice

Nowadays, with the rapid development of society, network broadcast platforms are gradually increasing. Among them, the content of shopping broadcast is diversified, mainly including beauty makeup, clothing,

skin care and food, etc., which greatly facilitates consumers and provides them with diversified choices. Moreover, although network broadcast can enable consumers to experience the joy of shopping without leaving home, there are certain differences in the quality of network broadcast platforms and anchors, which will bring serious impacts to consumers [1]. Its main reason is that, on the one hand, consumers will consume a lot of time to choose live platform, on the other hand, each anchor for products have different subjective, it cannot really reflect the product efficacy, especially the beauty makeup and skin care, because everyone's constitution is different, can adapt to different types, and live just by visual to judge the quality of the product Cannot truly distinguish, still can mislead consumer even, bring inconvenience to its.

2.2 Network live broadcasting affects consumer purchases

In modern society, the purpose of network broadcast is to attract more consumers, gain more fans, and constantly explain the advantages of products to make them have the desire to buy. For those who just want to hang out and don't want to spend money at all, after watching the broadcast, they will gradually find new needs, understand the characteristics of the product, and have the desire to buy. However, the emergence of network broadcast has both advantages and disadvantages, which seriously affects the choice of consumers. The main reason for this is that, to a certain extent, network broadcast can produce strong stimulation to the brain of consumers. If consumers watch live broadcast for a long time, they will be immersed in it and unable to extricate themselves. In serious cases, it may even threaten their normal life. In addition, consumers' impulse consumption will not only affect their normal life, but also bring them unsatisfactory consumption experience. If they return goods to merchants, it will waste a lot of time and logistics resources, increase their consumption burden and affect their physical and mental health.

2.3 Network broadcast affects the use of consumers

Although network broadcast can allow people to experience the fun of shopping without leaving home, it will also affect the use of products in the process of consumption. Compared with physical stores, anchors only explain the advantages of products to consumers, but fail to let them master the correct use methods, resulting in a greatly reduced effect of products. In addition, each person's physical fitness and specific situation is different, on this basis, the anchors have found a problem, namely the use of some new methods are not suitable for all people,

must not appear when so consumer is buying the product try and buy blindly, because it not only cannot give full play to the effect of the product, even will pose serious impact to consumers, It is harmful to people's physical and mental health.

3. SUGGESTIONS ON THE DEVELOPMENT OF ONLINE LIVE SHOPPING

3.1 Standardize network live broadcast platforms

In the context of today's information technology, the Internet is undergoing continuous reform, and network broadcast platforms have gradually emerged in this society. Their quality is uneven, which has brought different degrees of influence to consumers. So if you want to better solve these problems, we must reduce the ill effects of live online platform for consumers, on the basis of the original further standardize live online platform, as well as work out relevant management system according to actual condition, to the live webcast industry constraints and management, standardize the broadcast content, get rid of a bad content In this way, the environment of network live broadcasting can be better purified and the rights and interests of consumers can be guaranteed [2]. Not only that, because the previous form of live broadcast is relatively casual, as time passes, many bad winds have appeared, which has brought serious impact on the normal life of consumers. Therefore, it is also a very important link to regulate the form of live broadcast. The live broadcast platform should review the anchors before they officially start the live broadcast, and they can be broadcast only after they pass the review, so as to ensure the "clean" of the broadcast room. In addition, it is necessary to raise the threshold of live broadcasting. For shopping live broadcasting, the platform must require anchors to have a sense of responsibility, carefully judge the requirements of merchants, and timely refuse unreasonable advertising, so as to ensure the "clean" of the broadcast room and protect the rights and interests of consumers. In addition, broadcast platforms should train anchors' skills and basic qualities in the later stage of their work, so as to improve their own level and professionalism, so that consumers can have a better look and feel when watching broadcast and consume correctly.

3.2 Improve the credit system

Today, with the rapid development of society, the emergence of the network broadcast industry has attracted the attention of consumers. However, there exists the situation of hiring water army, which confuses the public

and blinds the eyes of consumers and leads to a crisis of trust between them, anchors and merchants, which is not conducive to the harmonious development of the society. Therefore, live broadcast platforms must adopt a sound evaluation mechanism to provide objective evaluation for products, and at the same time bind the identity information of anchors, so as to reduce the occurrence of irresponsible situations and greatly reduce the misleading phenomenon. In addition, the live broadcast platform should timely improve the information system, adopt the credit point system to record the relevant information, if there is a trust-breaking personnel must be given appropriate punishment, to ensure the "clean" live broadcast platform, provide consumers with a green and healthy live broadcast environment, so that the society can achieve good harmony

4. CONCLUSION

To sum up, with the continuous development of the society, the live broadcast industry has gradually emerged in the society and attracted extensive attention. However, there are still many problems in it, which are seriously affecting the normal life and rights and interests of consumers. Live platform, therefore, to realize the harmonious development of society, so it must be in time to solve the problems about network broadcast, integrated all aspects of power, according to the actual situation to develop a management mechanism, standardize live form and content, let the live webcast industry development in the direction of the health, improve the industry and social economic benefits.

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Analysis On the Development Mode of Rural Ecotourism Under the Economic Transformation

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Abstract: In order to achieve the goal of building a well-off society in an all-round way, China has carried out a series of reforms in rural economic construction, and realized the improvement and development of rural economy through economic transformation. Ecotourism development is a new type of rural economic development mode. This paper will explore the development mode of rural ecotourism under the economic transformation from the significance of rural ecotourism development, strengthening infrastructure construction, overall planning and layout, scientific operation and management and other aspects.

Key words: Economic transformation; Rural ecotourism; Development model

1. INTRODUCTION

In order to meet the needs of economic development, the state needs to organize and plan land resources in a unified way. The land available for farmers' Cultivation in rural areas is gradually reduced, and traditional agriculture can not meet the economic needs of farmers. New ways and models of rural economic development need to be opened up. Eco-tourism economy is a relatively suitable development direction, which plays an important role in promoting the development of rural economy, and also has important significance for the improvement of the overall economic level of our country.

2. THE SIGNIFICANCE OF RURAL ECO-TOURISM DEVELOPMENT UNDER THE ECONOMIC TRANSFORMATION

In the traditional rural economy, farmers rely on farming land to obtain food crops and economic crops, and to obtain economic income by selling crops. In a sense, land is the Treasury of farmers. However, with the continuous progress of urbanization and the strategic needs of national economic development, the land available for cultivation in rural areas is gradually reduced, and the price and price prices are also increasing. The economic income of selling crops alone is difficult to meet the economic needs of farmers. Therefore, economic transformation is an inevitable trend of rural development. The government needs to improve the income structure of farmers and broaden the income channels, so as to improve the overall economic level of rural areas. At the same time, the economic transformation should be reasonable planning according to the specific environment of the countryside and the conditions of the farmers themselves. Due to the limited cultural quality of farmers, some economic transformation modes and methods are

difficult to achieve, while the air quality in rural areas is better. Through certain transformation, eco-tourism industry can be developed, so that the rural environmental advantages can be fully exploited, the sales of agricultural by-products can be promoted, and greater economic benefits can be created for the rural areas, which can not only increase the income of farmers, It can also promote the development of rural economy and promote the balance of urban and rural development, which has an important role and strategic significance for building a well-off society in an all-round way.

3. SPECIFIC STRATEGIES OF RURAL ECO-TOURISM DEVELOPMENT UNDER ECONOMIC TRANSFORMATION

In recent years, rural eco-tourism has become an important way of urban residents' leisure and vacation. It can not only make people breathe fresh air, but also experience the quiet and simple pastoral life. At the same time, it can also experience the happiness of rural labor. Tourists can go to the orchard to pick in person, which can not be experienced in the city, Rural ecotourism has become a popular way of leisure.

3.1 Strengthening rural environmental construction

Compared with cities, rural areas have natural environmental advantages. Good air quality, large green plant coverage, can make people happy. However, only relying on the natural advantages is not enough to meet the needs of tourists for eco-tourism. On this basis, we need to transform and optimize the environment, and enrich the rural tourism resources through some infrastructure construction that can integrate with the rural environment. Tourists to experience ecotourism in rural areas is to experience different ways of eating, living, traveling, traveling and shopping from cities. Therefore, rural ecotourism needs to meet the curiosity and different experience needs of urban tourists to rural life [1]. A large number of ornamental seedlings and flowers can be planted to further improve the air quality in rural areas and enrich the viewing experience of tourists. Secondly, we can build an artificial lake or river, build an antique wooden bridge or stone bridge, and create a beautiful experience of "small bridge, flowing water and family" for tourists. Some water experience projects, such as boating, fishing and lotus picking, can also be set up to create an atmosphere of returning to nature for tourists. In the construction of the road, we can pave the green stone road, so that tourists can feel closer to nature when walking on it. It can also arrange for tourists to experience the way of carriage travel, so that tourists can understand people's

living conditions in the past. In addition, agricultural products are also a highlight of rural eco-tourism. Therefore, in the process of eco-tourism construction in rural areas, we should enrich the types of agricultural products. You can plant a variety of fruit trees suitable for the local environment in the field. In the fruit ripening season, you can let tourists come into the garden to pick and experience the joy of picking fruits. It can also plant large areas of green pollution-free vegetables, so that tourists can see the growth environment of green pollution-free vegetables, and can personally pick and taste, so that tourists can experience the happiness of rural life, but also can broaden the market of agricultural products. In addition, it can also provide local characteristic food for tourists, which can stimulate consumption and increase income while promoting food culture.

3.2 Unified layout and scientific planning

In the development of rural eco-tourism, we should protect the rural eco-tourism resources and adhere to the principle of sustainable development. In the pursuit of economic benefits at the same time, but also from a long-term perspective, in the premise of ensuring the ecological balance of rural development. We should plan according to the local specific situation, investigate the existing problems of rural eco-tourism, analyze and solve the problems, so as to ensure that the development mode of eco-tourism adapts to the current economic background. And we should carry out scientific and moderate development to avoid the damage of excessive development to the rural ecological environment. We should not blindly expand the scale of rural eco-tourism, but make scientific layout according to the local situation. Adjust measures to local conditions and make full use of local natural resources. Under the premise of not exceeding the actual bearing capacity of environmental resources, reasonable planning should be carried out according to the changes of market demand, so as to attract more tourists. Promote local economic development. In the development of rural eco-tourism, a good ecological environment is a necessary condition. Only through scientific planning and unified layout, can we ensure the effective use of rural ecology, achieve a virtuous circle and sustainable development, improve and upgrade the rural economic development mode, and realize the transformation of economic development mode. At the same time, realize the coordinated development of social economy and ecological environment [2].

3.3 Strengthen operation management

In the current economic environment of our country, the development of rural eco-tourism must conform to the

development law of local ecological environment. A stable ecological environment system is formed after a long historical period, and it is the material basis for human survival. In the process of promoting the development of rural eco-tourism, we must consider the local ecological environment's natural recovery ability, actual bearing capacity and self-healing ability, and respect the local ecological development law. On this basis, we should strengthen the construction of supporting service facilities and scientifically design the tourist reception. To ensure that the passenger flow does not exceed the bearing capacity of the ecosystem, the development of eco-tourism areas with unique local characteristics. We should not only protect the ecological environment, but also promote the sustainable and stable development of local tourism industry. At the same time, the development of rural eco-tourism is inseparable from publicity. The local government should use some modern propaganda means to publicize the local characteristics to expand the popularity, attract more tourists, and let more people understand the local eco-tourism development characteristics. We can also establish a long-term cooperative relationship with some enterprises and institutions to carry out publicity, and give certain preferential treatment to relevant units in some aspects, so as to improve the popularity of the eco-tourism base.

4. CONCLUSION

To sum up, under the economic transformation, the development of rural eco-tourism needs reasonable operation and management, scientific planning, unified layout, strengthening infrastructure construction, enriching the experience of rural eco-tourism, respecting the natural law of ecological development, and also needs the strong support of the government. Through eco-tourism to promote the all-round, multi-channel and sustainable development of rural economy.

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From "Four Good Teachers" To "Four Educations Action"

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Abstract: "Ideal and faith, moral sentiment, solid knowledge and benevolence" is the ardent expectation of President Xi on the eve of the 30th teacher day in 2014. The "Four Haves" standard proposed by President Xi points out the direction of our way forward. It is the "guiding light" of how we recognize, think and act. The "Four Haves" good teachers are also the true portrayal of our "four educations"; Moral sentiment requires us to educate people with morality; Solid knowledge requires us to educate people with knowledge; Benevolence requires us to educate people with harmony. We will be a good teacher if we truly experience Xi Zong teaching from the ideological system, moral system, knowledge system and harmonious system and give it to "real action".

Key word: Ideal of teaching; Educating people ideological; Moral knowledge benevolence

1. INTRODUCTION

In 2014, President Xi put forward the standard of "Four Haves" as a good teacher, which let me truly understand how to become a glorious people teacher from the perspective of a teacher. Now I just talk about how to be a good teacher in the eyes of students through the "four educations" real action under the background of President Xi "Four Haves" good teacher.

2. HAVE IDEAL AND FAITH, EDUCATE PEOPLE WITH THOUGHT

President Xi uses the firm ideal and belief of "realizing the Chinese dream of the great rejuvenation of the Chinese nation" to make the whole country as one, all walks of life full of energy, and strive to forge ahead in their own posts to jointly create the Chinese dream. Firm ideals and beliefs are the ideological basis for realizing the Chinese dream, and thoughts are the pioneers of action. Ideals and beliefs are not only the calcium of the spirit of Communist Party members, but also the calcium of the soul of every people teacher, and also the calcium of the thoughts of every student studying.

Teacher is a great and glorious profession, which shoulders the important responsibility of cultivating a new generation. An excellent teacher should not only be good at "imparting", "solving doubts", but also be good at "preaching". As teachers, we should set up correct ideas and beliefs, have the motherland in mind, have a clear national mission in mind, and have a firm social responsibility. Only with advanced ideals and beliefs to infect students, with pure ideals and beliefs to educate students, with scientific ideals and beliefs to guide students, can we become "good guides" of students, help students build dreams, pursue dreams, realize dreams, let our students become the main force of the new generation of young people to realize the national dream, and become

positive energy!

3. HAVE MORAL SENTIMENT AND EDUCATE PEOPLE WITH MORALITY

The ancients said that "preaching, teaching, and solving doubts" teachers should have noble moral sentiment, so that their students can take it as a moral model and introduce noble moral sentiment into their life values, which will become the moral direction of students; life. On the contrary, there is a problem with teachers; morality. Students take teachers as examples. Teachers; morality has imperceptibly affected students; value orientation. This kind of "sense of gain" is not desirable. Such morality will cause a big "moral crisis" and make students fall in the future career. This is not what a teacher should do.

We should strive to be "good teachers" with good moral sentiment. Teachers should take the lead, set an example, guide students; positive energy with their own good personality charm and personality strength, and establish themselves and teach with morality. Of course, to establish a good teacher ethics is not a day work. It needs profound knowledge and excellent cultural precipitation. The process of teacher ethics training is also the process of teacher self-cultivation and self-improvement. Good morality should have correct value orientation, correct professional outlook, not to talk about heroes with money, not to teach with the wrong value of "earning a class fee in the last class". Teaching itself is a process of dedication of "holding one heart, not taking half a grass with you". When teachers have selfishness, maybe this selfishness will affect students; career direction and life trajectory. We should use the absolute loyalty and love to the profession, and the persistent teaching and education concept to teach students "willing to contribute and willing to contribute".

4. HAVE SOLID KNOWLEDGE, EDUCATE PEOPLE WITH KNOWLEDGE

As the saying goes, teachers should use the skill of a pool of water to teach students the knowledge of a bottle of water. Solid knowledge is the minimum requirement for a competent teacher, which embodies the basic orientation of knowledge education. If a teacher in the process of teaching and educating people, his knowledge system is not complete, his knowledge is not deep, even his knowledge is very narrow, there is a bottle of dissatisfaction, half a bottle of sloshing phenomenon, then how can he educate students well, how can he guide students to see the knowledge in depth and shallow? This kind of teacher can't teach students well.

Solid knowledge should act from two dimensions. One dimension is the mastery of the basic knowledge system, which includes basic knowledge and professional

knowledge. We should analyze the overall framework of the courses we teach from a professional point of view, and use the perspective that students are willing to accept and good at exploring to show students. The other dimension is that teachers ; knowledge system keeps pace with the times. Teachers can ;t be complacent or sit back and watch the sky. They should often study the latest research progress in relevant knowledge fields at home and abroad. Only by maintaining a professional attitude of keeping pace with the times can they teach students the latest knowledge, Students will not learn old knowledge and be eliminated by the post and society in the new job. Therefore, university teachers should be willing to be a "learning loving" primary school student and put their professional knowledge system in the big system at home and abroad, facing the world and the future. Of course, as teachers of applied talents, they should not only explore the knowledge of books, but also explore the world outside textbooks, improve their professional operation ability, and teach students how to study, deal with life, live and learn with rich cognition, professional skills and teaching ability, solid professional knowledge, diligent teaching attitude and scientific and efficient teaching methods. The wisdom in the work can win the admiration of students in their major and respect of their character.

5. HAVE THE HEART OF BENEVOLENCE, EDUCATE PEOPLE WITH HARMONY

Love is the soul of education. Without love, there will be no education. In the process of teaching and educating, teachers are not only transmitting knowledge, but also love. A teacher with benevolence will make his teaching effect get twice the result with half the effort, because love is the key to open the door of students ; heart, which can enlighten students ; mind and nourish their beautiful soul. An excellent educator is full of love in the process of educating and guiding students. He is happy to see the progress of students bit by bit, full of expectations and feelings for students, and full of trust in students. He believes that the future of every student is beautiful, and the healthy growth and success of every student is his greatest expectation. He will share the joy of success with every successful student. "Teachers are engineers of human soul. "Only when every educator is full of love and sincere love for every student, can he be a qualified people teacher and be worthy of the" teacher kindness "of students. Isn't the greatest glory of being a teacher that students grow up and become talents all over the world?

Of course, President Xi earnest instruction is to give us the

direction of action. President Xi requires us to be a teacher with ideals and beliefs, a teacher with creativity, a teacher with thinking ability, and a teacher with impression. I think we should implement ideological education in every course, moral education in speech and behavior, teaching, teaching by example and being a model. The charm and knowledge level of teachers are impressive to students. As far as I ;m concerned, being a good teacher is a process of gradually improving my accomplishments. In engineering, I pay attention to practice and accumulate more front-line engineering experience. Based on this experience, I will explore the key points and difficulties of teaching materials in detail, analyze that there may be blind spots in students ; learning process, and speak to students in deep and shallow language. We should pay attention to the study of teaching materials and engineering examples before class, pay attention to the way, method and depth in the teaching process, communicate with students in time after class, and summarize the problems existing in the course. We believe that we can always do a good job with our heart.

Since stepping into the teaching post in 2019, I have learned that choosing teachers means choosing responsibility, choosing a sacred and great cause, and choosing the journey we have spent our whole life exploring. As teachers, we should always keep in mind the sacred mission of teaching and educating people and cultivating morality. We should put this responsibility into the three feet platform and in the hearts of every student. What we need to do is to make extraordinary achievements in ordinary posts. Always with ideals, we can always move forward; Always with ideals, we can always cut through thorns; We will become an excellent people teacher.

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Discussion On the Development of Taekwondo

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Abstract: Taekwondo in our country has been popular, its characteristics is the focus of education, to be respected and loved by students and teachers. From the advanced standpoint of human, this paper analyzes the differences between the essence of competition and reality, the teaching rules and the logic imbalance, and puts forward the teaching methods and principles of taekwondo, so as to provide a new idea for the development of taekwondo.

Key Words: Taekwondo; Product Potential; The Status Quo. Reform Measures; Teaching

1. INTRODUCTION

Taekwondo has developed rapidly in the world with a higher level. In taekwondo, update the status of the last movement to determine the importance of the end, and discuss the current development status and improvement measures of taekwondo, so as to provide reference for the development of this event[1-4].

2. DEVELOPMENT STATUS OF TAEKWONDO

2.1 No large-scale events

Since there is no Olympic competition, there are only regional competitions, which are usually organized in regional competitions to promote Taekwondo. During the development of Chinese Taekwondo, the brand of Taekwondo has always been closely related to the organizers of the event. If there were no Olympic competition, there would be no national competition or championship competition.

2.2 Road, martial arts schools do not pay attention to

The success of Taoist temples and martial arts schools no longer depends on athletes winning four gold MEDALS. Because of this situation, most schools and art schools are not interested in Dogan.

2.3 Poor taste and fun, parents and the society lack a correct understanding of Taekwondo

The product potential looks simple on the surface, but it is full of rich changes, such as grafting, applying both the soft and the hard, the cultivation of the palm method, the cultivation of the body, learning taekwondo and teaching on the basis of the education culture and spirit, strengthening the psychology, conquering the enemy, learning trading skills, so that life is rich. Parents and society have very little understanding of taekwondo, only think that taekwondo is the real war, and ignore the special role of taekwondo.

3. REFORM MEASURES OF TAEKWONDO STYLE

3.1 Increase the intensity of the competition

In order to build a harmonious comprehensive development and the real product potential, and we'll be the first to do is to improve the competition advantage, they increase by the opening ceremony, invitational competition, and improve the proportion of individual game, local governments will have power development potential, each pavilion will also actively seeking potential

development.

3.2 Pay attention to the status of quality potential in the grading system

There is a very personal scale system to the evaluation of Pin-shi, which requires combat and training, including the character, his leg skills and body movements, and so on. Legs techniques, breakboards, etc are the foundation of actual combat, and we need to focus on the classification system situation, increasing its winning ratio at a high rate, and combining behavior with attack and defense skills.

3.3 Exploit the product market

In the early days of the founding of the People's Republic of China, taekwondo had its own advantages, which were very simple and obvious, and focused on the practical effects of team development. Become a taekwondo competition in a beautiful scenery line.

4. PRINCIPLES AND METHODS OF TAEKWONDO POSTURE TEACHING

4.1 Discussion on teaching principles of taekwondo style

"First is martial arts" Taekwondo is a traditional sport in Korea, it is a tough sport, it has to overcome the pain, boxing do needs to learn something, not only for proficiency, it is also to overcome the difficulties of the strong and courage, the same effect and repeated occurrence only the same habit can improve their skills. Teachers should develop taekwondo in literature. Adhering to the principle of "patience and improvement," professors must take themselves seriously, they must be self-centered, and use the knowledge they want to communicate. Ensure good educational effect. Due to the differences in the students' knowledge and skills, gender and individual physical condition, the difference between training and target teaching in the teaching of taekwondo. In teaching, the teacher must observe and understand the feedback information at any time, and adjust the inappropriate part in time. We should start with simple, first-hand teaching, techniques, footwork and legs, and then teach the whole thing, or break a complex movement in each step, and then break the first step before moving on. Accurate mastery of teaching principles is the guarantee of using teaching methods.

4.2 Discussion on teaching methods of taekwondo

The teaching method of taekwondo should be based on the syllabus of each lesson, the content of education and the teaching material ability. The teaching ability needs practicality and education. Paste is a common method that teachers learn and teach to students. The teaching method of taekwondo should pay attention to many aspects, one is to explain the language clearly, according to the degree and ability of understanding, which means that the language must be clear and correct. We have to pay attention to the timing and outcome of the explanation, and when the teacher explains, they have to pay attention. Explanations must be brief. The teacher takes this as an

example to let the students understand the action, image, style, emphasis and method. Typical demonstration can not only make students clear the specific position of the action, but also improve students' interest in learning, usually have positive demonstration, side demonstration, mirror demonstration and back demonstration. The second is the practice method: in taekwondo teaching, students' understanding of technology can only be improved through repeated personal practice. Therefore, practice teaching method is often used in teaching, and the choice of practice teaching method should be based on the skills of students to determine the Taekwondo students.

5. THE FOCAL POINT TO PROMOTE THE DEVELOPMENT OF TAEKWONDO

With the development of competition and internationalization and the gradual development of all kinds of major sports events, it has faced unprecedented development opportunities and challenges. Korean taekwondo association, national technical institute, world taekwondo federation and other organizations have been working hard for the international development of taekwondo and "the entry of taekwondo into the Olympics". In order to achieve this goal, we should pay attention to the following points in the development of taekwondo:

5.1 Establish uniform competition rules

In the game, the referee is a very important link, deciding the winner, the referee is based on the rules of the game, including the rules of the National Technical Institute, the law of the Republic and the law of the People's Association, the coach and the referee in order to avoid different rules problems, the world league has to become a major agency. The National Institute of Technology, the Tiwodo Association and other staff, as well as athletes and referees, thus eliminated the difficulty between organizational and operational rules in this study of the formulation of safety rules. Only in this way can the competition go higher and farther on the world stage.

5.2 Enrich the content of the competition, overcome the monotony of techniques, increase the difficulty of movements, and accelerate the popularity of competitive products

As the world evolves and the skill level of athletes improves, the game is being transformed by the simplistic nuances of traditional styles that can be difficult to evaluate correctly, especially at the top level. So, for both the audience and the player, the traditional style of action is the law that keeps them from being skilled players. Therefore, a new style has been added to the traditional style competition, and a new style has been added to the Jakarta style Asian competition, which is not only the progress of modern technology, the difficulty and simplicity of the content, but also reflects the differences in fashion technology, improving the level and rules of the

competition. Together with the public, it increases the appeal of the game, and the atmosphere of the game helps to improve the engineering level of the staff, reflecting the differences between players; For referees, it is easy to evaluate the game, however, there are some common problems with discretion and the way the game is played in professional bodies. For example, with a low population and underdevelopment, top taekwondo libraries and professional schools are expanding and popularizing taekwondo.

5.3 Cultivate professional referees and strengthen the impartiality of adjudication

At present, refereeing in events such as pin-shi, tae-kwon, break and demonstration is all done by referees. Since the match is governed by a major event, therefore it is possible that the referee is very demanding, therefore there are no personality problems, personal conflicts and protests against professional values, and the result of the match is fair. Therefore, in order to improve the impartiality and professionalism of referees in matches, the authorities must extend the time for referees to participate in various competitions and try to complete the task through formal education and professional referees. All referees, coaches and their opponents must conduct training and research the day before the match.

6. CONCLUSION

Taekwondo is tasted more potential has a wealth of cultural ideas and wisdom of the only value, product is accelerating trend towards the world stage, with the pursuit of spirit at the same time, the skill level of the tae kwon do is a new education level, domestic factors affecting the by product potential taekwondo practice level research, affecting the level of the tae kwon do, Is likely to affect the ability to develop taekwondo techniques. Through a series of effective reform measures, new ideas can be provided for the development of taekwondo.

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Study On the Construction and Development Path Analysis System of Guangxi Sports Characteristic Town

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Abstract: With the rapid development of China's economy and society, people's desire for a better life and the pursuit of material and culture is more and more intense. However, from the point of view of China's current development situation, the development of its health industry is not ideal, there are problems of unbalanced and inadequate development. Such a social background, but also caused the people's good healthy life by certain impact. Therefore, in the analysis of this paper, mainly based on the construction and development path of Guangxi sports characteristic towns, the construction of the relevant system was elaborated, so as to provide a certain reference for researchers in related fields.

Key Words: Sports Characteristic Town; Development Path; Analysis System; Sports Industry

1. INTRODUCTION

The construction of sports characteristic town is a new thing in China, so it will also become the main direction of the integrated development of sports industry in the future. In Guangxi, there are a large number of natural resources, coupled with diversified ethnic cultures and excellent climate environment, so such basic conditions help to promote the construction process of Guangxi's own characteristic sports town, and at the same time, promote the modernization development and construction process of Guangxi.

2. BACKGROUND OF GUANGXI SPORTS CHARACTERISTIC TOWN CONSTRUCTION

The construction of sports towns is an important way to adapt to the development and reform of China's current design, promote the progress of traditional industries and transform them into new urbanization development. The process of transformation presents strong green, environmental protection and ecological attributes, which promotes the coordinated development and progress of the sports industry. In the current Healthy China 2030 development strategy planning, it has realized the development and progress of comprehensive urban transformation and modernization, and has correspondently become an important carrier for the comprehensive development of multi-industries. In order to respond to the call of the state at the present stage, Guangxi is continuously constructing sports characteristic towns, and creating a number of green channels [1].

Among them, Guangxi Zhuang Autonomous Region has applied for the construction of towns with sports characteristics. The local government has set a certain construction period for the towns with sports

characteristics that have passed the application, so as to urge the smooth development of the construction. After the completion of the construction work, the town still needs to be assessed to ensure that the town can meet the actual standards and requirements of the construction in all aspects. Only after the approval at various levels can a high quality Guangxi sports town be formed [2]. In the process of application, sports culture, sports construction and sports industry should be taken as the starting point of planning, and resources and culture with current local characteristics should be fully combined, so as to combine multiple contents such as health and poverty alleviation, so as to form a comprehensive development trend. In addition, in the process of construction, it is also necessary to form a centralized sports town with core multi-dimensional development, so as to effectively form a higher-dimensional social demand system. Under the background of such sustainable development, the development and progress of urban modernization can be smoothly promoted [3].

3. ANALYSIS ON THE CONSTRUCTION AND DEVELOPMENT PATH ANALYSIS SYSTEM OF SPORTS CHARACTERISTIC TOWN

In order to ensure that various problems encountered in the construction can be effectively dealt with in the future construction process, it is necessary to start from a comprehensive perspective and analyze the natural resources, national characteristics and humanistic outlook. After in-depth functional positioning and analysis and research on future construction norms, various problems, capabilities and resources that need to be possessed in the development process of characteristic sports towns can be fully understood [4].

3.1 Natural resources and social security

In Guangxi, because it is connected to the plateau and the flat dam, it is adjacent to the sea in the south, and it is also located at the junction of the eastern Allies, thus forming an important convergence point for cultural exchanges. Guangxi mainly has a subtropical monsoon climate, so it has a rich natural ecology and a comfortable climate all year round, which is very suitable for outdoor activities. In the construction of sports characteristic towns in Guangxi, large-scale planning and development can be carried out based on excellent natural resource basis [5]. At present, under the call of the Guangxi government, the construction of Guangxi sports characteristic town has been comprehensively promoted. In the future development, a large number of local enterprises will also participate in the construction work, and a rich

mountainous area will be built to make reasonable use of water resources.

3.2 Combination of national characteristics and sports and leisure

The current construction of Guangxi Zhuang Autonomous Region is the region with the largest population of ethnic minorities among all the provincial autonomous regions in China, including Miao, Zhuang, Jing, Maonan and many other minorities. In this region, there is a relatively profound cultural heritage, so the humanistic connotation of Guangxi people has been enhanced, and in the future development and construction, the overall promotion of the cultural level. China's current construction of sports towns can reflect the value and charm of traditional Chinese culture, and with the development of leisure sports, become an important place for people to participate in festivals and holidays, which can effectively relieve the great pressure in daily life.

3.3 Humanistic care and technical support

Guangxi has a long history and culture, which makes different regions have special cultural characteristics, for example, in terms of clothing, diet, customs and many other aspects, there are clear distinctions [6]. In addition, in many areas, the historical intangible cultural heritage has always been retained, but with the development of history, the cultural resources are often affected by various aspects, unable to play the effect of cultural transmission and inheritance. Therefore, the present under the building of the physical characteristics of small town, is a kind of special features and value to combine the practice process, can make the humanities characteristic with sports town development, realize the culture of "sport +" model of development, for the local humanities planning to create a good way to promote the development of integration of industry and progress.

4. CONNOTATION OF DEVELOPMENT PLANNING OF GUANGXI SPORTS CHARACTERISTIC TOWNS

4.1 Utilization of natural resources

Standardized connotation setting has become an important part of the construction of sports characteristic town. Guangxi has a large amount of natural resources, so it is also the basic condition for the sustainable development of sports towns in the future [7]. Therefore, in the construction of a sports town, the first thing to do is to choose a reasonable place, which should be as close to the mountains and rivers as possible. At the same time, it should also be close to the crowd, so as to provide excellent public activity space for people. Secondly, on the surrounding terrain resource exploration, the characteristics of its development into sports, and in the process of development of sports industry, can effectively drive travel, accommodation and business, and many other industries to achieve common development and construction, the construction mode, can comprehensively improve the local economic conditions. In the use of natural terrain ecological resources, due to its high superiority, the construction can realize the organic combination of cultural content and geographical environment, and give play to the advantages of the local sports town.

4.2 Construction of social mechanisms

In the construction of sewage discharge and purification system, medical security system, greening and emission reduction system, and ecological environment system of Guangxi sports characteristic towns, it is necessary to make comprehensive improvement, so as to form a coordinated development trend. Under this construction mode, a hundred years can effectively provide a good environment for the construction of a sports-featured town, and at the same time create a more comfortable environment for leisure and sports. On the base of the town, it is necessary to do basic work well, let the government always take the leading direction of development, enhance the participation of social forces, and build a township health service station with high service capacity. Under such a development model, the medical level of the town can be comprehensively improved, and more medical resources can be provided to the surrounding towns, which can not only serve tourists, but also provide better emergency measures for the sports experience, and carry out the comprehensive construction of the sports characteristic town at the present stage.

4.3 Characteristic humanistic management

At present, Guangxi Autonomous Region is a region with high cultural deposits and the largest number of ethnic minorities. Therefore, different regions often have different cultural characteristics and cultural contents. In terms of the regional composition, the complex cultural structure makes the cultural originality and freshness of this region more obvious. It is a long and arduous task to build a town with sports characteristics. It is necessary to protect the history and culture, and dig and inherit the traditional sports culture deeply. Comprehensive strengthening with the current stage of some popular culture integration development. For example, in the cultural advantage areas of some ethnic minorities, customs experience areas can be built, and their historical and cultural museums can be reasonably developed, so as to show their cultural process and cultural connotation in a more comprehensive way. Secondly, it is necessary to further combine the characteristics of ethnic culture and facilities and buildings in Guangxi Autonomous Region, so as to form a themed and distinctive town with sports characteristics.

4.4 Technical Integration

In the current construction of a sports town, it is necessary to comprehensively strengthen the construction of service facilities, so as to achieve a comprehensive improvement of the local living areas, leisure and entertainment areas and business supporting areas, and to meet the current construction needs of a sports town to the greatest extent. For example, from the perspective of promoting green, environmental protection, beauty and service, a high-level humanistic management system can be formed. Under such a system, it can comprehensively promote the development and progress of health, elderly care, tourism and the Internet, and at the same time cultivate a characteristic health management service system. In addition, it is also necessary to mobilize the work of the staff and local residents to ensure the comprehensive

development and progress of history and culture.

5. FUNCTIONAL ANALYSIS SYSTEM FOR THE DEVELOPMENT OF GUANGXI SPORTS CHARACTERISTIC TOWNS

5.1 Economic Promotion

Current physical characteristics of the small town construction in Guangxi, the mechanism of using the comprehensive planning, is a good way to boost the consumption of the local industry resources, but also further strengthened the diversified service industry progress, so let the market work showing a good development trend, offers a wide range of jobs for local people. In such a development context, it also plays a role in promoting the industrial development in most areas, thus bringing economic improvement to the local area. Secondly, it also constructs the sports linkage industry chain, forms the diversified development of the industry, and realizes the comprehensive upgrade and progress of the industry. In the current technological development, market-oriented investment and management are also needed to continuously expand the strengths of the industry, so as to present diversified development and improve the investment and construction of enterprises in the society, thus forming the aggregation effect based on sports as the core. In addition, in order to ensure that it can provide efficient help to local governments and promote the development of local economy, targeted poverty alleviation projects are also needed.

5.2 Health Protection

After the construction of sports characteristic town, the development of local sports culture has provided a greater promotion effect. Let the local people more actively participate in sports. Various sports events will be used to enhance the public's interest in sports. Under the background of small town development, people can effectively carry out physical exercise spontaneously, strengthen the prevention of diseases, and reduce the impact of aging on the society. In the current construction of sports characteristic towns, an effective and sound public safety system is also an important guarantee for comprehensively promoting a green, livable and healthy environment. For some special sports lovers, so that the construction of the way, can be effective for physical exercise, provides a more comprehensive sports service, and build up a set of perfect public health service system, so that push the society to realize information sharing is an important path to health and sports presents the equal development. Secondly, the promotion of sports participation is also an important guarantee to promote the health of the people. To local society provides the ability to solve, you also need to fully by means of the characteristics of small town construction, comprehensively promote the development of the region's health industry, make sports characteristic town construction process, can satisfy the development trend of green health, also for the healthy development of the tourism industry and has played a certain role in promoting progress.

5.3 Effects of humanistic promotion

At present, the construction of sports characteristic town

can not only promote the development and progress of economic industry in an all-round way, but also play an important role in improving the local humanistic care. After the construction of this characteristic town, sports lovers' experience of sports and fitness in these areas has been comprehensively improved. It is also to participate in various events to promote the development and progress of traditional culture. Secondly, it is necessary to promote the development and progress of non-local tourists, so as to achieve communication and exchange with the outside environment, so as to maintain a high level of cultural exchange. In addition, the promotion of the status of the sports town in the construction is also a way to comprehensively enhance the market competitiveness, so that the region can have a high reputation in the market environment, so that in the future development, the construction of such a town can be used to effectively promote the dissemination and progress of culture. For example, the comprehensive integration of material entertainment and industrial culture can help to complement each other. Under the background of sustainable development of the industry, the value of local material culture has been comprehensively enhanced. The construction of the cultural characteristics of the town is a kind of artistic color composition in the sports town. At the same time, the construction of the sports town also improves the overall construction effect for the environment. In the construction of the region, it can well create a brand with high characteristics, so as to guarantee the future development, comprehensively improve the degree of participation, and make its planning and composition, which can effectively promote the construction effect of self-culture. It is an important mode of sustainable development in the current construction of small towns with sports characteristics, so it also reflects the humanistic value of the region at present. Therefore, under this construction mode, the humanistic attributes of the region are deeply excavated, and the construction and transformation of the region are guaranteed to always meet the development needs of the construction.

6. CONCLUSION

To sum up, in the development of the future, the Guangxi region to carry out the physical characteristics of small town construction scale model, have higher value, not only promoted the local sports industry and the development of tourism industry, and promote the region development and important mode of the construction of modernization, need in the future construction and planning, in-depth research and analysis, In order to solve the various problems.

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How to Innovate the Modern Landscape Design

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Abstract: In recent years, the social and economic development, also get rapid urbanization process is accelerated, as people life quality and material level of ascension, and it also puts forward more requirements to living environment, modern landscape in the urban structure is an important part of it can largely improve the city appearance, and optimize the air quality and ecological environment, Ensure that create more livable and beautiful living environment, meet people's growing life demand, the current situation, the design of modern landscape also need with the development of urban construction to make certain innovation, and better play its application value, how to carry on the innovation of modern landscape design has become more and more people concern, based on this background, This paper discusses this problem for reference.

Key Words: Modern Garden; Landscape Design; Innovation

1. INNOVATION PRINCIPLES OF MODERN LANDSCAPE DESIGN

1.1 Local Features

For the innovation of the modern landscape design work, the first thing you need to value for the location of the local feature fusion, different areas as a result of historical development, it will have different historical culture characteristics, its integration into the urban landscape design, on the basis of landscape functions better able to rich area of operations, Inherit the historical context and folk culture of the region, so as to strengthen its attraction to urban residents, strengthen cohesion, establish characteristic garden landscape, and make a name card for the city [1].

1.2 Highlight the theme

Clear highlight theme is also an important point of the innovation of urban landscape design, in particular, regardless of the size of the landscape is big or small, have a need to guarantee the accurate positioning, and always will be as when the core and the starting point, realize to the implementation of the main function design, on the other hand, in view of the city landscape in the process of layout, It is also necessary to take the characteristics of The Times as a key reference, so as to ensure that the theme of landscape can fit the urban development, fundamentally reflect the image of the city, and implement the control of people's multi-level needs in many aspects.

1.3 Coordinated Development

Analysis on urban landscape itself, its value system with multiple applications, such as ecology, environmental protection, health cultivation, ornamental, cultural entertainment, social value system is very representative, and coordinated development between multiple value can to a large extent on the implementation for the sustainable development of city social culture and economic level,

therefore, Designers must ensure that the principle of coordinated development is followed in the innovation of landscape design. For example, the landscape design should not overpursue the aesthetic value while ignoring its ecological value, and then apply a large number of imported plants without considering the characteristics of the garden environment, resulting in poor adaptability of plant growth and destruction of the local ecological environment [2].

2. FEASIBILITY STRATEGY FOR INNOVATION OF MODERN LANDSCAPE DESIGN

2.1 Innovative design concept

In the modern landscape design work depart from the support design concept, the traditional design concept, although has certain advantages, but the excessive publicity application also has certain limitations, making it difficult to break through the shackles of traditional design concept, unable to meet the demand of the current landscape design, therefore, the innovation of the modern landscape design work need, from the perspective of the design concept in the first place. In order to solve this problem, the combination of different landscape design project, the designers need to make a comprehensive consideration, to ensure that the design concept of the actual application can more targeted, security landscape science and rationality of design scheme, in particular, in a landscape design project, design personnel need to strengthen communication with project investors, Clarify its actual requirements and clear on the overall project design scheme, which will highlight the core and subject of landscape, and carries on the diversity of landscape function of filling, and the premise, the proper integration of the region's folk mandarin and human factors such as history, strengthen the charm and flavor of the landscape at the same time, After defined the direction of basic design, also need based on the center design for various data acquisition and inductive, symbolization of the design concept of transformation, with the help of diverse materials data can also help the designers to draw inspiration, then build the better suitable design scheme, which can effectively improve the landscape machine-made, design the disadvantages of blindly, Better enhance the effect of modern landscape design.

2.3 Innovative plant allocation

Vegetation is an important impression in the modern landscape elements, landscape design innovation also need attention to the innovation of the plant configuration, it can directly affect the effect of modern landscape design, and plant configuration and colour collocation also determines whether can satisfy people aesthetic demand and promoting landscape aesthetics and functionality, based on this, It needs to realize coordination and innovation from the following price aspects:

First, pay attention to the change of garden architecture,

garden architecture is generally indispensable in the landscape, it is an important factor to create different garden style, and most of it plays an indispensable function and characteristics, in view of this, designers can start from the architectural shape, color and materials, etc., to achieve its innovative construction. Furthermore, the aesthetic appeal and artistic value of landscape architecture can be fundamentally improved [3].

Second, the optimization of garden shop, usually shop configuration mainly includes the following several types of landscape, namely the whole shop, surfacing, gravel pavement and pavement, such as pebbles, gravel are more multi-purpose materials in the shop, the modern landscape design need more fashion sense and aesthetic feeling, Bold innovation and attempt can be made for pavement materials according to the guidance of this design goal.

Third, plant collocation application innovation, for plant selection and application, the principle of design personnel need to adjust measures to local conditions under the premise of the plant selection and collocation, as far as possible the application of native plants, and combined the growth of state security ornamental, ecological and environmental protection value, implement for further optimization effect of landscape design, Shrub plants, such as Chinese rose, Chinese citron and Chinese goose, are widely used shrub plants, and their adaptability is strong, can maintain evergreen growth state.

2.4 Innovate the functional form of landscape

Functional in the work of modern landscape design has become a focus on innovation, along with the time development, landscape function has also had a certain change, it is no longer limited to notice o leisure and ornamental features, in order to further improve residents' experience, it can be positive to build entertainment and learning, and other functions, which provide the landscape that find everything new and fresh experience for visitors,

It can better enhance the attractiveness of landscape and provide driving force for the development of landscape design [4].

3. CONCLUSION

To sum up, modern garden landscape is an essential factor in urban development and construction. Under the background of the development of The Times, it is also facing innovation. With the continuous improvement of people's demand for living environment, modern garden landscape design innovation needs to attach importance to combining people's feelings on the basis of satisfying the diversified value system. Then from the landscape design concept, landscape plant configuration and landscape functions and other aspects, the comprehensive implementation of its optimization and improvement, effectively alleviate the contradiction between human and nature, promote the rapid development of modern landscape industry.

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On the teaching reform mode of "Curriculum Ideology and politics" for professional teachers in Colleges and Universities Based on the concept of innovative education

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Abstract: Strengthening the ideological and political construction in Colleges and universities is an important measure to adhere to the party's overall leadership of the education cause, and is also the inevitable path and key to the ideological and political education reform and comprehensively improve the students' Ideological and political level. In the new era, the ideological and political education in Colleges and universities plays an irreplaceable role in the implementation of moral education. This paper discusses the teaching reform mode of "curriculum ideological and political" of professional teachers in Colleges and Universities Based on the concept of innovative education, for reference.

Key words: Innovative educational ideas; The construction of Ideological and political education in Colleges and universities; Curriculum ideological and Political Education

1. INTRODUCTION

Ideological and political education in Colleges and universities is an important task for the all-round development of colleges and universities. It is the key to ensure the party's leadership over higher education and whether the cause of socialism with Chinese characteristics can connect the past and the future. The ideological and Political Education under the concept of innovative education requires that "there is ideological and political education in all courses, and every teacher talks about educating people". Teachers should not only be knowledge guides who preach and solve doubts, but also be great masters who shape the tide of the times and live up to the cause of building socialism.

2. IDEOLOGICAL AND POLITICAL GUIDANCE OF THE CURRICULUM TO PROMOTE DISCIPLINE COLLABORATION

Ideological and political education in Colleges and universities is a key force to give full play to the function of moral education in higher education. Ideological and political education should play a leading and leading role in the main channel. At present, the internal and external environment of Ideological and political education is not optimistic, especially under the impact of Western capitalist ideology and cultural trends, The fundamental measure of Ideological and political education is to ensure the orientation of higher education with Chinese characteristics and the strategy of talent training in Colleges and universities. On the one hand, it is necessary

to establish a multi-level management system including education administration, functional departments and secondary colleges, lead ideological and political courses, strengthen collaborative management, build a top-level design of Ideological and political education, regularly inspect and supervise the effectiveness of Ideological and political construction, ensure the steady progress of Ideological and political deployment, and formulate practical plans according to the actual situation of Ideological and political construction, Strengthen the guarantee mechanism, form a strong supervision system, feedback system, incentive system, integrate barriers between departments at all levels, and strengthen the implementation at all levels; On the other hand, in order to achieve the penetrating effect of Ideological and political class, the lecturers of Ideological and political class should strengthen the re interpretation of the classic works of Marxism, speak the ideological and political course well, and constantly improve their own teaching level. On the basis of paying attention to the interpretation of basic knowledge and basic theory, they should keep pace with the times, connect with the social development of the times, and enhance the practical value of the course, The fruitful results of Marxism in China will be integrated into the classroom teaching content, so that students can be exposed to the most cutting-edge theoretical and practical results, and effectively improve the students' theoretical level and subject knowledge accumulation in Ideological and political aspects. In addition, we should also focus on the educational value of colleges and universities, adhere to the correct value orientation and guidance from the perspective of promoting students' all-round development, fully tap the teaching materials and ideological and political education resources in real life, and promote the collaborative and in-depth development of disciplines [1].

3. MOBILIZE IDEOLOGICAL AND POLITICAL TEACHERS TO STRENGTHEN CLASSROOM UNDERSTANDING

The ideological and political teachers struggling in the front-line teaching posts are the main force of Ideological and political construction in Colleges and universities. Under the background of the new era, the ideological and political teachers in Colleges and universities play an important role. Doing a good job in the mobilization of Ideological and political teachers is conducive to arousing teachers' sense of ownership in the classroom of colleges

and universities, and has practical significance in improving the effect of classroom ideological and political education. To mobilize ideological and political teachers' awareness of classroom position, we need not only the traction of the external mechanism of colleges and universities, but also the self driving force of teachers themselves. In terms of the current ideological and political construction in Colleges and universities, we should focus on the actual effect of the ideological and political classroom at the present stage, and constantly strengthen the construction and training of teachers in combination with the situation of Ideological and political education in Colleges and universities, so as to deepen the ideological and political education concept of cultivating morality and talents, Improve the teachers' sense of responsibility and overall situation of Ideological and political education, so that the front-line ideological and political teachers realize the great advantages and unique role of their own work in promoting the ideological and political construction in Colleges and universities. Under the guidance of the socialist concept of teaching and educating teachers, we should improve the comprehensive quality of teachers in an all-round way, so as to make the college teachers have noble ideological and moral level, accumulate profound traditional cultural quality and adhere to the four self-confidence. From the perspective of Ideological and political teachers, to take root in the education classroom, the secondary college of Marxism and the ideological and political teaching and Research Office of colleges and universities should not only base on the actual needs of teaching work, but also constantly strengthen the understanding of the ideological and political classroom, timely revise and update the talent training plan, open up the ideological dimension, comprehensive development, and strengthen the excellent course design. Accordingly, ideological and political teachers, public course teachers, Youth League committees and counselors of various colleges should strengthen cooperation and exchange, jointly build the classroom and outside of political education in Colleges and universities from various aspects, continuously improve students' Ideological and political theory level, and cultivate the ideal and responsible young trendsetters in the new era.

4. IMPLEMENT INNOVATIVE EDUCATION AND OPTIMIZE TEACHING DESIGN

It is a powerful measure to strengthen the ideological and political construction of college students in the new era for college teachers to integrate the ideological and political education into the teaching, implement the spirit of innovation in the process of integration, and optimize the teaching design of professional courses. Continuous development of curriculum resources is the premise and inevitable path to improve the teaching effect of Ideological and political education in the course. Once the ideological and political education in Colleges and universities is separated from the high-quality teaching design, Forced into to integrate, No matter how good the ideological education background and content resources are, it is difficult to give full play to the actual effect and

convey the spirit of the times. Ideological and political course is different from the general professional course teaching, so we must carry out innovative education and optimize the teaching design. Teachers of professional courses in Colleges and universities should take innovative teaching activities as an important basis of course construction. According to the actual situation of students, they should systematically carry out the teaching design of professional classes through the teaching principle of step-by-step. They should improve the traditional single lecture teaching method, and adjust and optimize the teaching methods according to the cognitive psychology and learning characteristics of students, We can introduce cases, initiate group discussions and strengthen the interaction between teachers and students in teaching. If possible, we can organize practical teaching activities and excavate the ideological and political elements contained in professional courses, so that the theoretical knowledge and practical spirit in professional teaching can penetrate into students' cognitive and ideological fields in different ways, and guide students' understanding of real life, historical development, social development and social development At present, the international situation and the significance of national strategic deployment should be deeply considered and appropriately extended to strengthen the understanding and understanding of the ideological and political education course in Colleges and universities, so as to complete the fundamental task of moral education in Colleges and universities [2].

5. ENRICH TEACHING CONTENT AND INTEGRATE IDEOLOGICAL AND POLITICAL ELEMENTS

The teaching content of Ideological and political education in Colleges and universities is the soul of the ideological and political construction of the course. At present, the lack of Ideological and political elements in the classroom is the problem and challenge faced by many college teachers. We must integrate the ideological and political education elements into the teaching content, improve the effectiveness of Ideological and political education, and further stick to the position of political construction in Colleges and universities. The ideological and political construction in Colleges and universities can not only rely on the teachers of the ideological and political teaching and research section, but also need to train and guide the main professional teachers, strengthen the integration validity of Ideological and political elements in the teaching system, change the concept of teachers, excavate the "Ideological and political education elements" in the classroom teaching and practical activities of professional courses, so as to have a more rational and comprehensive understanding of the ideological and political construction, The first mock exam is to combine the content of the classroom with ideological and political elements, and to enrich the teaching content, change the traditional single mode of knowledge output, improve the sensitivity of Ideological and political elements, and guide students to achieve the unity of thinking and action through the "knowledge of the subject knowledge" and "infiltrating the things silently".

6. CONCLUSION

To sum up, moral education is the fundamental task of colleges and universities, classroom ideological and political education is an important measure to implement the spirit of the national ideological and political conference in the new era, and is also a necessary way to fully implement the Ministry of education's "guidelines for ideological and political construction of College Curriculum". It is necessary to give full play to the leading role of Ideological and political education, promote the cooperation of various disciplines, mobilize professional teachers, strengthen classroom understanding, continuously implement innovative education and optimize classroom design, and integrate ideological and political elements into the teaching content, so as to improve the ideological and political level of College Students in the infiltration of higher education.

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Evaluation Of The Practical Application Of Translation Theory In Translation Teaching

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Abstract: With the continuous development of society, more and more attention has been paid to translation teaching in China. The main goal of translation teaching is to cultivate students' practical ability, improve their comprehensive level and enable them to develop sustainably. In the process of practical teaching, teachers must pay more attention to students' translation skills and create a complete system of translation theories. In the following part, an in-depth analysis will be made on the evaluation of the practical application of translation theory in translation teaching, in order to improve the quality of teaching.

Key Words: Translation Theory; Translation Teaching; Practical Application; The Effect; Evaluation

1. INTRODUCTION

Translation teaching is to train translation talents. At present, China's translation teaching still has many shortcomings in its actual development. Under the influence of various factors, the development of translation theoretical knowledge has a great impact on translation teaching. In order to improve the level of translation teaching in China, it is necessary to clarify the focus of translation theory, formulate teaching strategies scientifically and rationally, and promote the all-round development of students.

2. ANALYSIS OF THE PRACTICAL VALUE OF TRANSLATION THEORY IN TRANSLATION TEACHING

Theoretical teaching and practical teaching have different effects. In practical work, translators must have strong practical ability. In translation teaching practice process, the teacher must attach importance to theory and practice, rich classroom knowledge, expand students' knowledge, to provide security for the translation work smoothly, starting from the whole, at the same time improve the effect, to ensure the quality of translation is of great significance to the development of students, can help them to meet the requirements of the new era of talent.

In the period of translation teaching, if teachers want to comprehensively improve students' translation practice ability, they must give students sufficient guidance, encourage students to participate in the translation of literary works, enrich their translation experience and improve their ability in practice. Translation involves a wide scope of content, students will be familiar with news, legal aspects, and the study of translation practice, clear translation ratio, the theoretical knowledge they learned in class as a support, to make the articles on different types of accurate translation, translation of excellent works of literature and art, help people to break through the language of different binding, for effective reading, It is

the translator's responsibility.

3. ANALYSIS OF THE ROLE OF TRANSLATION THEORY IN TRANSLATION TEACHING

3.1 Cognitive effect

Translation theory plays a certain role in translation teaching, including the cognitive role, which mainly refers to the enlightening effect of translation theory on students. To guide students in the theory of translation objectivity, but also to describe the rules of translation, translation of the internal involvement and operation mechanism of the analysis. After the theoretical introduction, students can understand that translation is an important tool for language conversion. For example, at the beginning of the first class of the translation course, teachers will introduce translation theory to students. Only when students master translation theory can they further learn translation skills, play their best role in the process of translation and grasp the key points of translation.

3.2 Execution

Translation theory has a strong guiding role in translation, which reflects the implementation role of translation theory in translation teaching. While guiding students, translation theory can clarify the direction of translation, combine translation rules in translation theory when meeting translation problems, clarify the key points in translation, and solve various problems in translation process. Translation theory is theoretical knowledge, but it has strong flexibility. In translation, we should choose translation methods based on the translation object. For example, when translating in colleges and universities, teachers first explain translation skills and theories so that students can feel the executive role of them, provide students with corresponding translation materials, transition from simple and single sentences to complex sentences, and master the translation sequence of processing translated sentences. Then the students can enter the stage of translating the whole passage, guide the students to understand the influence of relevance on the translation effect, train the students' translation skills and apply them flexibly in the translation process.

3.3 Correction effect

Translation theory plays a certain role in the correction of translation teaching in colleges and universities. The correction mainly refers to the normative role of translation theory, which provides a reference and guidance to English semiotics and aesthetics, including the implementation methods in the process of translation, and creates favorable conditions for the correction of translation theory. Translation theory not only plays an executive and cognitive role, but also plays a corrective role. For example, when teachers check students' translation results, they can correct them according to

translation rules and translation skills in translation theories. When mistakes are found, teachers should give correct guidance to students and explain translation correction methods to students, so that students can check the rationality and correctness of translation results by themselves. Translation teaching in English education has a relatively high degree of difficulty, and students with weak foundation can hardly understand the content of translation theory. There are many shortcomings in translation, and even basic sentences can not be translated. In view of this situation, teachers must make full use of various functions of translation theory.

4. ANALYSIS OF THE PROBLEMS EXISTING IN TRANSLATION TEACHING AT THE PRESENT STAGE

4.1 Students' awareness of translation theory learning is weak

At the present stage, there are still many problems in the actual development of translation teaching activities in China. Teachers should correctly view translation courses, strengthen new ideas, implement them in class and apply appropriate new methods. Affected by many factors, the quality of teaching is declining, which limits the further development of students. In the process of translation teaching, students do not pay enough attention to it and their learning awareness is relatively weak. Teachers focus on translation skills in class and ignore the importance of translation theories. In the course of study, students lack an understanding of translation theory and cannot accurately apply it [1].

4.2 Teachers do not attach enough importance to translation theory

Under the influence of traditional teaching thinking, teachers do not pay enough attention to translation theory and do not realize the role and value of translation theory in translation. In teaching activities, translation theory and translation practice cannot be integrated, and students' insufficient understanding of translation knowledge affects teaching efficiency and limits the improvement of students' abilities [2].

4.3 The standardization of translation teaching is insufficient

In the context of the new era, information technology has been popularized in all trades and occupations to a certain extent. In translation teaching, the teaching materials used by teachers are too backward to keep up with the development trend of the new times, and the teaching design lacks standardization, which leads to the unimproved level of translation teaching and the unsatisfactory teaching effect. In recent years, the status of translation teaching in schools has become higher and higher, but there are still some shortcomings in practical teaching, which affect the development of students. Students are disturbed by their inherent thinking and passively accept teachers' indoctrination in class. Teachers only blindly explain translation knowledge, ignoring students' subject status, and students cannot deeply understand translation theory [3].

5. ANALYSIS ON THE PRACTICAL APPLICATION OF TRANSLATION THEORY IN TRANSLATION

TEACHING

5.1 Analysis of the practical application effect of function on theory in translation teaching

In the process of translation teaching, teachers must apply translation theory reasonably and pay more attention to it. In the translation theory, the functional theory has a certain universality, under the guidance of the theory, the need for systematic translation. Function theory in the practical application of stage translation, can truly express the meaning of the original text, to maintain the consistency of the translation and language. In the process of translating articles, there are certain differences between cultures. In order to achieve effective translation, the text should be processed. Therefore, it is necessary to strengthen research on translation theories and explain them in combination with teaching contents. In the teaching stage, there are some problems of form coordination in the translation content, which can be dealt with by changing form. Teachers should pay special attention to translation teaching to deepen students' understanding of translation theory, so that students can truly understand the meaning of translation theory, apply the theory step by step, and improve their translation ability [4].

5.2 Analysis on the practical application effect of the theory of three elements in translation teaching

In translation teaching, if we want to ensure the teaching quality, we must formulate a corresponding teaching plan according to the actual ability of students, so as to fundamentally improve students' translation level. Strengthen the practical application of the theory of three elements. During translation, the translation results are easily influenced by ideology. Translation is a process of explaining translation facts and assisting integration and interaction. In the whole process, we should use the way of text conversion, comprehensively analyze the various cultures in the translation, and deal with the actual situation to ensure that the translated text has a strong rationality. By applying the theory of three elements, teachers should encourage students to stand their ground and lay a good foundation for translation learning. Lefeville's three elements are the basis of translation and have a certain guiding effect. In translation teaching classes, teachers should systematically explain theoretical knowledge and help students master translation methods. Translation is not copying, but objective translation under the background of specific ideological rules, so as to improve practical translation ability and flexibly apply the theoretical knowledge learned in translation.

5.3 Analysis of the practical application effects of foreignization and domestication principles in translation teaching

Translation is easily influenced by cultural differences. In practical translation work, we should adhere to the principle of foreignization and domestication and translate reasonably. In the stage of translation teaching, teachers must fully combine theory with practice and give full play to its role. In addition, the translation results need to be compared and analyzed, and the translation knowledge can be explained with translation theories, which can

greatly improve the classroom teaching effect. Teachers should reasonably divide students into groups, communicate and discuss with each other, learn from each other, and find effective solutions to problems encountered, so as to ensure that students can obtain accurate translation results based on comprehensive consideration of the national cultural context in the process of translation.

5.4 Have a deeper understanding of the theory itself

Translation theories can guide translation practice and explain various translation phenomena encountered in translation. Some theories can put forward hypotheses to deepen students' understanding of them and improve their cognitive ability, thus deducing the theories and playing a certain role in the study of translation courses. Translation theory is not limited to translation practice, but can be derived from the whole process of translation thinking, and can also be taken as a process of translation scholarship. As a translation teacher, it is necessary to realize the role of theoretical level, improve students' ability of theoretical reconstruction, discover new problems in translation teaching and influence students' translation thinking imperceptibly. Integrate translation theory into translation skills to lay a good foundation for students' subsequent study and meet their learning needs.

5.5 Influence of translation theory on translation teaching effect

China's translation theories are mainly based on the content proposed by Yan Fu, which plays a certain role in translation teaching and has been recognized by the translation circle. Translation teaching in China always involves the content of faithfulness, expressiveness and elegance, which is of positive guiding significance. Teachers must pay full attention to translation teaching. Translation theory mainly refers to the theoretical knowledge summarized in the process of translation, which plays a significant role in practical translation. Scientific translation theories can improve the translation efficiency of translators, reduce the work intensity, reduce the learning pressure of students, and achieve a good effect in translation teaching. Unscientific translation theories have a negative impact on the effect of translation teaching. English translation ability cannot be improved, and it is difficult for students to accurately translate texts in practice after class. In order to give full play to the role of translation theory in translation teaching and achieve the expected teaching effect, it is necessary to choose translation theory reasonably and promote the all-round development of students.

6. APPLICATION OF TRANSLATION THEORY IN TRANSLATION TEACHING

6.1 Application of functional equivalence theory

Translation theory has a high status in the field of translation, among which functional equivalence theory has been recognized by the masses. It is referred to as functional equivalence when it is translated under the guidance of translation communication theory. This translation method is embodied in the semantic to stylistic, as close as possible to the original text, reproduce the source language information. This kind of translation

theory has a higher request to the translator, must reappear the original meaning truly, and the original height is the same. There are certain cultural differences between the texts, so translators should make reasonable use of functional equivalence theory to process the texts. The Chinese language contains many connotations, and its idioms have certain particularity, so the translation of Chinese sentences needs to use special language to retain the original meaning.

6.2 Application of the three-element theory

As a representative of the school of translation culture, Lefevere classified the translation process in detail, holding that the translation process can be controlled and the translation results are closely related to Poetics, Ideology and Patronage. The three elements can interact with each other to arrive at translation results and expound translation facts. Translation is a process of exchange, which requires the conversion of words, cultures, social systems and so on, and the coordination of the translation according to its connotation. As a qualified translator, we should stick to our position and choose the translation content according to our actual level when we meet the choice problem. In the process of teaching, teachers should pay attention to the key points, combined with foreign political news to explain three elements for students.

In translation teaching, teachers should help students master the application methods of theories. Translation and replication are very different and do not need to be similar to the original text. An excellent translator is based on the requirements of the client and follows the rules of ideology to ensure that the translation can be accepted by the target language system and complete the translation task. In the process of translation, there will be cultural and social conflicts. For example, in translating foreign media reports, we should first understand China's national conditions, pay special attention to sensitive words, and use accurate words and language to express China's political attitude so that citizens can correctly understand political issues. In the process of translation, we can appropriately adjust the position of words in the original text, highlight the political position, and improve the translation value of the article.

6.3 Application of the principle of foreignization and domestication

Some scholars believe that the translation should not be deleted by national characteristics, but should be retained completely to reflect the cultural perspective of the original text. Venuti said that translation is tangible, and the traces of the translator can be clearly seen in the translation, which expresses the principle of alienation and retains the differences between cultures. Foreignization is relative to domestication, which refers to the elimination of cultural differences between countries. Venuti does not agree with domestication. In translation, Venuti insists on her own attitude, believing that western culture is dominant and foreignization can prevent the invasion of western culture.

There are great cultural differences between Chinese language and English. In the translation class, teachers

should explain the characteristics of foreignized translation to students in detail and encourage students to retain their own culture, which is of great significance to the spread of Chinese culture and can expand the scope of influence of Chinese. For example, in the translation class, choose English movie dialogue and video, let the students translate with the knowledge they have learned, restore the real situation after the translation, translate again, and compare the translation results after the completion. The students in the class are divided into groups to discuss and exchange the translation content, so that the students can understand that different translation methods have different influences. In the translation, appropriate translation methods should be adopted in combination with the context of the target language to ensure the accuracy of the connotation of the final translation.

7.CONCLUSION

As can be seen from the above, translation theory is the basic theoretical knowledge in translation practice. When carrying out relevant translation teaching work, teachers should pay attention to the explanation of translation teaching knowledge, strengthen the application of translation theory and solve problems encountered. It is of great significance for the development of students that

teachers should combine theory with practice in class, adopt corresponding teaching methods according to the actual situation of students, and study and analyze translation theories.

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Exploration And Application of Set Training in Chronic Nonspecific Low Back Pain

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Abstract: To explore the application value of SET training in the treatment of chronic nonspecific low back pain. **Methods:** 72 patients with chronic nonspecific low back pain enrolled in the study (from February 2020 to February 2021 in our hospital) were divided into control group (36 cases, conventional treatment) and observation group (36 cases, conventional treatment combined with SET training) according to different treatment regimen. The clinical treatment effect was evaluated by observing and comparing the degree of low back pain, range of motion of spine, degree of lumbar dysfunction and treatment satisfaction of the subjects in the two groups. **RESULTS:** After treatment, VAS pain scale score of observation group [(1.77±0.34) points] was lower than that of control group [(2.36±0.58) points] ($P < 0.05$). The range of motion (flexion, extension, left flexion, right flexion) of the spine [(68.54±2.36) °, (25.96±0.54) °, (9.58±0.57) °, (12.26±0.74) °] was higher than that of the control group [(62.87±4.22) °, (24.21±0.78) °, (8.81±0.41) °, (10.01±0.75) °] ($P < 0.05$); RMQ and ODI scores [(2.91±0.77) points, (3.48±0.84) points] were lower than those of the control group [(6.65±1.62) points, (9.05±2.65) points] ($P < 0.05$). The treatment satisfaction (94.44%) was higher than that of the control group (75.00%) ($P < 0.05$).

Key Words: Set Training Of Characteristic Skills; Chronic Nonspecific Low Back Pain; Degree Of Low Back Pain; Treatment Effect

1.INTRODUCTION

Chronic nonspecific low back pain is a chronic low back pain disease whose etiology is unknown, with the main clinical manifestations of low back pain, lumbosacral pain, limited lumbar activity, and waist weakness and stiffness, etc. It is characterized by a long course of disease, high morbidity at the time point, and high difficulty in treatment, which seriously affects the physical and mental health and life safety of patients [1]. At present, for the

Table 1 Baseline data of subjects [n (%), (±s)]

group (n=36)	gender		BMI(kg/m ²)	Age (years)	Duration of disease (months)	Education Level (Years)
	male	female				
The control group	20	16	22.95±5.47	45.65±4.24	14.21±2.65	10.01±3.36
Observation group	18	18	22.93±5.58	45.69±4.17	14.25±2.97	10.04±3.42
χ^2 ort	0.223		0.018	0.048	0.071	0.044
P	0.637		0.986	0.962	0.943	0.965

2.2 Methods

Control group received conventional treatment. For example: guide the patient to take the supine position, with palm kneading method to relax the patient's lumbar and back muscles; Using lifting method, point method, patting

treatment of chronic non-specific low back pain, the clinical requirements are to flexibly use physical therapy, exercise therapy, massage therapy, acupuncture therapy and drug therapy to relieve pain and improve symptoms according to the specific conditions of patients [2]. Different clinical treatment methods have different clinical treatment effects. In this regard, it is necessary to study the characteristics and application value of different therapies in order to explore efficient, safe, economical and applicable clinical treatment schemes and better safeguard the health and safety of patients. In this study, the application of SET training with characteristic skills in the treatment of chronic non-specific low back pain has achieved good results. Now it is reported as follows, aiming to clarify the application value of SET training with characteristic skills and promote the improvement of clinical efficacy.

2. MATERIALS AND METHODS

2.1 Data

According to inclusion criteria (diagnosed with chronic nonspecific low back pain; The vital signs are stable and can cooperate with clinical treatment and research; Informed and voluntary participation in the study) and exclusion criteria (there are contraindications to SET training of characteristic skills; Complicated with lumbar spondylolisthesis, scoliosis, compression fracture, lumbar infectious lesions, and organic lesions of important organs; Have language communication disorders, motor disorders, cognitive disorders; Seventy-two patients with chronic nonspecific low back pain who received treatment in our hospital from February 2020 to February 2021 were selected for this study, including 38 males and 34 females, aged 32-66 years (45.87±5.25) years. The patients were divided into two groups according to different treatment regimens, and their baseline data were statistically analyzed, with $P > 0.05$, which showed comparability, as shown in Table 1.

to improve the patient's lumbar back, leg muscle fiber spasm, massage acupoints to Ashi, Qi Hai Shu, Shenshu, Da Chang Shu, Weizhong, lumbar jiaji point, Huantiao point, etc. The patient's pain area was kneaded and rubbed rhythmically, and the patient's numbness was pinched and

hammered. 20min each time, once a day, 5 times a week, for 4 weeks.

Observation group: on the basis of the control group, SET training of characteristic skills was implemented. Specific operations : (1) Before the training, the patient was subjected to a closed chain test, that is, in the supine position, an inelastic sling was tied 10cm below the patient's knee. After the lower limbs were suspended, the pelvis was lifted horizontally and the patient's feet were opened to maximize the Angle as far as possible. (2) According to the test results, reasonably choose the training movements and follow the principle of step by step to start the training. (3) The training movements mainly include pad sitting ball control training, supine position and supine position breathing control training, supine position bilateral suspension training, supine position single leg suspension lifting training, lateral position single leg strengthening training, prone position double leg lifting training, prone position single leg strengthening training, etc. During the training process, load intensity and repetition frequency were determined according to the actual situation of patients. Usually, the training is 40-45min each time, once a day, 5d a week, for 4 weeks.

2.3 Observation Indicators

2.3.1 Degree of low back pain: VAS pain scale was used to score before and after treatment, with a total score of 0~10. The higher the score, the more severe the low back pain was.

2.3.2 Spinal range of motion: Before and after treatment,

Table 2 Comparison of VAS scores between the two groups [(±s), points]

group	n	Before the treatment	After treatment	t	P
The control group	36	6.36±1.14	2.36±0.58	22.113	0.000
Observation group	36	6.37±1.45	1.77±0.34	21.840	0.000
t		0.038	6.205	--	
P		0.969	0.000		

3.2 Range of motion of the spine

After treatment, anterior flexion, posterior extension, left flexion and right flexion in the two groups changed compared with before treatment, and the change degree in

the range of motion of forward flexion, posterior extension, left flexion and right flexion was measured using the spinal range of motion measurement tool. Normally, forward flexion is 90° and extension is 30° with lateral flexion on both sides.

2.3.3 Degree of lumbar dysfunction: Before and after treatment, Roland Morris Lumbar Pain Loss Quesnaire (RMQ) and Oswestry Disability Index (ODI) were used for evaluation, with the total score of 0-24 for the former and 0-50 for the latter, indicating that the higher the score, the more serious the dysfunction and the worse the quality of life [3].

2.3.4 Treatment satisfaction: The self-made treatment satisfaction questionnaire was used to score with a percentage system. According to the scores, four standards were divided into "special satisfaction, relatively satisfaction, basic satisfaction and dissatisfaction". Total satisfaction = 100% - dissatisfaction rate.

2.4 Statistical Methods

SPSS26.0 software was used for statistical analysis. Measurement data were expressed as (mean ± standard deviation S) and t test was used. Count data is expressed by number (n) and rate (%), and is tested. P < 0.05 indicated that the difference was statistically significant.

3. RESULTS

3.1 Degree of low back pain

After treatment, VAS scores in both groups were lower than before treatment, but even lower in the observation group (P < 0.05 between groups), as shown in Table 2

the observation group was greater, and the difference in each activity degree was statistically significant compared with the control group (P < 0.05), as shown in Table 3.

Table 3 Comparison of range of motion of spinal joint between the two groups [(±s), °]

group	time	Forward bends	After stretch	On the left side of the bow	The right side of the bow
The control group(n=36)	Before the treatment	57.87±2.54	23.32±1.47	8.23±0.38	8.68±0.59
	After treatment	62.87±4.22	24.21±0.78	8.81±0.41	10.01±0.75
	t	7.178	3.782	7.336	9.855
	P	0.000	0.000	0.000	0.000
Observation group(n=36)	Before the treatment	57.85±2.44	23.36±1.57	8.21±0.42	8.67±0.61
	After treatment	68.54±2.36	25.96±0.54	9.58±0.57	12.26±0.74
	t	22.268	11.073	13.682	26.470
	P	0.000	0.000	0.000	0.000
Intergroup after treatmentt		8.292	13.044	7.754	15.100
Intergroup after treatmentP		0.000	0.000	0.000	0.000

3.3 Degree of lumbar dysfunction

After treatment, ODI and RMQ scores decreased in both

groups, but even lower in the observation group (P < 0.05 between groups), as shown in Table4

Table 4 Comparison of ODI and RMQ scores between the two groups [(±s), scores]

group	n	ODI		RMQ	
		Before the treatment	After treatment	Before the treatment	After treatment
The control group	36	23.54±4.21	9.05±2.65	15.21±2.23	6.65±1.62
Observation group	36	23.59±4.68	3.48±0.84	15.24±2.64	2.91±0.77
t		0.056	14.168	0.061	14.744
P		0.955	0.000	0.951	0.000

3.4 Treatment satisfaction

(P < 0.05), as shown in Table 5.

The observation group was higher than the control group

Table 5 Comparison of treatment satisfaction between the two groups [n (%)]

group	n	Special satisfaction	satisfied	Basic satisfaction	Not satisfied with	satisfaction
The control group	36	10(27.78)	10(27.78)	7(19.44)	9(25.00)	27(75.00)
Observation group	36	14(38.89)	12(33.33)	8(22.22)	2(5.56)	34(94.44)
χ^2		--				5.258
P		--				0.022

4. DISCUSS

The incidence of low back pain is high, which has a serious impact on People's Daily living ability and quality of life. More than 70% of patients with low back pain are chronic nonspecific low back pain. Due to the unknown etiology and pathogenesis of chronic nonspecific low back pain, there is no specific clinical treatment method, and multi-disciplinary combined treatment is used to improve and control the condition and symptoms. Therefore, it is of great practical significance to explore effective, safe and scientific clinical treatment of chronic nonspecific low back pain. In this study, the characteristic skill SET training was applied to the treatment of patients with chronic nonspecific low back pain, and it was found that the pain score of the observation group was significantly reduced after treatment, which was significantly different from the conventional treatment. It indicates that SET training has a positive effect on the improvement of low back pain symptoms. At the same time, the observation group, lumbar spinal joint mobility dysfunction rating scale score related significant differences and the control group, treatment satisfaction, illustrate the effective use of special skill SET training, can reduce disease, injury, promote the function recovery in patients with lumbar spine, improve patient quality of life, to obtain satisfactory treatment effect. With literature said the SET as a new rehabilitation therapy, based on the nerve - muscle activation technology, supported by Redcord training system, under low load, high repetitions, patients can effectively activate the rectus, crack more muscle, and shaft sma, promote patients with neuromuscular coordination, control, ability recovery, improve patients with lumbar spinal stability, Promote functional recovery of lumbar spine in patients [4]. At the same time, the characteristic skill SET training can make the lumbar spine in a neutral position, improve the mechanical relationship of the lumbar muscles and joints of patients, reduce the pressure of the lumbar joint capsule, the

pressure of the lumbar fiber annulus and the pressure of the ligament of the lumbar disc, improve the symptoms of the patient's lumbar pain and improve the comfort of the patient's lumbar.

In conclusion, the application effect of SET training is significant, which is conducive to the relief of low back pain and recovery of lumbar function in patients with chronic non-specific low back pain, and is worthy of clinical promotion.

5.CONCLUSION

Set training has a high application value in the treatment of chronic non-specific low back pain, and has a positive impact on the alleviation of patients' conditions, recovery of lumbar function and improvement of treatment satisfaction, which is worthy of promotion.

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Research On the Application of Obe Teaching Concept in College Dance Teaching

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Abstract: With the continuous development and progress of the society, all walks of life pay more and more attention to the development of students in all aspects, and actively cultivate students' interests outside of study. This can not only free students from the daily study pressure, but also make students' cultural connotation and artistic talent show incisively and vividly. Dance learning can not only cultivate students' artistic accomplishment, but also improve students' physical quality. In the process of cultivating students' dance ability, new educational concepts should be integrated, and OBE teaching concept is a new teaching mode. This paper analyzes the concept of OBE teaching, the problems of OBE teaching concept in college dance teaching and the countermeasures to solve the problems of OBE teaching concept in college dance teaching.

Key Words: Obe Teaching Concept; Colleges And Universities; Dance Teaching; Application Research On

1.INTRODUCTION

Dancing is a kind of physical activity that can not only convey emotions, but also strengthen the body. With the development and progress of The Times, the forms of dance have also changed, and the current new dance forms are also evolved from the traditional dance forms. Combining traditional dance forms with new dance forms can not only show the charm of dance, but also lay a foundation for the development of dance [1].

2. THE CONCEPT OF OBE TEACHING

OBE teaching is a success-oriented teaching mode, which mainly emphasizes that the goal of teaching design and teaching implementation is the final learning results obtained by students through the education process. At the same time, OBE teaching also emphasizes that in the process of teaching, students should be placed in the leading position of learning, so that students can complete the goals set before learning through systematic education. The teaching concept of OBE has also been gradually recognized by educators. In 2016, China adopted the teaching concept of OBE as the core concept of professional education in colleges and universities [2].

3. PROBLEMS ARISING FROM OBE TEACHING CONCEPT IN DANCE TEACHING IN COLLEGES AND UNIVERSITIES

3.1 Contents of dance teaching in colleges and universities
The continuous development of society has provided favorable conditions for the development of China's dance cause. More and more colleges and universities have set up dance learning courses. Make students learn more professional knowledge in the process of learning, but also improve their own self-cultivation, so that students moral, intellectual, physical, aesthetic, work in an all-round

development. At the same time, China has carried out reform on education, integrating the teaching concept of OBE into the teaching work of schools, and related problems have emerged accordingly [3]. With the development of economic globalization, there are more and more kinds of dances. For example: folk dance, jazz dance, Latin dance, ballet, a variety of dance forms so that students can enjoy the choice. However, teachers have limited energy in the process of teaching, which makes students only learn a little bit in the process of learning. At the same time, the limited teaching ability of teachers in some schools makes students unable to learn the essence of dance content and arouse students' learning interest in the process of learning. If this goes on for a long time, it not only affects the learning and growth of students, but also affects the education and development of dance.

3.2 College dance teaching mode

OBE's teaching idea, there are still some problems in the process of teaching, school in dance teaching, still adopts the traditional teaching mode for teaching, problems still exist in teaching methods, the main reason is that the teacher in the process of education attaches great importance to the students' skill content related to practice, So that students in the study of the time there is no way to play the subjective initiative of students. It makes students feel that dance learning is boring, and they can't put more energy into learning [4].

3.3 Comprehensive quality of students

In today's society, many school students' comprehensive quality is not high, and they do not integrate the correct learning concept into the dance learning. In this way, students' comprehensive ability can not be improved in dance learning, and the development of OBE teaching concept in dance teaching is inhibited. It has an adverse effect on the growth of students.

4. COUNTERMEASURES TO SOLVE THE PROBLEMS EXISTING IN THE OBE TEACHING CONCEPT IN COLLEGE DANCE TEACHING

4.1 Improve the teaching content

In the improvement of teaching content, we should pay more attention to the connotation of teaching culture. With the continuous development of the society, the pace of economic globalization is also accelerating. Dancing art is no longer just an expression of emotion, but more importantly a reflection of people's lives. Therefore, under the teaching concept of OBE, students' understanding of the value of dance should be enhanced [5]. Combined with the OBE teaching concept, the dance teaching can achieve the real development.

4.2 Innovate the teaching model

In the process of teaching in school, students need to realize the change and value that learning dance brings to

them. The application of OBE teaching concept in the teaching process of colleges and universities can make students develop in all aspects and improve their personal qualities. In the process of re-education, we should change the education mode and improve the traditional education mode, so as to better mobilize the enthusiasm of students in learning and promote the development of dance education.

4.3 Improve the comprehensive quality of students

In dance teaching in colleges and universities use OBE teaching concept, can effectively improve the students' learning efficiency, cultivate students' interest in learning, so the dance professional should continue to reform the innovation, the emphasis on the cultivation of students ability, improve the level of the students' comprehensive ability, develop scientific dance teaching target, planning and reasonable teaching plan, It enables students to improve their abilities in dance teaching, which not only reflects the important role of OBE teaching in college dance teaching, but also improves students' comprehensive ability level. However, it is important to note that in dance teaching, teachers should focus on cultivating students' comprehensive ability, choose teaching materials according to students' interests, create a positive teaching environment for students, and promote the reasonable application of OBE teaching concept in dance class. In addition, when holding dance teaching activities, we should focus on cultivating students' dance teaching, construct a teaching system to improve students' comprehensive ability of dance, and promote students' all-round development. Dance itself has a unique charm, colleges and universities to improve the students' interest in dance, first will give students establish good dance learning idea, must learn to put your feelings into the dance, to experience the unique charm of dance art and cultural connotation, and mastering the dance skills, improve their understanding of dancing art and cognition, So as to achieve the best dance teaching effect. While paying attention to the effect of dance teaching, teachers also pay attention to the students' emotional injection into the dance.

5.CONCLUSION

With the reform of China's education system, OBE teaching has gradually been widely used in college dance teaching. In college dance teaching, it is necessary not only to innovate dance teaching programs, but also to change the traditional teaching concepts. In dance teaching, OBE teaching is introduced to promote the comprehensive development of students' dance knowledge and physical and mental health. Therefore, various aspects of culture should be absorbed in the teaching of dance in colleges and universities, and the overall quality level of dance teaching should be improved through the OBE teaching concept. In order to promote the students in the dance art in an all-round development, for the future prosperity of the motherland to contribute their own strength.

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Exploration And Practice of Online and Offline Mixed Teaching Mode in Professional English Teaching in Higher Vocational Colleges--Taking Architectural English Course of Jiuquan Vocational Technical College as an Example

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Abstract: With the advent of "Internet Time", the online and offline mixed teaching mode has been continuously applied in the teaching of architectural English in higher vocational colleges. The English teachers in Vocational Colleges change the traditional teaching methods, realize the diversification of teachers' professional English teaching process and students' learning English ways, and provide various learning channels for higher vocational students to better grasp the knowledge of architectural English. The author has been engaged in the teaching of architectural English for many years, and tries to explore the application strategies of online and offline hybrid teaching mode of architectural English in higher vocational colleges from the analysis of application obstacles in practical teaching, so as to stimulate students' learning initiative, strengthen the construction of architectural English course in higher vocational colleges, and improve the quality of technical talents training.

Key Words: Online And Offline; Mixed Teaching; Architectural English

1.INTRODUCTION

Architectural English is the core course of vocational competence in Jiuquan Vocational Technical College. In recent years, our school has made full use of information technology and Internet teaching resources to carry out online-offline hybrid teaching mode in professional English teaching. For many years engaged in architecture English teaching work, starting with the analysis on application of obstructive problems in practical teaching, author tries to explore the application of online "building English" hybrid teaching mode, in order to stimulate students' learning initiative, strengthen the construction of higher vocational building English courses, improve the quality of technology skilled personnel training.

Cultivate students' ability of autonomous learning, meet the demand of diversification of students learning, through the "Internet +" form of education, carry out the vocational education teaching revolution, change teachers in the classroom teaching as the main body of the traditional teaching mode to take the student as the main body, teacher as the leading mode of modern vocational education, with the advent of the era of "Internet +". The mixed online and offline teaching mode has been continuously promoted and applied in the teaching of

architectural English in higher vocational colleges. English teachers in higher vocational colleges have changed the traditional teaching methods to realize the diversification of teachers' professional English teaching process and students' English learning methods, so as to provide various learning channels for students to better master the knowledge of Architectural English. The author has been engaged in the teaching of architectural English for many years, and tries to explore the application strategies of online and offline hybrid teaching mode of architectural English in Higher Vocational Colleges from the analysis of the application obstacles in practical teaching, so as to stimulate students' learning initiative, strengthen the construction of architectural English course in higher vocational colleges, and improve the quality of professional English teaching.

Online and offline hybrid teaching mode is an innovative teaching mode that combines traditional classroom teaching with internet information technology, including two teaching links, namely online teaching link and offline teaching link. Online teaching refers to the use of modern information technology and internet technology, teachers through the network platform, provide teaching resources for students to study independently outside the classroom; The offline teaching refers to the classroom teaching between teachers and students. Teachers need to complete the assigned teaching tasks at a specified time and in a specific place. Teachers teach the key points and difficult points of the course according to the requirements of the syllabus.

2. ANALYSIS OF OBSTACLES IN THE APPLICATION OF ONLINE AND OFFLINE HYBRID TEACHING MODE IN ARCHITECTURAL ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Textbooks cannot meet students' needs

As the main carrier of teaching content, the textbook is the main basis for teachers to implement classroom teaching and students to study independently. The teaching materials of Architectural English in Higher Vocational Colleges starting from the training of students' core competence in vocational posts, take the implementation standards of job posts as the basis, take the cultivation of morality and cultivation of people as the fundamental task, and highlight the work tasks of typical posts in the construction industry. Basic knowledge of English in the construction industry is arranged for the tasks of

architectural design, architectural drawing, construction and management, energy conservation and environmental protection. In recent years, with the rapid development of science and technology, great changes have taken place in the construction industry. The textbook on architectural English lacks in introduction of the ever-changing new technology and new materials of construction engineering, which leads to students' lack of understanding of the development frontier of the discipline, innovative scientific research technology and achievements, and fails to meet the learning needs of some students.

2.2 Teachers' teaching philosophy lags behind

Many teachers carry out offline teaching activities for a long time, have formed a set of inherent teaching ideas and habits, teachers are lack of mastery of some online teaching method, so it is difficult to quickly adapt to online hybrid teaching activities, which leads to its comprehensive work ability can't be effectively promoted, mixed online teaching mode cannot meet the current application of the requirements of the job.

2.3 Single teaching mode

The traditional teaching confined teaching schedule, only in accordance with the course exam outline requirements, closely around important and difficult points of course, sometimes even the main content of this course is not able to fully expand, which cannot meet the demand of part of the students' learning. The traditional "subject teaching" phenomenon still exists in the current teaching of higher vocational architecture English, which is manifested in the unidirectional teaching behavior, monotony of teaching form and the singleness of teaching content. Through systematic teaching, teachers transfer book knowledge to students, and students are in passive learning state, lack of independent thinking ability, and are not good at raising questions and solve the practical problems of the project. This teaching mode can not arouse students' interest in learning, restrict the activity of students' thinking and affect the teaching quality.

2.4 Single assessment and evaluation means

At present, some higher vocational colleges follow the traditional assessment method of usual results + final results, and the final examination is carried out in the form of examination paper. Although students answers, students discussions and homework completion are also included in the assessment scope, they still can not accurately reflect the comprehensive level of students' English use.

3. ANALYSIS OF THE EFFECTIVE APPLICATION STRATEGIES OF THE ONLINE AND OFFLINE HYBRID TEACHING MODE IN THE TEACHING OF ARCHITECTURAL ENGLISH IN HIGHER VOCATIONAL COLLEGES

3.1 Based on textbooks, supplement online teaching materials

"Architectural English" course can acquire English language knowledge in the context created by teachers, and improve the ability of using architectural professional English. Teachers need to change the traditional teaching mode of "teaching material + courseware", make full use of the network resources, and select the appropriate

teaching content as the auxiliary materials of teaching materials. Online and offline teaching materials are divided into the following several aspects: one is the knowledge area. This part of the course is mainly for teachers to record the basic knowledge, key and difficult content that students need to master into videos and micro lessons according to the examination syllabus and teaching objectives. The second is the ability improvement area. This part is mainly for students who need extra-curricular development training. It can set up the modules of building English related knowledge research and the latest literature research progress. The scientific research knowledge module requires teachers to expand knowledge, update knowledge points, record the latest content into video or make it into PPT form to share with students. The content of the literature research progress module can be uploaded to the literature related to the new progress of architectural English for students to understand. In this way, the online teaching platform has teaching resources and micro courses required by different teaching levels, which can meet the learning needs of students at different levels, easily stimulate students' interest in learning, and enhance students' innovation ability to a certain extent, which is a useful supplement to the textbook of architectural English. At the same time, we can also make use of the high-quality resources of domestic online courses, such as China University MOOC app, to provide students with the idea of self-study and lifelong learning.

3.2 Update education and teaching concepts to promote teachers' professional development

Updating the concept of education and teaching is the most critical work for professional English teachers to carry out the reform of online and offline hybrid teaching mode of architectural English in higher vocational colleges, and it is also the guarantee work to improve the current online and offline hybrid teaching effect. In order to effectively realize the innovation of teaching concept, first of all, higher vocational teachers must realize the transformation of teaching role in class, make clear that they are the teaching guides in class, and students are the main body of teaching in class, highlight the dominant position of students, give students the right of autonomous learning, and effectively improve the current students' autonomous learning ability on this basis, to create a good autonomous learning environment for students, to give students sufficient time for independent study and practical training, so that students can give full play to their subjective initiative in class. When students make mistakes, teachers need to guide students to perceive their own mistakes and help students establish electronic error files, Let students watch and consolidate regularly.

3.3 Promote teaching reform and innovative teaching models

The online and offline blended teaching of architectural English in higher vocational colleges can be divided into three parts.

First, autonomous learning before class. The implementation of online and offline mixed teaching mode is mainly to establish a student-centered

autonomous learning mode, which can not only stimulate students' interest in learning to a certain extent, improve students' learning effect, enhance learning efficiency, but also improve students' autonomous learning ability and comprehensive quality. Teachers need to arrange online learning tasks according to the actual situation of students. Students use online open courses for online learning, online testing and practice before class. According to the learning situation of students, teachers track students online, master students' learning situation, collect problems encountered in the process of students' learning, formulate teaching plans, and adjust the later class process. Teachers need to pay attention to students' self-learning situation at any time before class, urge students to study in time, and increase students' learning pressure appropriately. In order to ensure the effect of learning before class, teachers can timely evaluate and praise the students through the message area, and evaluate the group as a whole, so as to set an example for students and improve their self-confidence in learning.

Second, knowledge internalization or skill acquisition in class. Teachers need to analyze the problems of students' participation and concentration in network platform learning, fill in students' learning feedback form, and determine classroom teaching objectives, knowledge points and teaching activities. In the classroom, teachers organize a series of teaching activities according to the teaching process, that is, teaching guidance, real-time guidance, induction and summary, assessment and evaluation; Students to answer knowledge points, group discussion, development training, practical operation. Teachers should design test questions according to the order of course knowledge from easy to difficult, focusing on basic knowledge; Teachers can design some difficult practical discussion problems that focus on the combination of knowledge and interest, so as to cultivate students' ability of inquiry learning, deepen understanding and solve practical problems.

Third, paying attention to statistics after class. Teachers need to pay close attention to the "architectural English" network platform at any time, understand the statistics of the number of students watching videos, the average viewing time ratio of videos, the results of Outward Bound training, the results of in class tests, the quantity and quality data of students' questions, and timely adjust class activities. For example, according to the data, teachers can make zero start explanation in the face of vocational students with poor acceptance ability; In the face of some students with poor enthusiasm, teachers can hold knowledge contest and expand training; In the face of students with poor learning effect, teachers can timely supervise and test them; For students with poor operation ability, the teacher can give group guidance and organize group discussion.

Fourth, improving assessment and evaluation to boost professional development. The examination of Architectural English course is an important link in the teaching process. The course should take the students' application ability assessment as the main line, establish a whole-process assessment system, and build a test bank of

Foreign Language Application. The composition of the teaching assessment of Architectural English is the total score = the usual score 20%+ the process assessment score 30%+ the final exam score 50%. Usual grades include students' online learning participation, namely video preview, exercise exercises, online questions, online course unit assignments, and in-class quizzes. Class performance, including attendance, class participation and learning effect; Process assessment accounts for 30%, including the assessment of practical skills in learning situations.

4. OTHER REFLECTIONS ON THE MIXED ONLINE AND OFFLINE TEACHING MODE:

4.1 Questionnaires are designed to examine the implementation effect of the course

In order to test the implementation effect of the online and offline hybrid teaching mode in the teaching of architectural English in higher vocational colleges, we can design a questionnaire according to the actual situation of students. For example, what do you think the online and offline hybrid teaching mode of architectural English in higher vocational colleges can help you? The options can be self-study ability training, learning enthusiasm, learning attitude, learning interest, learning methods, classmate exchange and discussion, etc. students can choose more than one. The questionnaire is the information link between teachers and students. After collecting the questionnaire, teachers analyze, summarize and adjust the teaching methods according to the survey results.

4.2 Build a teacher implementation team to improve the teaching effect

Building an excellent teaching team is conducive to promoting the reform and research of online and offline hybrid teaching mode of architectural English in higher vocational colleges. The team of teachers majoring in architectural English can give full play to their own characteristics, jointly construct the implementation ideas of hybrid teaching mode reform, share the workload of lesson preparation, improve work efficiency, and develop more abundant teaching resources. At the same time, it is also of great significance to the professional development of teachers and the improvement of talent training quality. In short, compared with the traditional teaching mode of architectural English, online and offline blended teaching mode has more advantages, which can effectively expand learning time and space, improve teaching quality, and open up a new world for the teaching reform of architectural English.

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Research On the Mode and Path Of The Integration Of Distance Education And Vocational Education Under The Background Of "Internet +"

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Abstract: With the continuous development of social economy and the Internet technology, the domestic education industry to increase the innovative study of the internal system, increase the effective application of advanced information technology, to realize the optimization of the change of traditional teaching content, and remote education and vocational education fusion model is adopted to improve the education development, help to promote the development of the high quality of education industry. As for the modernization development of education, this paper mainly analyzes the occupation and talent demand from the perspective of social market, and increases the comprehensive consideration of various factors in education, which is conducive to promoting the development of information technology in the education industry.

Key Words: Internet +; Distance Education; Vocational Education; Fusion; Mode; The Path

1. INTRODUCTION

The development of the "Internet +" era has had a huge impact on the development of the domestic education industry, prompting the domestic education industry to increase the application of advanced technology, which can provide high-quality and comprehensive teaching resources for the education industry, and then promote the effective development of the vocational education industry. In view of the rapid development of modern vocational education in China, teachers can expand the development path of lifelong learning and increase the in-depth research on distance education and vocational education. At the same time, in the process of school education development, teachers increase the comprehensive application of the Internet platform, as well as according to the relevant content of distance education and vocational education for education planning, through strengthening the integration of the development of the two, help to promote the modernization of education.

2. FEASIBILITY ANALYSIS OF THE INTEGRATION OF DISTANCE EDUCATION AND VOCATIONAL EDUCATION UNDER THE BACKGROUND OF "INTERNET +"

2.1 Distance education has certain occupational demands
Distance education refers to the objective education system in the lifelong education system, which mainly

uses the special teaching techniques and forms in education to carry out all kinds of teaching activities effectively, thus promoting the professional development of distance education and vocational education. On the basis of the introduction of related professionals, remote education is also a variety of fusion in the form of education, so the application in practical teaching, can undertake integration development and various forms of education, requires teachers in teaching design and planning at the same time, on the basis of follow the principle of practicality, implementation technology of remote education English and social experience, the focus of the research It can effectively improve the quality and efficiency of vocational education development.

2.2 Vocational education has the appeal of openness

Under the influence of the rapid development of vocational education in the Internet era, schools and teachers pay more attention to the human resource market in the society, so that they can effectively grasp the relevant requirements for the occupation in the modern society, and be able to define the development goals of professional education, so as to complete the development goals of training professional talents in the education industry. Modern vocational education in the process of development, requires teachers to increase expertise and professional quality of students focus on cultivating and controls, but due to the effective development of social economy in each industry, to increase the difficulty of the higher education work, so I can make use of modern education field openness characteristics of vocational education, strengthen the fusion of remote education and vocational education development, Then realize the open development of vocational education.

3. SPECIFIC ANALYSIS OF THE INTEGRATION MODE OF DISTANCE EDUCATION AND VOCATIONAL EDUCATION UNDER THE BACKGROUND OF "INTERNET +"

3.1 Construct basic education model according to practice integration content

Modern education in the field of education in the process, generally adopts the way of distance education, mainly requires teachers to vocational education content into the remote education system, education activities to wriggle out of time and space limitations, to facilitate students in learning and review in time, to a certain extent, meet the needs of the students of education form. With the

development of education industry in modern society, the increase of special use of network technology in various regions in China can realize the comprehensive cultivation and management of talents in rural areas, thus improving the overall quality and efficiency of vocational education.

3.2 Develop vocational education by cooperating with vocational colleges and distance education of colleges and universities

The development of distance education is the main development trend of the integration of science and technology and education, so domestic schools to increase the research and related applications of distance education, to promote the integration of distance education and vocational education can effectively play the application value of professional and technology, and improve the overall quality of higher education. For the practical application of distance education in vocational education, the educational administration department can manage the basic courses and elective courses in distance education, increase the emphasis on deepening the management of practical and theoretical education, and effectively control students' credits at the same time. The application of distance education in vocational education in colleges and universities can realize the shared development of educational resources.

3.3 Encourage vocational colleges to promote distance vocational education with the help of distance education technology

In terms of the development of distance vocational education, domestic vocational colleges need to make use of distance education technology to construct the professional content and platform of education, so as to improve the stability and systematicness of distance education, and provide an important guarantee for the development of vocational education. Practical aspects of work in the remote education, vocational education can increase the application of all kinds of resources development and management, and according to the function requirements of social market for effective management and use of the connection between vocational education and distance education, realize the sharing of education resources, and promote the important role of education development, so as to realize the education goal of talent cultivation.

4. FORMULATE RELEVANT STRATEGIES FOR THE INTEGRATED DEVELOPMENT OF DISTANCE EDUCATION AND VOCATIONAL EDUCATION UNDER THE BACKGROUND OF "INTERNET +"

4.1 Make it clear that the learning mode of education is student-oriented

Under the influence of the economic development in the Internet era, the integrated development of distance education and vocational education can be arranged through the establishment of student-oriented learning methods, including digital libraries, intelligent learning areas, intelligent learning tools, etc. With regard to the actual promotion of distance education in modern society, teachers need to increase the focus on the development and management of vocational education, and solve the problems that appear in the process of distance education,

which is helpful to improve the learning ability and comprehensive quality of learners.

4.2 Strengthen the optimization research of the development system of open teaching management

For the integrated development of distance education and vocational education, teachers can use Internet technology to conduct professional optimization management of teaching management mechanism, and at the same time unify management with training mechanism, evaluation system, institutional framework and other contents, so as to promote the stable development of the education industry. At the same time, the development of the education industry needs to strengthen the coordination between online learning and learning service system, requiring teachers to increase the application of distance education platform, to be able to solve students' related problems in a timely and effective manner, to achieve barrage-free communication, so as to improve the learning quality of students.

5. CONCLUSION

To sum up, in the era of economic and social development of science and technology, driven by domestic education industry to strengthen the education system and means of optimizing management, adopts the more advanced and the way to carry on the education development of science and technology, at the same time increase the structural study of the education content, increases the integration development of yuncheng education and vocational education, to promote the steady development of education industry. In view of the research on the integrated development of distance education and vocational education, relevant educational administration departments and staff can realize the key control of distance education by clarifying the teaching core and strengthening the improvement of the open teaching management and development system, so as to improve the important quality of the development of the education industry.

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Cultural Ecological Problems and Protection Of Traditional Villages In Yueshui Township

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Abstract: The cultural ecology of traditional villages has been paid more and more attention by the society and people. In the long history of five thousand years, the ancient villages that have been preserved up to now are the precious cultural heritages that integrate the beauty of ancient culture and the wisdom of predecessors, and they are also the silica of nature. This paper mainly elaborates the problems existing in the cultural ecology of the traditional water villages in the east of Guangdong and the countermeasures needed to face these problems. We know that to ensure the cultural ecology of the traditional water villages in the east of Guangdong, absolute attention should be paid to the environmental renovation, and the protection of the cultural ecology of the traditional villages is urgent.

Key Words: Traditional Villages; Culture; Ecological; Countermeasures; Importance And Urgency

1. OVERVIEW OF RURAL ECOLOGY IN YUESHUI

Looking back at the history, we can see the appearance of traditional villages in the water towns of eastern Guangdong: beautiful natural scenery, unique folk customs and simple people full of wild vitality. In the past, the water town in east Guangdong was a place with highly developed waterway transportation. Later, due to insufficient attention paid to ecological environmental protection, it became a place with cross-flowing sewage and silt clogged. Now, although there is no developed waterway transportation, the water town in east Guangdong has taken on a new look after this time. The history of several water towns in eastern Guangdong can be traced back to the Western Han Dynasty, where the original ecological environment is well inherited. There are ancient folk customs such as delicious food, sailing, apricot flowers and light rain, small Bridges and running water, green tile, white wall, bright spring and colorful autumn, etc.

Looking forward to the future, with the passage of time, will the pure land in the mountains of East Guangdong still be full of vitality and vitality? Will the conversion of farmland to forest stop? Will the mountains and rivers be blue tomorrow?

Looking forward to today, facing more and more serious global ecological environment and development, the contradiction of the non-renewable resources caused by the excessive consumption and economic development of the ecological deterioration is forced people to reconsider the survival environment and how to keep sustainable development, in this case the guangdong water ecological protection has become a major necessary event. Actively integrate the construction of ecological projects, realize the overall planning of urban and rural areas, develop the

prevention and control of river and reservoir pollution within the territory, eliminate domestic sewage, vigorously use clean energy, reduce firewood deforestation and other actions are urgent.

From the perspective of the current situation of the traditional villages in eastern Guangdong, the cultural ecology of the traditional villages is facing a grim situation, with the development of the new socialist countryside construction and rural tourism. In recent years, the research on traditional villages has attracted extensive attention of scholars and the theoretical research on the protection status and freedom of traditional villages in eastern Guangdong, and then put forward countermeasures for the protection and development of the cultural ecology of traditional villages in eastern Guangdong[1-11].

2. CONSERVATION DIMENSION OF TRADITIONAL VILLAGES IN YUESHUI TOWNSHIP

The protection of traditional villages in Yueshui Township should be based on the inheritance of agricultural cultural heritage. Previously, the 18th National Congress of the Communist Party of China proposed to build an inheritance system of excellent traditional culture and carry forward China's excellent traditional culture. Therefore, it is an important duty and mission to accelerate the exploration, protection and inheritance of China's important agricultural cultural heritage at present.

Guangdong is the hometown of agricultural and cultural heritage, and farming culture of our country has a long history, rich in content, is based on the foundation of tradition, the Chinese nation with its unique and diverse natural condition and the hard work and wisdom, created the features in a wide variety of economic and ecological value highly consistent with the traditional agricultural production system to promote the development of the village, village to ensure the livelihood of the people in ancient times, It promoted the progress of ancient Chinese society, and thus derived and created the Chinese civilization. It is of great significance to excavate, protect and inherit these important cultural heritages of traditional villages.

Guangdong region of the traditional village said, to a certain extent in a specific environment, harmony between man and nature can has a very long history and very bright regional culture is the human very precious cultural heritage of ancient village, because there is a long history of folk culture essence, thus the main meaning in history, art, Scientific tourism and culture should also be carried out from these five aspects to make institutional innovation for the protection of traditional villages, to ensure the legal system, to rebuild the order of ancient villages, to protect the intangible cultural heritage, and to

do a good job in the evaluation system of tourists to traditional villages.

The background of the guangdong region of the traditional village form, is the combination of between urban and rural areas, the village is the highland of talents cultivation in the traditional society, and now the country and talent as if the relationship between two deviation, so the traditional villages from the education of a new lease on life, the traditional village protection education will need to dimension knowledge for planning and architecture, At the same time, establish a correct concept of protection and cultural confidence.

The traditional villages in the water towns of eastern Guangdong have been handed down to the present day. Therefore, it is necessary to establish archives of traditional Chinese villages, formulate protection and development of traditional villages, and establish a warning system for endangered villages. Traditional villages are rich in traditional material and intangible cultural heritage resources. In recent years, with the rapid development of industrialization, traditional villages are gradually weakening, and many even disappear. Once the protection dimension of traditional villages is neglected, it will be irreversible for the water towns in East Guangdong. The traditional villages in the water town of East Guangdong were originally a local society with geographical characteristics, and the laws and regulations were not perfect, and the social supervision on them was also limited. As a result, the punishment for the destruction of some traditional buildings and historical elements was not strong enough, which could not play a warning role. It is necessary to establish the property right confirmation system of vernacular historical buildings in order to protect those abandoned, self-destructing and idle historical buildings. At the same time, attention should be paid to the planning to delimit the protection scope and control the construction zone, and the protection work should be carried out in strict accordance with the relevant requirements for the protection of cultural relics. No facilities endangering the safety of cultural relics shall be built; no buildings, such as buildings in form, height, volume or color, etc. which are not in harmony with the architectural environment of cultural relics shall be built within the control scope; no operations such as blasting, drilling or digging shall be carried out within the protection scope; and no historical features and features of the cultural relics to be protected shall be destroyed. In short, the protection planning of traditional villages still has a long way to go. As designers, we still need to put more energy into thinking and practice.

3. ANALYZE THE CULTURAL STATUS QUO OF TRADITIONAL VILLAGES IN YUESHUI TOWNSHIP

In guangdong is located in east guangdong, was listed in the first list of Chinese traditional villages, all previous dynasties, various social change frequently, the land and the village household registration and the change of tax system, all wear diverse way to belong to the ancestors of the clan, the first Jian Village named or and landform characteristics, scene feature named majority there have distinct human factors, also have social unrest,

Natural disasters, floods and migration. During the general survey and visit to the east of Guangdong, a large number of written materials and word-of-mouth legends have been obtained, which have certain historical, cultural, scientific, artistic, economic and social values. In the traditional culture of the east of Guangdong, there is a wealth of historical information and cultural landscape, which is the biggest legacy of China's agricultural civilization.

Guangdong region of geography and culture status to some extent influence the development of the traditional village in contemporary path, at present many traditional villages are gradually disappearing, for the region of guangdong, if do not take timely and effective protection measures, even has been included in the protection list it is still not be destroyed, and even the fate of the disappeared.

In the relatively remote traditional villages in eastern Guangdong, many young labor forces have left the land. Population aging and empty-nesting in traditional villages are serious problems. Traditional villages have lost their subsequent power of farming, which is also one of the devastating blows to traditional villages.

In the guangdong region of relatively close to the city's traditional villages tired, is faced with indigenous to angry, out of question, after the former villagers living standards improved, but the original life let he cannot keep to the traditional villages hollowing and even disappear, how to keep the traditional village residents' material and spiritual double meet become guangdong an important problem in the developing of traditional villages.

There are many B&B projects in the water towns of east Guangdong, and the original intention of such protective development behavior is worth carrying forward. Combined with the traditional culture, architectural characteristics, natural environment and production and life of the village, B&B will limit the renovation of farm houses and transform them into business residences of cultural experience. Although the development of B&B pays attention to the protection of the cultural foundation and material environment of villages, and plays a role in restoration and protection, the current development of B&B in China lacks unified planning and management, so it still needs to be strengthened. Village development planning such as home stay has saved a large number of ancient villages that are on the verge of disappearing, but there are also some bad tendencies, such as excessive commercialization, treating traditional villages as "tourist cash machines" while ignoring their inherent cultural ecology and other phenomena.

How to maintain the material and spiritual development of traditional village residents in the water towns of East Guangdong still needs to pay attention to the following issues:

3.1 Reduction of the number of external traditional villages

3.2 Lack of motivation for development in villages;

3.3 Loss of traditional village culture.

If the destruction of traditional villages is an uncontrollable objective factor, then the loss of traditional

village culture due to improper protection can be regarded as a subjective factor.

4. THE IMPORTANCE AND URGENCY OF CULTURAL PROTECTION OF TRADITIONAL VILLAGES IN YUESHUI TOWNSHIP

4.1 The Importance Of

Ancient village in recent years by people gradually understand yearning, the surviving ancient village style of of primitive simplicity of personality is distinct, was known as the pearl of traditional culture is a precious historical and cultural heritage, the great buildings appear wide cement road new building replaced the old ancient building an ancient village, an ancient city along with his story he's history and culture, It is a very sad thing that it gradually blurred and finally disappeared in the dust of history. Therefore, people began to realize that the cultural heritage of ancient villages should be protected.

In addition to the high development of material civilization, we must ensure the synchronous development of spiritual civilization. Excellent cultural tradition of the Chinese nation is a very important historical subject, the traditional village culture as an integral part of the Chinese nation excellent culture, we should better protection and governance, guided by the scientific intangible, as tangible with the aid of the cultural industry comprehensive development, make the traditional village pleasant glow the new vitality and vigor is of crucial importance.

Traditional villages embody the spirit of the Chinese nation and are the bond to maintain the cultural identity of Chinese descendants. Traditional villages retain the diversity of national culture and are the foundation for the prosperity and development of national culture. Traditional villages have a long way to go for us to think and explore in terms of attaching importance to consciousness, ideas, funds and talents.

For example, the importance of road traffic planning. It is necessary to renovate the existing roads in the village, improve the alleys, ridges, mountain roads, and roads between houses in the village, form a convenient and accessible walking system, increase parking lots at the entrance of the village, and isolate motor vehicles outside the village.

For example, the importance of infrastructure planning. Abiding by the idea of "facilitating the life of villagers, improving environmental quality and promoting sustainable development", we should rationally plan infrastructure, increase public facilities such as public toilets and garbage collection, improve water supply and drainage pipes, and optimize lines with strong electricity and weak points. Combined with the characteristics of ancient villages, we should take measures according to local conditions to find the best technical way to save land use, investment and operation costs.

For example, the importance of greening and landscape planning. Reasonable use of mountain resources, improve the surrounding environment of famous and ancient trees, so that they have ornamental value. We will strive to create a rural image with beautiful environment, livable ecology and distinctive characteristics.

For example, the importance of tourism development planning. We will adjust the industrial structure, explore natural landscape, historical and cultural resources, and folk culture resources in villages, and develop reasonable tourism projects such as home stay and farmhouse entertainment.

4.2 The Urgency

Ancient village culture is the blood and soul of a nation and the spiritual home of the people. People of all ethnic groups rely on each other to strive for self-improvement and jointly create a long-established, extensive and profound Chinese culture, which provides a powerful spiritual strength for the development and expansion of the Chinese nation and makes an indelible contribution to the progress of human civilization. Contemporary traditional culture has increasingly become an important source of national cohesion and creativity. Enrich spiritual culture and protect intangible heritage culture has become the ardent desire of people of all ethnic groups in China. Protecting and developing ecological culture of ancient villages has become an increasingly urgent major strategy. The urgency of backward economy and inconvenient transportation. The poor living environment and living standard make a large number of villagers go out for work, leading to the phenomenon of hollow village in traditional villages, and the departure of villagers accelerates the decline and destruction of villages.

The urgency of frequent fires in ancient buildings. Due to the limitations of building materials, historical conditions and technical means, traditional villages and ancient buildings generally have fire fighting problems, such as low fire resistance rating, large fire load, poor evacuation channels, insufficient fire prevention spacing, and shortage of fire fighting water sources. The contradiction between the relatively weak fire prevention function of traditional villages and ancient buildings and the needs of modern life caused by tourism development has become increasingly prominent, which also brings more fire hazards.

This urgency must come from our deep understanding, any national and ethnic culture development is a prolonged process, are in the process which forms a connecting link between the preceding and the protection and development of village culture helps to promote the great development of socialist culture prosperity, only the village culture in boom continue to spread the socialist cultural gardens, Only in a village where nine ethnic cultures have been developed can the goal of building a powerful country become a vivid reality.

The urgency comes from the us in an era of cultural and economic increasing integration, the cultural industry has become a burgeoning industry, to promote economic growth and change the pattern of economic development is more and more big, the contribution of the ethnic minorities and national regions in our country economic society fast development of the masses life improved significantly, but compared with the coastal areas are far away, So you must make full use of cultural resources in national regions, vigorously to develop and expand the culture industry resource advantage into economic

advantage is the cultural industry, has become the pillar of the national economy, the sex industry protection and development of traditional ethnic culture village culture can strengthen the ethnic and traditional village area economic and social development.

This urgency comes from the fact that we must protect and develop village ecological culture. Village ecological culture is the primitive foundation of national survival and the root of prosperity. The development of village culture promotes the development of the nation. Although he is only a tiny, but the decline of the prosperity of the whole nation for thousands of years culture, lead to the decline of the decline of ethnic village culture lead to the decline of the village, so the urgent protection and development of the village culture contributes to the realization of unity of Chinese national culture and the White House, the more help to achieve the great rejuvenation of the Chinese nation, we must take powerful measures, Vigorously protect and develop excellent village culture to protect the spiritual home of the Chinese nation, improve the cultural quality of villages to enhance the spiritual strength of villages, and provide solid village culture support for the realization of the great rejuvenation of the Chinese nation.

5. DIFFICULTIES FACED BY THE CULTURAL PROTECTION AND CONSTRUCTION OF TRADITIONAL VILLAGES IN YUESHUI TOWNSHIP

5.1 The cultural and ecological environment of villages is disappearing

Now pay more and more attention to the development of ancient villages in China, but for the construction of the ecological environment there are still a lot of people, the protection of his imperfect consciousness in the present social development needs the help of ecological construction, so we must strengthen the construction of ecological civilization, and promote the development of our country traditional village economy, guarantee the traditional villages in sustainable development of our country. Do well everybody is responsible for the environment, human not reasonable development constitutes the guangdong water ecological imbalance, but also because of the effective management of human guangdong water ecological balance was up, in the beautiful countryside with China under the background of vigorous development, to solve the problem with the development of tourism brings to the rural ecological destruction, stimulate the villagers contradiction and so on a variety of negative effects, Based on the principle of protecting and inheriting the living ancient villages, the mountain ecological environment of the ancient villages is restored through ecological protection and application for restoration, so as to achieve the purpose of inheriting the living ancient villages.

In recent years, people's neglect of forest ecological environmental protection and a large number of unreasonable mining, leading to the decline of forest coverage rate, human's unreasonable mining of forest animals, leading to a series of growth environment performance decline, such as the reduction of biodiversity, water and soil loss, flood disaster, etc..

In recent years, due to excessive exploitation and

unreasonable use of people, the biodiversity has been rapidly reduced, and the biodiversity in the east of Guangdong has been greatly threatened, and the east of Guangdong has a very high value of protection. With the destruction of ecological environment in recent years, aquatic organisms have been greatly threatened.

In recent years, the lake eutrophication for lake water and ecosystems have serious consequences, brings the serious harm to the social environment of lake eutrophication, such as guangdong region of lake water sends out a stench, reduces the soil and water transparency, releasing toxic substances into any water body, water contain harmful substances, this is the chief culprit of environmental pollution, At present, the feasible methods to protect biodiversity include phasing the input of external nutrient substances, transforming and eliminating internal nutrient substances.

In recent years, the main natural disasters have landslide landslide, earthquake, flood, drought, forest, fire, such as the weather is dry, and annual rainfall and less concentrated cause forest fires in the landslide area, the physiological area of damage, triggering floods flood, guangdong region of the special geological environment, it is easy to cause floods, landslides and other natural disasters.

In recent years, traditional villages in production and technology is relatively backward, the more the amount of fertilizers, and other agrochemical products, while it is possible to make it look a lot better ecological environment, but in the use of farming drugs at the same time also can bring certain influence to the ecological environment, the ecological environment not so health pesticides, for the benefit of humanity, on the one hand, on the one hand, on the soil pollution caused by the It will hinder the environmental protection of traditional villages in China. Animals are the indirect victims of pesticide pollution of water resources. In the environment, pesticides are highly capable and finally spread to the human body.

5.2 Backward awareness of village cultural protection

In recent years, people on the mineral resources development ecological governance, the traditional village culture protection consciousness, and lead to vegetation and soil water, air, purification, waste residue, such as destruction of land erosion and soil and water, and lead to geological disasters incidence rebound, due to the speed of ecological restoration and management level, lags far behind the encroachment of human speed, The deterioration of the ecological environment is becoming more and more serious.

In recent years, because of the rapid development of the social view of environmental protection, there is no obvious progress, there are many ecological protection methods, not been implemented, live some funds or monitoring management, not in place of the common phenomenon, leading to a certain amount of soil erosion, and then aggravate the bad ecological environment.

6. Conclusion

As the essence of farming civilization and the foundation of the Chinese nation, the water town in the east of

Guangdong contains rich historical and cultural information and ecological natural landscape. It is the living gem of China's rural historical and cultural natural heritage, as well as the important carrier and spiritual home of Chinese traditional culture. However with agriculture, modernization, rural urbanization, rural tourism development such as multiple challenges and impact, the traditional village is a constructive, developmental, was established damage, etc., many traditional villages are substantial damage, even dying, in this paper, according to the problems of traditional village in guangdong province, analyzed the study and protection of ancient villages, Put forward the relevant disadvantages, summed up the following eight points:

First, priority should be given to the construction of traditional village roads, water supply, power supply, communications, greening and other public service facilities.

Second, on the premise of keeping the traditional style and architectural form unchanged, the villagers in traditional villages are guided to improve the traditional architecture and improve the living quality of the villagers.

Third, some wooden buildings in traditional villages are maintained with logs to ensure the original features of the buildings to the greatest extent.

Fourth, we should try our best to preserve the original features of the villages, restore the local flavor, strengthen the protection and utilization of traditional ethnic villages, and strengthen the construction of infrastructure around the unique local humanistic charm and cultural characteristics.

Fifth, the construction of villagers' houses should be planned in advance, coordinated with traditional villages, and put an end to indiscriminate construction.

Sixth, strengthen innovative thinking, explore local characteristic industries, at the same time to promote local employment, increase the income of villagers, to achieve the goal of a well-off society.

Seventh, strengthen the publicity on the protection and development of traditional villages, and create a good atmosphere for the whole society to care about and support the protection of traditional villages.

Eighth, we should adhere to the mode of villager autonomy protection, and constantly strengthen cooperation with large enterprises to promote the effective connection between enterprise capital and technology and traditional village resources.

We hope that the cultural ecology of traditional villages can be paid attention to.

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On The Internal Mechanism And Practice Path Of Moral Education Of College English

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Abstract: under the new situation, "education makes the country strong, and talents make the nation prosperous". It further emphasizes the need to integrate the ideological and political education related work in the whole process of education and teaching, so as to achieve the main purpose of the whole process of education. College English, as a humanities, is an important carrier of Ideological and political education. At this time, only by combining with the actual situation and finding the internal mechanism of College English ideological and political education, can we "dredge the muscles" for the ideological and political theory in practice and make the ideological and political education and English teaching more wonderful. Therefore, this paper first puts forward the problems and contents that need to be explored, and then finds the internal mechanism of the two, and constructs a scientific practice path.

Key Words: College English Course; Ideological And Political Education; Internal Mechanism And Practice Path

1. QUESTION RAISING

College English is a general education course in Colleges and universities. It is one of the important positions of Ideological and political education. As a global language, English is also a bridge and link between politics, economy, culture, science and technology. In the context of Chinese feelings and vision, it is also necessary for relevant personnel to adhere to the main idea of the scientific outlook on development, tell Chinese stories well, maintain China's discourse power, and export cultural values^[1]. There are many kinds of "College English" teaching materials, which are basically based on the British and American cultural background. China's voice and ideological and political elements are insufficient, lacking the educational function of Ideological and political elements. In the process of College English teaching practice, first of all, the imbalance between knowledge and value often leads to the curriculum value orientation of "seeing things but not people". Secondly, the imbalance of Chinese and Western cultural content often leads to the phenomenon of "missing", "lost voice" and "Aphasia", which is not conducive to the inheritance of Chinese culture. The ideological and political resources of the curriculum are not fully exploited, divorced from reality and lack of discourse practice. In view of this, how to combine the nature of College English curriculum, improve the practicality, highlight the ideological and political connotation and educational function of the curriculum?

Under the current situation, many scholars need to explore the key content.

2. THE INTERNAL MECHANISM OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE ENGLISH COURSE

2.1 Unity of knowledge and value

Both at home and abroad, they have their own unique knowledge and virtues. Through the learning of curriculum knowledge, we can not only form virtue, but also maintain the generation of wisdom. The curriculum itself is in an ideology, and College English curriculum expresses the same values and political position. Political awareness, cultural literacy and international vision will affect the development of the country to a great extent. In knowledge and skills, it is necessary to maintain the individual spiritual growth and professional development of "learning to advance morality". It emphasizes the ideological and political elements and educational value in the curriculum, enriches the knowledge resources and educational function, achieves the effect of moral education, and achieves the organic unity of knowledge and value^[2].

2.2 The connection between explicit education and implicit education

For College English curriculum, there are not only explicit knowledge and content, but also a lot of tacit knowledge and content. In essence, only by strengthening the effective unity and construction of "flooding" and "dripping", can we maintain the consistency of English knowledge learning and moral education. In other words, on the basis of knowledge, skills and value, we need to use implicit content, excavate explicit resources, and lead students to contact history, society and practice. Promote the deepening of the reform of service content, and effectively promote the effective penetration of students' patriotic consciousness, responsibility, innovative spirit and other contents.

2.3 Integration of discourse and Practice

Under the guidance of Marxism, China has established a characteristic development path. The language itself carries a variety of information and significance values. Only in mutual communication and cognition can the cultural values be inspired and emotions, values and ethics be conveyed to everyone. The establishment of College English classroom knowledge also needs to focus on discourse communication between China and foreign countries and export Chinese elements and ethnic symbols. Based on China, facing the world and improving innovation. In the policy of one belt, one road, and the fate

of human beings, students are the main force in the policy of competition.

3. PRACTICAL APPROACHES TO COLLEGE ENGLISH IDEOLOGICAL AND POLITICAL COURSES

3.1 Set up the concept of collaborative education and improve teachers' ideological and political education ability

To some extent, at the very beginning, the concept of collaborative education should be established in the ideological and political course of college English. The Party committee, managers, teachers and other organic combination, in the professional expertise, establish the construction goal of moral education. To improve teachers' ideological and political level and educational ability, build a teaching team, establish a resource sharing pool, and increase the construction of think tank platform, so as to achieve the realm of taking the essence and discarding the dross. To improve teachers' Chinese cultural literacy, solve the problem of "aphasia", maintain good language literacy, master the core values, strengthen students' national pride, and lay a good foundation for future cultural output.

3.2 Strengthen the system construction and construct the ideological and political system of English curriculum

For the ideological and political practice of college English courses, it is necessary to find their own thinking logic in combination with their own actual situation. It is necessary to do a good job in the top-level design and establish the ideological and political system of college English courses. The overall curriculum planning should be clarified, the coordination relationship between various subjects should be analyzed, the scientific learning methods should be found, the problem of insufficient cognition should be solved, and the educational value of English courses should be improved. On the basis of student-oriented, the evaluation mechanism of college English curriculum is established. To avoid the problem of "only score", find the internal relationship of value, maintain diversified rating methods, and lay a good foundation for the future sustainable development^[3].

3.3 Strengthen practical application and enhance ideological and political education function

First of all, it is necessary to expand students' international vision and strengthen curriculum construction, teaching material construction and content construction in the "One Belt And One Road" and other policies. Establish elective courses or "second class", maintain the integrity of knowledge learning, and strengthen the effective construction of intercultural communication competence and comprehensive quality. Based on the "Chinese Dream", we should highlight localized culture, tap into traditional Chinese cultural resources, increase language output, protect our unique right to speak, and promote all-round development of moral, intellectual, physical, aesthetic, and labor. After that, teachers need to innovate the way of work, use micro class, MOOCs and so on to

increase the demonstration construction of ideological and political courses, improve the intensity of practice, and increase all-round penetration. The speech, recitation, sketch, debate and other activities are used to help students improve the quality of thinking, build home feelings, and maintain the high quality ideological and political education of foreign language courses + modularization. According to the law of student growth and talent, actively promote the practice of curriculum education, cooperate with practice base, and form a set of practice mode that can be copied and applied. Try to increase the "two sessions" translation, foreign language short play competition and other language practice activities to improve the application value^[4].

4. CONCLUSION

With the progress of the society, the foundation of the university is to cultivate people by virtue. In the process of implementing and constructing college English ideological and political courses, it is necessary to excavate the scientific ideological and political connotation and enhance the function of ideological and political education. On the basis of cultivating people by virtue, language skills are passed on on the one hand and socialist core values are spread on the other. To improve students' ability to distinguish right from wrong, learn to look at problems objectively, and realize knowledge education and value guidance.

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Exploration On the Development Path Of Rural Ecotourism From The Perspective Of Low-Carbon Tourism

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Abstract: This paper will analyze the fit degree of low-carbon environmental protection and ecotourism, and in the perspective of low-carbon tourism how to promote the development of rural ecotourism put forward development measures. After investigation, we found that at the present stage, China still lacks sufficient carpet tourism resources, carpet tourism products and high-tech tourism equipment, and the government has not formulated an efficient development plan. Therefore, a series of suggestions are put forward, such as reconstructing the low tourism fire protection chain, deeply tapping the potential of consumers and increasing the development of low-carbon tourism equipment by scientific research institutes and related enterprises. From the perspective of land distribution, it is necessary to combine government, ecology, technology, public awareness and other factors with the current situation of local ecological environment to innovate and optimize the development of tourism, so as to realize the sustainable development of tourism industry.

Key Words: Low-Carbon Tourism; Rural Eco-Tourism; Development Issues; The Measures

1. INTRODUCTION

The so-called low-carbon tourism is to innovate and optimize the tourism industry on the basis of the gradual changes in the world environment and ecology. Although different views and opinions on low-carbon tourism have been discussed from various perspectives at this stage, in essence, there is still a common understanding on how to promote the development of co-existing tourism industry to ecotourism and how to take effective measures to achieve the goal. It is believed that only by using low-carbon technology, increasing the promotion of low-carbon environmental life, setting up people's awareness of low-carbon environmental protection, and increasing the development and application of low-carbon technology, can the carbon emissions of the tourism industry be reduced and the social and economic benefits of the tourism industry be maximized. Rural ecological tourism is to change the form of the traditional tourism industry, improve the traditional tourism too much emphasis on the economic benefits of the goal of the harm to the environment to optimize, to achieve the sustainable development of the economy and tourism industry.

2. THE COMBINATION OF LOW-CARBON TOURISM AND RURAL ECO-TOURISM

Rural ecotourism and low-carbon tourism share the same comprehensive concept. They both pursue the main goals

of low energy consumption, low emission and high environmental protection. It is precisely because of this highly compatible advantages that the advantages of low-carbon tourism can be better utilized in the development of rural ecotourism, so as to further promote the development of rural ecotourism and realize the sustainable development of rural areas. At the same time, the integration of the concept of low-carbon tourism into the development of rural tourism industry is also conducive to cultivating the concept of low-carbon and environmental protection in villagers and establishing correct environmental awareness, which is of great significance to all aspects of low-carbon life in China [1]. First of all, both low-carbon tourism and rural ecotourism focus on the tourism industry. Although to some extent, low-carbon environmental protection covers a wider scope and can be applied in any form of tourism industry, the implementation of the concept of energy conservation and emission reduction is still to protect the increasingly bad ecological environment. Therefore, both low-carbon tourism and rural ecotourism are in essence pursuing the common development of economic benefits and ecology [2].

3. PROBLEMS IN THE DEVELOPMENT OF RURAL ECO-TOURISM FROM THE PERSPECTIVE OF TOURISM

Although rural ecotourism and low-carbon tourism are to a large extent to ensure the sustainable development of the tourism industry and promote the common progress of China's economy and ecology, in essence rural ecotourism stands on the basis of tourism and emphasizes the combination of ecology with the unique rural natural environment [3]. The center of low-carbon tourism is low carbon, and the basic feature of low carbon is also the resistance to the development of rural ecology.

3.1 Lack of low-carbon tourism consumption

Rural ecotourism is based on the unique natural environment and characteristics of rural areas, which is the manifestation of the unique local natural scenery and cultural characteristics. For example, Zhangjiajie Forest Park, the first national forest park in China, fully combines ecological protection with tourism industry, enabling the rapid development of the local ecotourism industry [4]. Although this stage of development is not the true sense of ecotourism, it also laid a solid foundation for the development of ecotourism. Low-carbon tourism requires tourists to improve their awareness of environmental protection, establish correct tourism concepts, consciously protect the surrounding environmental hygiene, and

earnestly participate in cultural environment and low-carbon activities in the process of tourism [5].

3.2 Lack of sufficient low-carbon tourism products

Due to the lack of capital investment in rural ecotourism, it is impossible to provide sufficient research funds for ecotourism development, resulting in products and tourism forms unable to meet the needs of ecological development. In addition, through a series of methods such as questionnaire survey, we found that the majority of tourists believe that the development and research of tourism equipment should be increased, and tourism products should be the main body of environmental protection, and reduce carbon emissions to achieve the goal of environmental protection. At the same time, many tourists ignore the rural characteristic food and other items, and prefer the packaged exquisite bulk products, which also provides a certain difficulty for the development of ecotourism.

3.3 Low carbon tourism equipment has not been improved

In some rural ecotourism areas with orchard picking as the main body, due to the small investment in tourism equipment, and due to the impact of product ripening season and environment, it is unable to provide a high-quality environment for product development [6]. In addition, there are many tourists in the peak season of picking forest, and the corresponding foundation is insufficient. In the off-season, there are few tourists and the infrastructure is idle, which greatly hinders the development of the rural tourism industry. After investigation, it is found that in many rural ecotourism development areas, the infrastructure configuration is unreasonable, which destroys the ecological environment of the ecotourism area and leads to the ecological imbalance in the area.

3.4 Lack of government-led low-carbon tourism development system

At present, the concept of low carbon and environmental protection has not been implemented by the government and other relevant departments in the development of rural eco-tourism industry, and there is also a lack of scientific development planning in the development of rural tourism. In addition, in some rural areas that focus on the development of low-carbon tourism industry, there is no corresponding professional guidance, and there are some unreasonable aspects in planning and implementation, and there is also a lack of system and regulation restrictions in development, which needs to be improved [7]. At the same time, the government has not shown its own responsibility in the development of ecotourism and has not actively promoted it. For example, there is no unified identification of rural ecological products, and there are no emission rules for carbon emissions. In some rural areas, the formulation of carbon emission targets will be more complicated. Some government departments also fail to play the guiding role of the government, which makes it impossible for many domestic ecotourism industries and rural ecotourism to develop smoothly in the direction of low carbonization, and finally leads to ecological imbalance.

4. HOW TO OPTIMIZE THE DEVELOPMENT OF

RURAL ECO-TOURISM WITH THE CONCEPT OF LOW-CARBON TOURISM

In the low-carbon development of rural ecotourism, the development of tourism industry activities and various ecotourism products are important contents of tourism development. Therefore, low-carbon environmental protection can promote the development of rural ecotourism industry and various exotic industries. Therefore, it is necessary to combine rural ecological development with low-carbon tourism development, give full play to the concept of low-carbon environmental protection, and take low-carbon as the foundation of tourism development, provide a solid backing for the development of other industries, and form a new pattern of green development.

4.1 Reconstructed low-carbon tourism consumption chain

First of all, the concept of low-carbon life, energy saving technology, environmental protection and emission reduction and other functions should be integrated with all aspects of life, so as to optimize all aspects of clothing, food, housing and transportation, and promote frugal and healthy green diet. Prepare the necessities of life before travel and bring your own toothbrush and other tools. This can not only ensure their own health, but also reduce the use of disposable goods to save resources. In terms of tourist destinations, we should actively develop energy-saving technologies to reduce the use of energy in all aspects of life, such as air conditioning and lighting. Advocate the healthy and green way of travel, and advocate some people with high physical fitness to adopt the way of cycling tourism, so that the skills to enjoy the scenery on the way can also provide physical fitness. In daily life, on the premise of ensuring basic living, reduce unnecessary articles for daily use, and encourage passengers to actively participate in the development of ecological activities. In addition, the concept of low carbon will be combined with the lifestyle to guide people to change the low-carbon lifestyle and build a consumption chain of low carbon tourism.

4.2 Digging deeply into the immaterial connotation of low carbon consumption

With the development of The Times, the concept of material consumption has been unable to become the dominant tourism consumption. People are more in pursuit of spiritual wealth. Under this background, low-carbon tourism should strengthen the development of immaterial and fully explore the connotation of immaterial consumption of low-carbon consumption. In order to meet people's needs for spiritual culture, sexy and intelligent culture.

4.3 Strengthen the publicity and practice of low carbon concept

The development of rural ecotourism should give full play to the guiding role of the government, rely on the government's leading role in low-carbon tourism, and actively publicize the low-carbon concept with the convenience of the media and the Internet, so as to effectively improve people's concept of low-carbon environmental protection and gradually enhance people's awareness of low-carbon tourism. At the same time, in the

planning of the scenic spot, it is necessary to ensure that the planning scheme is carried out on the basis of low carbon in the concept of low carbon environmental protection, and to strengthen the importance of construction. At the same time, relevant laws and regulations should be promulgated by the government as the main body, and laws should be used to restrain people's behavior, so as to put the concept of low carbon and environmental protection into practice. In addition, attention should be paid to the development and utilization of new energy, and the utilization efficiency of new energy should be improved to reduce energy waste. By actively publicizing the concept of low carbon and environmental protection, a good ecological atmosphere can be formed in the society, and a good environment is also provided for the development of rural ecological tourism.

4.4 Enhance the efforts of related scientific research institutions and public institutions in the development of low-carbon technologies and equipment

In low carbon technology and equipment of low carbon tourism is playing an increasingly important role in the development, the low carbon tourism industry is increasingly dependent on related technologies, so in order to achieve the sustainable development of rural ecotourism in our country, have more long-term growth prospects, requires the relevant scientific research institutions and institutions to strengthen investment in low carbon technology and equipment research and development, and optimize the innovation positively, Enabling technology and development to go hand in hand. In addition, we should pay attention to the development and utilization of new energy, try our best to apply new energy to all areas of the scenic area, and further improve the energy utilization efficiency.

5.CONCLUSION

To sum up, the development of rural ecotourism needs to fully implement the concept of low-carbon tourism, while taking into account the current social status. Therefore, in

order to improve the development of local economy and the protection of ecological environment, it is necessary to implement the ecotourism model on the existing basis. This mode can effectively coordinate the development of economy, ecology, environment and other aspects, and achieve common progress.

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Construction And Application Of "Four Levels + Multiple Modules" Practical Teaching Content System in Applied Colleges and Universities

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Abstract: In this paper, the research is applied practical teaching system construction in university, and in electrical engineering and its automation "four levels and six modules" practice teaching content system, for example, a clear "more than four levels + module" of the construction of the practice teaching content system, and specific application in the teaching, to improve the purpose of electrical engineering and its automation professional practice teaching level. This paper adopts literature research method and case study method. Through the research of this paper, the practical teaching level of electrical engineering and its automation major can be improved to some extent through the implementation of "four levels + six modules" practical teaching.

Key Words: Four Levels; Six Modules; Electrical Engineering And Automation; Practice Teaching Content System

1. INTRODUCTION

The mission of application-oriented universities is to cultivate application-oriented innovative talents based on local conditions, to serve local conditions. The training goal of application-oriented colleges and universities is to require students to have appropriate basic theoretical knowledge, strong technical application and practical operation ability. Practical teaching is the core link of talent training in application-oriented colleges and universities, and an important way to cultivate students' knowledge application ability and innovation consciousness. So in recent years, more and more attention has been paid to the research and practice of practical teaching in application-oriented universities. To construct the practical teaching system of application-oriented colleges and universities, the key is to construct the practical teaching content system which highlights the strong technical application ability and practical operation ability[1-6].

2. PRINCIPLES TO BE FOLLOWED IN THE CONSTRUCTION OF AN APPLICATION-ORIENTED AND EFFICIENT PRACTICAL TEACHING SYSTEM
THE CONSTRUCTION OF PRACTICAL TEACHING SYSTEM FOLLOWS THE FOLLOWING FOUR PRINCIPLES:

2.1 Principle of Objectivity. The construction of practical teaching system must focus on the goal of cultivating applied talents.

2.2 Systemic principles. We must follow the law of cognition and the law of education, use the systematic and scientific method, combine the specialty characteristic, according to the position, the function and the interrelation of the practice teaching activity link, construct the practice teaching system systematically.

2.3 Principle of hierarchy. Practical teaching should follow the law of student growth and teaching, and embody certain levels and stages.

2.4 Principle of combination of truth and fact. In the construction of practical teaching system, the training objectives of applied talents should be highlighted, and the combination of theoretical teaching and practical teaching should be strengthened to achieve full integration of the two.

3. OBJECTIVES AND CONTENTS OF PRACTICAL TEACHING SYSTEM CONSTRUCTION

The construction of practical teaching system is according to the talent training scheme and course system, optimize the practice teaching content, improve the system of practice teaching, give full play to the advantages of university-enterprise cooperation and integration education, cultivate the practice teaching faculty, to ensure the quality of practice teaching, so as to improve students' practical ability, innovation ability and comprehensive quality goals.

Practice teaching system usually includes five aspects: target system, management system, content system, guarantee system and evaluation system.

Target system. It enables students to acquire practical knowledge, deepen their understanding of theoretical knowledge, and further consolidate, expand and innovate theoretical knowledge in practice. Cultivate professional practice ability, so that students have certain ability to analyze and solve problems; We will foster a scientific attitude of seeking truth from facts and being serious and serious, a working style of hard work and perseverance, and a craftsman spirit of loving and working hard, striving for excellence, and further strengthen education in educating people through hard work.

Management system. The academic affairs office of the school carries out macroscopic management of practical teaching, formulates corresponding management system of practical teaching, and all teaching units do a good job in the organization, implementation, supervision and evaluation of practical teaching

Content system. The content system of "four levels +

multiple modules". Divided into basic practice teaching, professional practice teaching layer, comprehensive practice teaching, science and technology innovation practice teaching layer, a total of four levels, according to different using various professional basic experiment module, social practice module, specialty experiment module, course design module, comprehensive practice module, the scientific and technological innovation in the module and module content.

Guarantee system. It should be constructed from the aspects of system guarantee, guidance teacher ability guarantee, practical teaching condition guarantee and fund guarantee.

Evaluation system. According to the actual practice teaching work, the formation of instructors, administrators and students "trinity" practice teaching effect assessment and evaluation system, through the practice process, practice report, field operation, examination, design (paper) and other ways to evaluate students' practice teaching effect.

4.TAKING ELECTRICAL ENGINEERING AND ITS AUTOMATION MAJOR AS AN EXAMPLE, THE PRACTICAL TEACHING CONTENT SYSTEM OF "FOUR LEVELS + SIX MODULES" IS CONSTRUCTED

4.1 According to the purpose of application-oriented undergraduate talent training, the practical teaching content of electrical engineering and its automation major is divided into four levels: basic practical teaching level, professional practical teaching level, comprehensive practical teaching level, and scientific and technological innovation practical teaching level.

Corresponding to the four levels from low to high, from single to comprehensive, from simulation to real complete and practical practice teaching content system, reflects six modules: the basic practice level corresponds to the basic practice module and social practice module; Professional practice level corresponds to professional experiment module and curriculum design; Comprehensive practice level corresponds to professional comprehensive practice module; The scientific and technological innovation practice level corresponds to the scientific and technological innovation module, which consists of six modules.

4.2 According to the connotation analysis and division of "level + module", detail the practical courses and practical contents contained.

The corresponding courses and contents of basic experiment and social practice modules are military training and entrance education, employment and entrepreneurship guidance, community activities and social practice, and computer operation skills. The corresponding courses and contents of professional experiment module and course design module are electrical control comprehensive training, electrical operation, electronic operation, electrical CAD drawing, single-chip computer application training and frequency converter skill training. The corresponding courses and contents of the professional comprehensive practice module include electrical equipment installation, PLC

skill training, automatic production line comprehensive training, industrial control comprehensive training and graduation design. The corresponding courses and contents of the science and technology innovation module are skills competition and science and technology activities.

The practical teaching system is progressive, with coherent structure, distinct hierarchy structure and scientific and reasonable overall teaching.

5.CONCLUSION

The research of this paper is to meet the needs of the development of practical teaching of electrical engineering and its automation, and to cultivate talents with appropriate basic theoretical knowledge, strong technical application and practical operation ability. The paper puts forward six modules: basic experiment module, social practice module, professional experiment module, curriculum design module, professional comprehensive practice module and scientific and technological innovation module. Training electrical engineering and automation talents is a heavy and long way to go, in order to better adapt to the rapid development of society, and for the society to continue to deliver high-quality application-oriented, technical skills of specialized talents.

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Study On The Problems And Countermeasures Of Logic Education And The Cultivation Of Innovative Talents In China

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Abstract: School education is inseparable from logic education, and the cultivation of innovative talents is inseparable from school education. We shoulder the important task of cultivating innovative talents for the socialist modernization. Therefore, how to carry out innovative education and cultivate innovative talents has become an important issue in front of colleges and universities.

Key Words: Logic Education; Innovative Education; Innovative Talent Training; Education Research

1. THE CONNOTATION AND NECESSITY OF INNOVATIVE EDUCATION

At present, there are many expressions of innovative education. It can be roughly divided into two categories: one defines innovative education as educational activities aimed at cultivating innovative qualities such as innovative consciousness, innovative spirit, innovative thinking, creativity or innovative personality, as well as innovative talents. The other type defines innovative education as a new type of education relative to receiving education, maintaining education or traditional education. We generally believe that innovative education is to enable people to innovate and carry on education. Any education whose main purpose is to cultivate people's innovative quality and improve people's innovative ability can be called innovative education. "What should universities teach their students?" Ji Baocheng, president of Renmin University of China, told China Youth Daily. It is innovation consciousness, innovation thinking, innovation method and innovation ability." The purpose of innovation education for college students is to cultivate their innovative consciousness, innovative thinking and innovative ability, shape innovative personality and cultivate innovative talents [1-2].

2. IMPLEMENTATION OF INNOVATIVE EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Establish innovative education concept

Innovative education is not the reform of general educational methods or the increase or decrease of teaching contents, but the redefinition of educational concepts. Innovative education is a new educational concept, which is the deepening of quality-oriented education and aims at cultivating innovative talents. Therefore, universities should change the traditional concept of education. For example, to set up a correct view of talent, to change the amount of knowledge, scores, learning quality of talent as the old standards, and gradually set up a new view of talent quality, "will be able

to do, will be able to know, will be able to innovate", scientific educational values. We should dilute the tool value of education, attach importance to the noumenological function of education, and establish a new educational value which, while realizing the social value, maximizes the potential of students and gives play to their talents.

2.2 Reform the classroom teaching mode

Classroom teaching is the main channel to educate students. It is directly related to the cultivation of students' ability. To improve the classroom teaching method is to change the teacher-centered approach and pay attention to the cultivation of innovative consciousness. Teachers should make use of advanced teaching means and facilities to increase the amount of information in class, and adopt heuristic and discussion education methods as far as possible. Inspire students to actively discover and explore problems, so that students develop good at independent thinking, critical thinking. It is advocated that professors and well-known scholars give lectures to students to help students understand the advances in the frontier of the subject field, stimulate their strong desire to understand the unknown world, broaden students' horizons and induce students' creativity.

Do a good job in classroom teaching at the same time to enrich the practice of teaching links. In terms of internship arrangement, the methods should be flexible and diverse. Students should be encouraged to practice in enterprises and institutions that they contact or are arranged by the school, and participate in more beneficial activities such as scientific and technological consultation and educational services for the society. The school should also strengthen cooperation and contact with the business community, so as to create conditions for students to have more contact with enterprises and society.

2.3 Democratization of teaching

In the traditional education, students often carry on the imitative learning, obedience education, more emphasis on teaching and less emphasis on learning, students revolve around the teacher, which seriously affects the thinking activities of students and represses the innovative spirit of students. However, students are the main body of learning, in order to cultivate high-quality innovative talents, teachers should be good at guiding, stimulating students' desire for knowledge, learning interest, and providing conditions for the development of students' personality. To create a relaxed and harmonious teaching atmosphere, teachers can respect students better and cultivate students with innovative ability only through democratization.

Secretary Jiang on the whole church once said: "every school to love and to cultivate the students' curiosity, thirst for knowledge, help students autonomous learning to think independently, to protect the students' exploration spirit, innovative thinking, build believe in the truth, the atmosphere of the pursuit of truth, for the students' talents and potential fully development to create a relaxed environment." This relaxed environment is the democracy and openness of teaching.

2.4 Reform the teaching evaluation system

Comrade Deng pointed out: "Examination is an important method to check the learning situation and teaching effect, and the role of examination can not be easily denied." "But we shouldn't believe in exams as the only way to check our learning results." Colleges and universities should also seriously study the content and methods of improving the examination. Reform the examination format. Perfect and establish a set of scientific and credible teaching evaluation system. Integrate students' classroom theory with extracurricular practice. We should implement a flexible credit system, reform teaching management, allow teachers to be individualized in their teaching content and the diversification and individualization of their teaching materials, and encourage teachers to adopt various examination and assessment methods that are conducive to the examination of students' basic qualities and innovative ability. Stimulates the student's new thought, the new idea in the teaching, the innovation quality is cultivated gradually among them forms.

3. CULTIVATION OF INNOVATIVE TALENTS

3.1 Connotation of innovative talents

Innovative talents are those who have innovative spirit, innovative consciousness, innovative thinking, innovative ability and can achieve innovative results. According to Zhong Binglin, President of Beijing Normal University, the basic quality requirements of innovative talents include six aspects: first, the knowledge base that combines professional knowledge with professional knowledge; Second, the intelligence and ability characterized by innovative thinking and ability; The third is the spirit of innovation and innovation consciousness as the center of the free development of the personality; The fourth is the positive life value orientation and the lofty dedication spirit; Fifth, international vision and competitive awareness; Sixth, a strong body and a healthy mind.

3.2 Training of innovative talents

3.2.1 Cultivate innovative thinking

Creative thinking refers to the way of thinking about things that have never been done before in order to create new things. Creative thinking is the comprehensive performance of many kinds of thinking, is the organic combination of intuitive thinking and analytical thinking,

divergent thinking and aggregation thinking, abstract thinking and image thinking. Creative thinking is more related to divergent thinking in terms of people's cognitive activities. The cultivation of students' innovative thinking is often related to the setting of problem situation and cognitive strategy. Others use brainstorming and Gordon technology, which greatly promotes the cultivation of students' innovative thinking.

3.2.2 Build innovative personality

In the innovation activity, the innovation thinking is in the core position. But innovative personality is also very important in people's innovative activities. Without innovative personality, people's innovative activities will be stuck. Creative personality is the organic combination and high development of non-intellectual factors of human beings, and it is the overall spiritual outlook of innovative talents.

3.2.3 Improve innovation ability

A person's innovation consciousness can be rapidly enhanced in a short time, but the improvement of a person's innovation ability is a cumulative, step-by-step process. Innovation requires a reasonable basic knowledge system. Only down-to-earth learning knowledge, real talent and practical learning, actively participate in social practice, theory with practice to enhance the innovation ability.

Colleges and universities have always been an important base for the dissemination, diffusion and creation of knowledge, as well as the main driving force and source of knowledge innovation. China should give full play to the role of colleges and universities, actively meet the challenges of The Times, carry out innovative education and train innovative talents. For the development of society, the country's future and make due contribution.

4. CONCLUSION

Talent is the key to building an innovative country. Undeniably, the cultivation of innovative talents has been raised to a strategic position in the forefront of history, so as to realize the great rejuvenation of the Chinese nation. Therefore, it is imperative to carry out innovative education and cultivate innovative talents.

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Study On The Relationship Between Talents Demand Of Garment Industry And Higher Vocational Garment Education

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Abstract: Under the new situation, with the arrival of the era of "Industry 4.0", the clothing market has entered the track of intelligent development, and the demand for talents of clothing enterprises has also begun to gradually refine. The cultivation of professional ability matches with the demand of market talents and has a logical relationship with higher vocational education. Only when the employment situation of students is good, can the garment education in higher vocational education achieve vigorous development. More inclined are the high-skilled talents who understand theories and have skills, and increase the application and research and development of new materials and new products. Therefore, this paper first puts forward the main issues and contents that need to be explored, and then integrates the current situation to explore the relationship between the two, so as to accelerate the process of cultivating highly skilled professionals.

Key Words: Garment Industry Talents; Higher Vocational Clothing Education; Relationship Between

1. PROBLEM PRESENTATION

With the continuous improvement of people's living standards, the function of clothing not only reflects the effect of warmth, but also tends to be the effect of beautification. No matter it is a large scale famous brand or a niche brand with personalized development, a large number of clothing technicians are needed [1]. The characteristics of clothing products themselves are to constantly bring forth the new, and well conform to the development of The Times. Higher vocational clothing education also needs to adhere to the main ideas of the scientific development concept, base on the foundation, look to the future, proceed from the reality, emancipate the mind, go deep into the enterprise, increase post research, establish good professional ethics, improve students' professional dedication. In the garment profession post, the establishment production, the management, the service integration high technology application type specialized personnel. Higher vocational clothing education takes students as the main body, innovates teaching methods, and sets up an integrated teaching mode of "teaching, learning and doing" based on work tasks. Given this, what is the relationship between the two? How to exchange information and resources according to horizontal contact? Under the current situation, many scholars need to explore the focus.

2. RELATIONSHIP BETWEEN TALENT DEMAND

OF GARMENT INDUSTRY AND GARMENT EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 Talent demand in the garment industry is the foundation of the development of garment education

In the current situation, talent needs to rely on the development of the market to come to the effective construction. The demand of clothing enterprises can be expressed intuitively to control their supply and demand. But nowadays, there is a certain contradiction between the two. Garment enterprises need talents, but can not recruit the right talents, vocational students need employment, but find not suitable for their own enterprises. At this time, the garment education and the garment industry need to overcome this passive relationship, and establish a positive relationship, maintain the "post corresponding" demand construction, for the future vocational garment education to lay a good foundation. In order to meet the needs of the industry, it is also necessary to constantly optimize the technology and methods of the industry based on higher vocational education, increase product innovation and improve the intensity of practice based on the reality [2].

2.2 Determine the talent training goal of costume education

Now, under the guidance of policies, the garment industry has developed and extended rapidly, and has been developing and constructing toward the trend of diversification. In the process of China's garment talents training, it covers many fields and has formed its own development system. For higher vocational students, many need to go to the frontline of production, management, construction and service industries, and some will become senior skilled workers. These personnel are the backbone of the enterprise, only to set lofty goals, can we implement the foundation, to establish a higher technical level. Higher vocational apparel education major also needs to develop and extend in the direction of informatization, technology and technology based on its own national conditions, maintain the status quo of integrated development, and find a common development direction.

2.3 Enrich and update the curriculum development and teaching content of education

For the garment education major in higher vocational colleges, it is also necessary to analyze the key points and difficulties of the posts according to the development needs of the market, so as to improve the quality and

technical conservation of the posts. Effectively combine theory with practice, maintain a comprehensive and systematic overall planning, and determine the objectives of talent training. Subject - based curriculum view needs to be combined with the construction of ability view, so as to effectively use the knowledge learned and solve the problems existing in life. For the fashion education major, it is highly applicable. If only the teaching method of theory is used, then students will have no way to start in practice [3]. At this point, it is necessary to optimize the curriculum foundation on the basis of professional courses, maintain the integrity of the curriculum system, and understand the most effective state of the industry. Guide students to learn more dynamic or cutting-edge knowledge that is applicable to the current service system. In addition, higher vocational colleges also need to understand the needs of the industry, combined with the changes of the industry, timely adjust the curriculum system, optimize the teaching content, and increase the individual analysis. On the basis of "effective demand", explore the construction needs of positions in the garment industry, list them in a distributed way, subdivide the target, determine the comprehensive vocational ability, maintain a scientific extension path, establish a different way of thinking, and provide a good foundation for the construction of students with complex talents.

2.4 Technological development in the garment industry provides new teaching means for garment education

With the continuous development of information technology, information technology has injected a steady stream of development power for the garment education industry. With the combination of computers and modern information technology, teachers can use the network to provide students with more learning materials. Higher vocational students can also search the knowledge content they want in the shortest time and explore the latest fashion trends. Teachers can combine the needs of clothing education to establish material libraries that are not approved, such as fabric material library, clothing design style material library, clothing accessories material library, etc. [4]. According to their own needs, students can choose the corresponding material library, establish a combination of who, optimize and upgrade, enrich the learning of knowledge, enhance the strength of innovation. The main purpose of garment design in higher vocational education is to provide more senior production management personnel or garment plate-making personnel for the society. At this time, it is necessary to combine the output of higher vocational colleges with the needs of enterprises, to adapt to the transformation, to increase the intensity of practice, to maintain the trend of

two-way selection of employment, to find appropriate teaching methods, to improve the communication of the industry, and to maintain the effective integration. With school-enterprise cooperation as the platform, student-oriented, project-oriented, task-driven, we combine courses and posts, enhance the deep integration of knowledge and practical skills, maintain the development path of professionalism, show the latest trends in the fashion industry, and release the works of excellent designers. Students should not only be able to design clothing styles, but also be able to define the structure and analyze the clothing technology. Combine the specialty setting with the actual demand, strengthen the knowledge, and finally guide the higher vocational students to their own jobs.

3. CONCLUSION:

With the progress of society, there is a large logical relationship between industry demand and education. Only by organically combining the two, can we fully face the society and the market and establish courses for the vocational needs of relevant industries according to the talent needs of the market, so as to increase the closeness between courses and vocational abilities. Strengthen market positioning, establish personal career planning, let students practice in enterprises, complete resource sharing, improve their own comprehensive quality, expand the area of knowledge, establish compound talents.

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On The Optimization Of Teaching Material Supply Management In Colleges And Universities

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Abstract: with the continuous development of social economy, colleges and universities in our country pay more and more attention to the management of textbook supply. Teaching material is one of the indispensable conditions in teaching class, which can accurately reflect the level of scientific research in Colleges and universities, and realize the effective cultivation of talents. In the context of the new era, China's education system has been further improved, the enrollment scale of colleges and universities is expanding, and the types of teaching materials are also increasing. In the following, we will mainly focus on the optimization of university teaching material supply management, in order to improve the quality of classroom teaching.

Key Words: College Textbooks; Supply Management; Optimization; Research

1. INTRODUCTION

If colleges and universities want to develop continuously, they should pay full attention to the management of teaching material supply, actively introduce new management mechanism, and complete the reform of education. At present, there are still some problems in the supply management of teaching materials, which seriously hinder the further development of colleges and universities. To improve it, first, we should master the supply management theory, take the requirements of higher education reform as the basis, clarify the significance of the supply management of teaching materials and innovate it.

2. THE PROBLEMS OF TEACHING MATERIAL SUPPLY MANAGEMENT

2.1 The Quality Of Textbook Selection Cannot Be Guaranteed

It is clearly stated in the regulations on the management of teaching materials that the selection of teaching materials should be recommended by teachers of more than two kinds of teaching materials, and the person in charge should select a kind of teaching material by comparing the recommended teaching materials and submit it to the school leaders for review. It can be seen that teaching materials are mainly selected by teachers. Teachers will choose teaching materials according to their own understanding. Some teachers may recommend self compiled teaching materials or cooperative compilation units because of their own interests, and their consideration of teaching materials is not comprehensive enough. The review of teaching materials is too formalized, not objective enough, and the review method

is too random, so there are problems in its scientific rationality [1].

2.2 The Collection Cycle Of Textbook Subscription Information Is Long And The Ordering Process Is Complex

The collection of textbook subscription information is organized by the Department of textbook science and development of the University. After selecting textbooks, the teachers fill in the order and submit it to the superior for processing. After approval, they summarize the textbook subscription information, report it to the academic affairs office, and submit it to the logistics department for purchasing management. Finally, they invite bids for purchasing. In the later stage, after the departments invite tenders to the appropriate suppliers, the suppliers should provide the publishing information for the school, modify and perfect the orders, and sign the contracts. The whole process involves a lot of people and is complex, which takes a long time to complete and also takes up administrative resources. The notification method of textbook plan subscription is from top to bottom, and finally forms an order, which has a long subscription cycle and low efficiency [2].

2.3 Textbook Orders Cannot Be Accurate

In the traditional teaching material management mode, the order quantity is determined by the class size, plus the teachers' books. However, in practice, some students want to continue to use the old teaching materials of senior grades. After ordering the teaching materials, they are not willing to pay for them. Statistics can only be made after the actual quantity of teaching materials is reached, which leads to a big difference between the quantity of purchased teaching materials and the actual quantity. If the quantity of purchased teaching materials is greater than the actual demand, the teaching materials will be overstocked. The updating speed of teaching materials is relatively fast, and the extruded teaching materials are no longer suitable for the next students. These squeezed teaching materials need to be counted by the teaching material management personnel, which will waste a lot of manpower and occupy the working capital, which has a great impact on the development of students [3].

2.4 The Cost Settlement Of Teaching Materials Is Complex

Many schools use the method of "more refund and less compensation" for tuition fees. Students can settle the tuition by the end of this semester after prepaying the cost of teaching materials. Each school has a large number of students, the cost of teaching materials for different majors

is also different, the manual settlement method is relatively slow, and it will also waste energy and time, the error rate is relatively high, which causes students' dissatisfaction, and has a negative impact on the harmony of the campus [4].

3. OPTIMIZATION MEASURES OF TEACHING MATERIAL SUPPLY MANAGEMENT UNDER ZERO INVENTORY TARGET

3.1 Optimization Of Textbook Selection And Management

At present, there are still some problems in the selection of teaching materials in Colleges and universities. It is an important way to develop teaching material management system by using wechat small program platform, which can effectively improve the quality of teaching materials, establish excellent teaching material information database based on the content of teaching materials, optimize the management method, and realize the winning choice of teaching materials. Strict examination and approval procedures must be established for the collection of textbook information, and the recommended textbooks should be entered into the textbook information database with reference to the suggestions of teachers and subject experts. The teaching materials entered into the teaching material information database must be approved at all levels before they can be entered into the information database as alternative teaching materials. In addition, the quality of teaching materials should be investigated and evaluated every semester, and the teaching material management personnel should update according to the feedback of teachers and students every semester, so as to ensure the quality and effectiveness of the selection of teaching materials. In the teaching course, teachers understand the specific content of teaching material information through the teaching material information database, select after comparative analysis, and carry out the selection of teaching materials combined with students' evaluation. After the completion of the selection, teachers need to make a textbook ordering plan, report it to the department leaders, and implement it after strict review, so as to ensure the scientific rationality of the textbook content and meet the learning needs of students.

3.2 Optimization Of Textbook Subscription Management Process

The traditional way of textbook subscription is to report to the higher authorities and make statistics by relevant personnel. The order of textbook subscription is purchased by the Logistics Department of colleges and universities. This way has a large workload and is easy to make mistakes. In the context of the new era, the level of information technology in China is improving. The development of teaching material management system platform in wechat small program can simplify the subscription process, which can be completed online. It can improve work efficiency and ensure the subscription quality. Students can log in directly to the teaching material management system, and they can check their own teaching materials. They can also choose the right teaching materials according to their own requirements,

put them in the shopping cart, the system will automatically count the expenses and pay the pages, and WeChat Alipay can complete the payment. After receiving the students' orders, the textbook management system makes statistics and calculates the total demand of textbooks. The optimized process of textbook subscription is as follows: first select textbooks, then pay, generate orders, and then unify the method of evaluation and management.

3.3 Implementation Of Precise Textbook Subscription Management

Under the credit system, the contents of students' teaching materials are changing, and the contents of teaching materials are different with different course contents. Students of different majors have different requirements for teaching materials. The order of teaching materials must be accurate to each professional course. The corresponding order collection system for teaching materials should be established to implement the order accuracy, which can effectively achieve zero inventory management. Taking this method as the basis, the statistical work can be completed with the help of the system. There are many ways to collect class teaching materials, and the procedures are complex, so it is easy to make mistakes in manual operation. The statistics of the number of students in the educational administration system will lead to the accumulation of a large number of teaching materials because of the students' personal choice. The school must innovate the statistical methods, develop the teaching material management system, optimize the order collection system with the advantage of information technology, collect fees according to the functions of WeChat Alipay, which are most commonly used, and make statistics on the demand of textbooks according to the result of the payment, so as to achieve the precise effect of order collection.

4. CONCLUSION

According to the above, the management of textbook subscription involves the teaching material management personnel, students, teachers and so on, which are the main body of the management of the textbook subscription. In the past, the manual management method, with more operation flow, can not avoid various errors due to the large workload. By means of information technology, the key points in the supply chain can be effectively included in the development of corresponding teaching material management system, and the management of materials selection, subscription, delivery and warehousing can be completed, and the zero inventory management mode can be implemented.

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China's Standards of English Language Ability and the Reform and Development of College English Learning Assessment

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Abstract: During the process of college English education reform, China's Standards of English Language Ability (CSE) elaborates the students' English level and language orientation of each learning stage, establishes the learning assessment index system from multiple angles, and puts forward the learning requirements of Grade 5 and 6 for the undergraduate stage. According to the current situation of English assessment in China, this paper takes CSE as the research object, understands the connotation and characteristics of CSE, explores the positive impacts of CSE on the college English learning assessment, and promotes the improvement of the assessment system of English learning. At the same time, through the practical application of CSE in English reading learning, language ability assessment, pragmatic competence teaching management. It aims to improve the English examination and assessment system, and guide students to conduct self-assessment and thus to promote the reform and development of college English learning assessment.

Key Words: College English; CSE; Learning Assessment; Reform and Development

1. INTRODUCTION

Based on China's national conditions, China's Standards of English Language Ability (CSE) collects descriptors for English learners of different ages and stages to describe their English ability and is divided into three stages and nine levels of "basic", "improved" and "proficient", providing scientific guidance for English tests. CSE is an assessment system covering the English proficiency of English learners in the whole study period. It is comprehensive, practical and innovative, and has a certain guiding significance for the improvement of curriculum system and teaching method.

2. OVERVIEW OF CHINA'S STANDARDS OF ENGLISH LANGUAGE ABILITY

2.1 The development of English learning assessment in China

In the practice of English teaching in China at present, there are many kinds of English tests, including College English Test (CET), Public English Test System (PETS), Test for English Majors (TEM), Business English Certificate (BEC), etc. Among them, CET is for non-English majors; PETS is a non-academic English test for all citizens, while PETS-5 is mainly for those who apply to study abroad. TEM is set for English majors and BEC is a test for talents in business English. In addition, the English tests for studying abroad include TOEFL, IELTS,

GRE and GMAT, and also there are English tests for the promotion of professional titles in China which are divided into three levels according to major categories. These tests are independent of each other and have different requirements, and students spend time and energy preparing for them according to their own learning purposes. In such a learning environment, a national unified assessment scale is to be born, and CSE fits the bill and is conducive to the improvement of the English assessment system [1].

The release of CSE has raised the concern from the academic circles all over the world in a short time. Scholars and professors have made full studies on the application of the scale in testing and the connection between the scale and language ability standards. Lyle Bachman, a professor at the University of California, Los Angeles, said that the "Assessment Use Argument" can provide a conceptual framework for proving the relationship between assessment performance and language use, and guide teachers to optimize learning assessment. Professor Barry, of the British Council, said that too much emphasis on constructs could lead to misuse of the tests, or confusion in the testing system; too much emphasis on methods can also lead people to falsify theories and even fake assessments in teaching. Therefore, it is necessary to improve the language testing process and optimize the evaluation system based on the test model and scoring method after communicating with students. In fact, CSE has not been released for a long time, and the research on CSE in China is not intensive enough. Most of the research focuses on the diagnosis and theoretical basis of the scale. Professor He Lianzhen from Zhejiang University has analyzed related contents of listening descriptors in the scale. Based on the integrated cognitive diagnosis and standard setting, she has elaborated corresponding listening standard features according to different levels of the listening scale, so as to avoid possible interpretation errors in learners' English test scores. There are also some researches on the academic value of scales, and they believe that scales have certain social significance while promoting personal development.

2.2 The Connotation of CSE

So far, the development of language proficiency scales in foreign countries has a history of more than 60 years, and CEFR is the most far-reaching at present. It advocates the concept of "meaningful cooperation and joint construction" and emphasizes the necessity for scientific research methods, which has an important guiding

significance for the development of language proficiency scales in China. After years of research and development and based on China's actual national conditions and the present education conditions, CSE adopts the grade standard in Rasch model and is divided into nine different levels: level 1 and level 2 corresponding to the English ability of primary school students, level 3 to junior high school students, grade 4 to senior high school students, level 5 and 6 to undergraduates of non-English majors, level 7 to English majors, and level 8 and 9 to high-level foreign language talents. In addition to basic listening, speaking, reading, writing and translation abilities, CSE also covers grammar and pragmatics abilities. Each ability will be divided into nine levels. To ensure that the system is built internationally, the UK and China signed a plan in 2016 to link the CSE with the IELTS. In 2017, the United States signed an agreement to connect the CSE with the TOEFL test, which is a good preparation for the international development of CSE.

2.3 The Characteristics of CSE

In June 2018, China's Standards of English Language Ability (CSE) was officially implemented, which is China's first reference standard of English language ability for all-stage English learners. The scale consists of seven chapters. The first two chapters describe the applicable objects and terms in detail, while Chapters 3-6 describe the language ability standards of learners and users, which are divided into three parts: basic stage, improvement stage and proficiency stage, with a total of nine grades. Chapter 7 of the scale is for learner's self-assessment. After induction and summary, it mainly has the following characteristics.

2.3.1 Comprehensive and systematic.

The scale consists of three stages and nine levels, covering the whole periods of English learning from primary school to university. It provides a reference framework and standard for English teaching and students' learning. The scale gives full consideration to learners' listening, speaking, reading, writing and translating abilities, and each ability contains different sub-skills. Learners can look for corresponding level and ability description in the scale, and with a wide range of connotations the description elaborates the knowledge and ability that learners should master.

2.3.2 Practicable and innovative.

Under the background of global integration, people will use English to obtain cutting-edge information in their own fields, and people have a certain demand for research results. The scale takes "use" as the guide to highlight the practical functions of language. The scale shows the language abilities that learners should possess, such as listening, speaking, reading and writing ability, as well as organizational ability and pragmatic ability. This innovation better meets the demand for English translation talents in China.

2.3.3 Predictive and instructive.

Researchers make statements on "application prospects of scale", and put forward that the scale has a guiding significance for every step in English teaching, such as directing education institutions according to organize the

learners' personalized demands, guiding education institutions to design the syllabus, helping teachers set clear teaching objectives and method, helping with the plans of learning tests, and optimizing assessment methods [2].

3. PROBLEMS IN COLLEGE ENGLISH TEACHING

Non-English major students in colleges and universities need to learn English in their freshman and sophomore years, and their English ability is required to reach the level described in the scale. However, there will be some practical problems in the application of the assessment scale.

3.1 The incredibility of graded teaching.

Most colleges and universities adopt graded teaching mode in college English teaching and grade students according to their scores in the college entrance examination. Freshmen come from different regions, and the teaching level of each region is different, and the difficulty of English test items is different, which has an impact on students' psychology and test-taking skills. Hence, it is impossible to judge students' English ability only relying on the results of the college entrance examination. Some universities require students to take a unified examination after entering the university and then grade them accruing to the results. It seems more scientific, but the content of the test and the types of the question are designed in accordance with the expectations of the teachers, so the grading is easily affected by the size of the classes, staff arrangement, etc. In conclusion, the credibility of graded college English teaching mode is still to be discussed.

3.2 The tendency of single English curriculum system.

There are still a lot of schools focusing on general English teaching in college English teaching, and most of the courses are general English courses. With the deepening of global integration, students choose different majors, and the information contained in General English may not be able to meet their professional needs. Although the school has set up English elective courses or extended courses for students, it is difficult to meet students' professional needs in terms of course types, duration and learning content.

3.3 Unclear teaching objectives and relatively simple teaching methods.

In the current English teaching, teachers have a good grasp of the overall teaching syllabus, but they still don't have a good understanding of what students should learn and master in each class, which is related to their unclear teaching objectives. In terms of teaching methods, although teachers try to change the teaching methods, they still cannot get rid of the shackle of the exam-oriented education model, resulting in students gradually losing interest in English learning and spending less time on learning English after class.

3.4 Single teaching assessment system.

In most colleges and universities, the English ability assessment of undergraduate students mostly depends on the results of the final English test, though the grade of daily performance is included in the final grade. The grade of daily performance usually consists of the following

parts, including the grade of class performance, attendance and assignment. Then the final grade is to be calculated in proportion to the grade of the final test and that of daily performance. However, it is not a comprehensive and objective way to assess the English ability of students. Besides, most assessments focus on the assessment of listening and writing abilities, and reading and speaking abilities are ignored, so students' language comprehension ability cannot be examined, and the assessment results are biased [3].

4. THE INFLUENCE OF CSE ON THE COLLEGE ENGLISH LEARNING ASSESSMENT

4.1 Setting of teaching objectives

In the current process of college English teaching, students' learning objectives are uncertain and there is no corresponding guidance system for students to achieve the goals, which is one of the difficulties in college English teaching. With the advancement of educational reform, the "student-centered" English teaching model has been gradually promoted, but the corresponding learning objectives, learning contents and evaluation mechanism have not established multi-level measurement standards. The "student-centered" English teaching model is derived from the student-centered teaching philosophy in western countries, which emphasizes the cultivation of talents' spirit of questioning and innovation. This means that students have a certain right to speak in learning, and teachers should also follow the principle of teaching students in accordance with their aptitude [4].

The "student-centered" teaching mode and learning style can stimulate students' interest in learning, guide students to take the initiative to participate in learning, and learn to flexibly use the knowledge they have learned to improve their comprehensive quality. The teaching mode in the past was teacher-centered, and English teaching was only a one-way impart of knowledge points. Students could only passively accept knowledge when their thinking space was squeezed. To promote the "student-centered" English teaching mode is inevitable. The application of the scale is to take learners as the center, encourage them to plan their self-learning, and transform the passive learning into active learning. The development of the scale plays an important role in the reform of College English teaching. The description framework of the scale makes the fuzzy quantitative criteria clear, improves the quality of English teaching, and at the same time stimulates the motivation of students to learn English from the depths.

4.2 Cultivating students' comprehensive ability to use English

The cultivation of college students' comprehensive English ability is a long process of reform, which is not only the reform of teaching methods or learning methods, but also the improvement according to the change of national needs for talent cultivation. At present, colleges and universities have set the goal of talent cultivation as the composite talents with professional skills, requiring teachers and students to establish the philosophy of humanities science and education, combine English teaching and learning with professional practice, and improve students' comprehensive ability to use English [5].

CSE complements the formative and outcome evaluation for students' English learning, and also complements the course curriculum. Taking language use as the main direction of description, the scale describes the typical language behaviors of learners and helps them make self-evaluation in learning, thus setting specific learning goals and strengthening the connection between English learning and daily life.

4.3 Realizing the cultivation of students' pragmatic competence

On the one hand, the application of the scale promotes the pragmatic competence test and self-assessment. The release of the pragmatic competence assessment scale plays an important role in the testing and evaluation of college English pragmatic competence. If there is no relevant content of pragmatic competence in the language testing, then English learning cannot include pragmatics as one of the teaching objectives. There are certain quantitative assessment standards for the competence of English learning in different stages, but the design scope of pragmatic competence is wide and there is no clear standard for its use. The hierarchical description criteria provided by the pragmatic competence sub-scale can, to a certain extent, provide guidance for the assessment system, measure the teaching progress of teachers and evaluate the pragmatic competence of students [6]. On the other hand, the scale helps to complete the formative assessment of pragmatic competence. Common evaluation methods in the English language testing contain summative, formative and mid-term evaluation. The introduction of relevant scales in college English is conducive to promoting the formative evaluation of pragmatic competence, which can compare the actual situation of students' language expression with the level standards in the scale. These standards can guide students to establish learning goals, make appropriate adjustments to learning skills, actively reflect on themselves in the process of learning, and promote autonomous learning. According to the differences in objectives, teachers should follow the whole teaching process, pay attention to the process of pragmatic acquisition, and provide timely feedback of teaching information, so as to improve students' pragmatic understanding and expression ability.

4.4 Constructing diversified learning assessment system

In recent years, the domestic English education reform has transformed from the reform of teaching methods to that of assessment system. Taking diversified learning assessment system as the core, CSE also includes the students' self-assessment form of English ability to help students understand their own strengths and weaknesses, and guide teachers to promote teaching through testing. Moreover, the description of students' ability in the scale can also be used as the evaluation standard of teaching practice for teachers and the learning objectives of the new stage for students after the self-evaluation.

5. STRATEGIES TO IMPROVE THE ASSESSMENT SYSTEM OF COLLEGE ENGLISH LEARNING

5.1 Strengthen college English pragmatic teaching relying on CSE

5.1.1 Establish a diversified assessment system according

to the course orientation of majors

The Pragmatic Competence Scale is helpful for schools to change English teaching from EGP (English for General Purpose) to ESP (English for Specific Purpose) and set up English courses according to students' professional needs. At present, most college English teaching gives priority to EGP and is mainly to impart language knowledge and skills to students, which is the continuation of the goal of English learning in junior high school and senior high school, and is more inclined to the cultivation of students' basic language skills. ESP focuses on the use of the English language to improve the interpersonal skills of students in their professional fields. The application of the pragmatic sub-scale is in line with the goal of college English teaching, which makes the transition from EGP to ESP. ESP is more professional and targeted in terms of the pragmatic ability needs of professional talents. The EGP teaching mode in junior and senior high schools is mainly for exam-oriented purposes, but it will weaken students' pragmatic comprehension ability. Therefore, teachers should define the pragmatic functions and needs of different levels according to the hierarchical competence description in the scale, and then set the course direction according to students' majors [7].

The goal of the assessment system of foreign language proficiency in China is to establish a diversified learning assessment system, and CSE provides a reference for it. The current English teaching assessment system is mainly to combine the formative assessment with summative assessment, but in reality teachers tends to give priority to the summative assessment. As a result, students ignore the importance of language learning in their daily process of language learning and only start to study hard before the exam, which leads to a certain phenomenon of last-minute cram. The summative assessment mainly focuses on testing, attaching importance to language input and neglecting language output. So the development of students' language competence is not balanced enough, and there are some defects in their pragmatic comprehension and expression ability. The scale does not put forward rigid requirements for English assessment system, but the scale uses "can-do" structure to describe what abilities students should have. In view of the communicative characteristics of English language learning, the assessment system of college English learning should gradually focus on the formative assessment and increase its proportion.

5.1.2 Enhance the learning of social and cultural knowledge of English-speaking countries

It can be said that language is a medium of interpersonal communication, and language learning cannot be separated from the introduction of cultural knowledge and social background of the relevant language countries. In the process of language teaching, learners at the primary stage will meet barriers in pronunciation, grammar and vocabulary. But with the improvement of their language competence, learners will find that social and cultural knowledge are the biggest obstacles. Pragmatic competence test is set in specific communication scenarios, in which students respond to the given request,

refusal or praise in order to test students' adaptability in such scenarios. If the students know nothing about culture of the country, they may make mistakes in their understanding of pragmatics. Cultural pragmatic teaching mainly adopts the integrated thinking mode to strengthen the education of cultural knowledge, improve their language critical thinking ability, learn to think in the corresponding scenarios, and make the appropriate responses. In language teaching, teachers should pay attention to the differences between different languages and cultures, tell the students about the social background and cultural knowledge in advance, guide the students to try to think about problems like a Westerner, and solve practical problems mainly with their language expressions.

5.2 Improve the pre-assessment and self-assessment of English language ability based on CSE

It is clear that the scale takes language "use" as the orientation and establishes a multi-level index system, which becomes the standard for the assessment and analysis of students' English ability. The language ability of language learners and users is classified into nine levels and three stages; the scale consists of several parts including the assessment of language ability, reading comprehension ability, listening comprehension ability, written expression ability and oral expression ability, and makes grade evaluation of each part, establishes tables of learning strategies and self-assessment scale for learners to judge and analyze their own ability. Adopting the "use-oriented" principle, the scale takes language "use" as the direction of subsequent description to describe the typical language behaviors of learners at different levels and their abilities to complete communicative tasks in specific situations. Take the scale of reading comprehension as an example. In the past, the English assessment paid too much attention to students' English reading ability. With the practical application of the scale, while improving students' listening and speaking ability, the teaching of reading should also be improved to make it adapt to the content of the scale. Among nine levels of the reading ability, the lowest level is "Read simple stories with the help of pictures, and understand the information such as characters, time and place; read simple materials such as children's songs and nursery rhymes, and identify basic words." And the highest level is "Read complex or interdisciplinary materials, analyze the text content from multiple perspectives; read professional materials, make appreciation and evaluation of materials." The scale has built a bridge between college English learning and assessment, and promoted the development of English learning and assessment in China. And also the scale plays a vital role in the pre-assessment of students' ability. The reading scale gives a detailed description of college students' English reading ability, and teachers will use it as a reference to pre-assess students' reading comprehension ability. The pre-assessment is to analyze the grades in college entrance examination and reading tests of different difficulty levels, and then make the preliminary judgment of students' language ability. After the completion of pre-assessment, the teaching stage is followed. Generally speaking, the English language

ability of undergraduates will be distributed at level 3-6 in the scale, among which students in level 4-5 are more than those in level 6, while students in level 6 have better foundation and stronger ability. Teachers can carry out their teaching more successfully and efficiently following the principle of teaching students in accordance with their aptitude.

One of the most significant features of the scale is the formulation of the self-assessment scale, which uses "I can" to measure the reading ability of students of different levels. For example, level 4 of reading is "I can read short stories and essays, understand basic information about people, events and places in travel stories..." With the help of the self-assessment scale, students can make an objective evaluation of their own reading level to prevent students from being too conceited or self-abasement in learning. In addition, self-assessment and teacher assessment can be fully combined to help students set up learning goals correctly and improve their reading ability.

5.3 Establish a college English testing assessment system based on the specific contents of the scale

The ability description indexes in the scale are refined to provide reference standards for the assessment of college English learning, improve the content design, question design, grading method and result report in the college English test, and establish a course test system suitable for college students and unify the assessment standards. At the same time, attention should also be paid to the assessment design of students' listening and speaking ability, and the improvement of the previous assessment system focused on reading ability. By applying the grading standards, teachers should innovate the process evaluation mechanism which is complementary to examination and the diversified English evaluation mechanism. And they should investigate the changes of students' leaning ability in English teaching practice, and give a timely feedback on what needs improving in teaching relying on the backwash effect of assessment. As a scale to measure students' language ability, CSE can provide standardized standards for English tests, clarify the teaching objectives of the subject, effectively adjust the teaching focuses, and give a full play to the guiding role of the scale in the course.

6 CONCLUSION

To sum up, the application of CSE aims to find the reform path of English teaching and assessment in China. The descriptors of each level in CSE are gradually refined, which plays an important role in the improvement of college English teaching and learning assessment. The scale exerts a great influence on college English teaching and learning. The study and application of the scale make

the setting of teaching objectives more reasonable, better cultivate students' comprehensive ability to use English and pragmatic competence, construct a diversified assessment system according to the course orientation of majors, strengthen the management of college English pragmatic teaching, perfect the evaluation system of college English learning, and finally promote the reform of English teaching.

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Research And Practice Of Mixed Teaching Mode In University Computer Courses Under The Background Of "Internet +"

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Abstract: With the development of economy, China's science and technology have also been the corresponding development, the process of information technology is accelerating, the Internet technology occupies a very important position in the stage of higher education. Under the background of "Internet +", the professors of computer courses in colleges and universities need to introduce "Internet +" technology accordingly. This teaching mode can make up for the deficiency of traditional teaching mode. Mixed teaching mode can well combine offline and online classes, so as to improve the learning efficiency of college computer majors and improve the quality of computer classroom teaching.

Key Words: Internet +; Mixed Teaching Mode; Colleges And Universities; Computer Course

1. INTRODUCTION

The development of computer and Internet technology makes it difficult for traditional classroom teaching to meet the current teaching needs. The process of online teaching, such as flipped classroom and MOOC, has gradually become the mainstream mode of the current teaching process. In the traditional teaching in the classroom the teacher is the main body of the teaching process, students only need to listen to the teacher's explanation, in the process of middle school students' learning process is very passive, and while a network teaching can effectively change students' passive learning status but not good independent students in the teaching process, so the network teaching mode in the process of our development encountered some obstacles. Mixed teaching can well combine the advantages of online and offline teaching, so that students can not only become the main body of the class, but also better organize the learning process. Mixed teaching mode can maximize the stimulation of students' learning ability and innovation ability.

2. THE MEANING AND SIGNIFICANCE OF MIXED TEACHING MODE

Mixed teaching mode is the combination of classroom teaching and network teaching, which is a new teaching mode with the teaching reform and the development of technology. It fully combines the advantages of classroom teaching and network teaching, which can not only play the role of teachers' guidance and supervision, but also stimulate the ability of students' independent learning. The key content of the mixed teaching mode is to use different media to carry out the teaching process according to different teaching content and teaching purpose. The

adoption of this teaching mode can cost the least resources to obtain the maximum benefit. Narrow sense of hybrid teaching mode combining online and face-to-face learning, but from a general point of this teaching mode is to different teaching models to carry on the reasonable combination, such as the teacher's guide and the students' active participation in combination, combining classroom teaching and online teaching, adopt different teaching media for information transmission, the combination of face-to-face and self study and so on.

The emergence of "Internet +" technology of computer professional teaching in colleges and universities has brought opportunities and challenges, in the process of teaching in colleges and universities need to adapt to changing times and the change of the technology, the education mode for innovation in order to change the functions of colleges and universities, colleges and universities in the process of the traditional teaching is the main task, a professor at the professional knowledge, innovation teaching mode after knowledge of colleges and universities need to production. Internet technology has made higher education no longer confined to the university campus. The traditional education mode in colleges and universities has been unable to meet the requirements of the current society for talent training, so colleges and universities need to timely change the education mode and training objectives to adapt to the changes of The Times. In terms of education mode, colleges and universities need to change students' passive listening position in class in time. On the training target, we should cultivate talents with comprehensive quality.

3. TEACHING DESIGN OF MIXED TEACHING MODE

3.1 Emphasize "one key point"

One key point is that colleges and universities need to integrate the hybrid teaching mode in the teaching process of computer courses, and strive to create a good environment in the actual teaching process to promote the application of the hybrid teaching mode in computer classes. Teachers need to deeply implant the concept of "mixing" in the minds of students. In class, teachers need to choose different teaching methods according to different teaching contents, and different teaching resources can be used in this process. Students' reference books are no longer limited to textbooks, but also can use the Internet to find some cutting-edge professional papers, so as to help students better understand the teaching content [1]. At the same time, the mixed teaching mode can also combine different teaching environments

reasonably, so that students can not only feel the process of collective teaching but also enjoy the process of independent learning.

3.2 Focusing on "Two Positions"

The two positions refer to classroom teaching and network teaching positions. In the actual teaching process, classroom teaching is the main teaching method and network teaching is the auxiliary teaching method. The combination of these two teaching methods can stimulate students' interest in learning computer courses to the greatest extent.

Classroom teaching is usually the teacher speak knowledge, students only passively accept, if the teaching content is more, the teachers and students in a class, almost no interaction class middle school students' main body status is difficult to reflect, the attention of students is difficult to maintain a whole class of learning, students normally can only listen to two thirds of the course, After that, students' attention will gradually decrease and their ability to grasp knowledge points will also be reduced. Without timely review after class, students will forget knowledge points faster. The network teaching mode can better make up for the disadvantages of traditional teaching. Teachers can record different course contents into teaching videos of different lengths. If students find that they do not remember a certain knowledge point clearly when reviewing after class, they can find the teaching videos recorded by teachers to review in time. Using the network teaching mode can fully mobilize the ability of students' independent learning.

3.3 Focus on "One Link"

The first link refers to the practical link, which really applies the mixed teaching mode to the classroom teaching process, so as to improve students' ability to solve problems. Cultivating comprehensive quality talents requires practice teaching. How to reasonably design the content and links of practice teaching in the teaching process is of great significance to the process of talent training. Therefore, teachers need to build a perfect practice teaching system and design a reasonable practice teaching process. An important part of practical teaching is experiment. In the traditional teaching mode, students mainly carry out confirmatory experiments. This experiment process is mainly to verify the correctness of existing conclusions. The practical teaching process needs to be integrated with new experiments. Teachers can timely guide students to design new experiments according to their own research direction and learning interests. In the process of designing experiments by themselves, students not only exercise their independent learning ability, but also exercise their practical ability and innovation ability. In the process of training, teachers can study in groups according to the experimental tendency of students, so as to fully mobilize students' learning enthusiasm and promote their personalized development.

3.4 Highlight "One Root"

One fundamental is to develop students' innovative ability. Innovation ability is fundamental to the cultivation of students' comprehensive quality. Cultivating students' innovation consciousness in university courses can

effectively help students establish good behavior habits and develop the good habit of independent learning and doing things by themselves [2]. When teachers guide students to cultivate innovative ability, they can design special training programs according to different students' situations to broaden students' horizons.

4.THE IMPLEMENTATION OF MIXED TEACHING MODE IN THE COURSE OF "COLLEGE COMPUTER FOUNDATION"

Teachers design conforms to the students when teaching mode should be combined with computer professional core courses in university, "computer basic course", for example, is often the case in colleges and universities will set up the network course platform, teachers can according to the arrangement of teaching, students' mastery of knowledge points situation on the network platform to send learning tasks, courseware and extra-curricular activities, Students can log in the platform at any time to inquire about learning tasks and then conduct independent learning and review. For the knowledge points that are difficult to understand, you can directly watch the relevant videos to answer the questions. Mixed teaching mode includes three steps, which are pre-class preview, face-to-face teaching in class and after-class discussion. The specific teaching process is shown in the figure below:

4.1 Pre-class preview stage

Before the formal class, teachers need to design reasonable questions to assist students to better complete the preview. After designing the questions, teachers need to timely publish these questions on the network learning platform for students to use in the preview course [3]. Teachers in teaching course should be timely understanding of teaching content, design should be about the problem of the teaching goal, at the same time, should let the students in the process of preparation to learn between fully understanding of the content, but also to ensure that students in the process of preparation are going to learn the contents of the ability to keep warm, for the teacher's own professional knowledge reserve has certain requirements. Students need to use the materials, questions and videos released by the teacher to prepare for the next lesson. The quality of questions designed by teachers is directly related to students' ability to prepare the course well, and teachers can carry out the preparation smoothly in the following learning process. Therefore, teachers should pay attention to the design of preview questions. For example, when learning the contents related to the spreadsheet formula, teachers should play teaching videos and teaching tasks in time, so that students can complete the tasks assigned by the teacher and have a certain understanding of the content to be learned through watching the videos.

How well students prepare directly affects teachers' control of the whole class. If students do not prepare well, teachers will find it difficult to advance smoothly in the teaching process, and students will also find it difficult to improve their independent learning ability in this process [4]. Preview questions designed by the teacher are not too difficult. The main purpose of these questions is to push the students to learn the content of the course to be taught.

Students mainly complete the following tasks in the preparation process: first, they need to carefully read the materials sent by the teacher, which are mainly some cutting-edge papers of the course; Second, students need to use the information and books published by the teacher to answer the preview questions. Students can discuss in the preparation process, but they need to think independently and cannot plagiarize. If students complete the preparation task through plagiarism, teachers will find it difficult to fully understand some knowledge points when teaching. Finally, students need to submit their own answers on the network platform after answering relevant questions, so that they can report their learning situation to the teacher in time.

4.2 Classroom teaching stage

Before the formal class, students give feedback to the teacher on the network learning platform in time, and the teacher can design the classroom teaching content according to the feedback information of students. According to the feedback of students, the teacher makes a concentrated explanation, explains the knowledge points in detail, and makes a group discussion for the knowledge points with some problems.

Mixed teaching mode lays more emphasis on giving play to students' dominant position, while in the traditional teaching process, students can only be in a relatively passive position [5]. Now it is necessary to change the roles between teachers and students in time so as to cultivate students' ability of independent learning. The teacher flexibly designs the classroom model according to the teaching content. In order to highlight the dominant position of students in the class, students can be divided into groups to strengthen the communication between different students and between students and teachers. Can be inserted into the experiment teaching in the process of discussion, can put forward to the students in the process is more a problem, increasing the difficulty of the problem design need step by step, only in this way can really inspire the potential of students' autonomous learning, teachers in the process of discussion, main effect is to control the subject under discussion in the student meets the problem of difficult to give some hints and advice. For example, students may have problems with the sum if () function during the preview of spreadsheets. Teachers can use multimedia to demonstrate the function in time to help students deepen their understanding of this function. Students in the process of discussion to get the answer to the question is conducive to the students will be a deep memory of the knowledge points.

4.3 Discussion stage after class

After classroom teaching, teachers need to assign homework according to students' learning conditions, and students complete homework by consulting materials. In this process, students not only review classroom knowledge twice, but also improve their self-learning ability [6]. The content covered in the after-class homework needs careful design by teachers, which not only ensures that these questions are challenging to students, but also ensures that these questions can be solved by students. Challenging questions can stimulate

students' desire to learn. In the process of solving problems, students can communicate with other students through the network learning platform so as to solve problems faster and more perfect. In the process of communication, students can broaden their horizons and broaden their views on problems, and they can think about problems from a broader perspective and answer them.

5. COMPARISON OF APPLICATION EFFECTS

5.1 Teaching Methods and Role Changes of Teachers

With the rapid development of science and technology, college of innovative teaching equipment, students in the process of accepting education with the help of network and computer is needed to develop related course of study, put forward a new way of teaching computer related professional university teachers, namely using computer and Internet technology to reform the teaching methods, so as to change the single teaching mode. Classrooms in which teachers use a hybrid teaching model to teach computer courses need to stimulate students' interest in the core computer courses, and at the same time, need to gradually change their position in the classroom. In order to cultivate students' self-discipline awareness [7].

5.2 Significantly improve the classroom teaching effect

Using hybrid computer courses teaching in teaching mode can better stimulate students learning activity, traditional boring classroom environment ceased to exist in the teaching process, and the students become the master of the classroom, to participate in the enthusiasm of the teaching process, teaching environment more lively, to create a good external environment for student learning. In teaching mode, teachers can through WeChat, QQ and other social software and students to communicate in a timely manner to understand the idea of students in the classroom teaching, which can better by listening to the advice of students, teachers after listen to the opinions of the students in class into can be adjusted in a timely manner to help students get a deeper understanding of course.

5.3 Form an effective interaction system

Under the traditional teaching mode, students can only absorb knowledge through the teacher's explanation in class; Under the mixed teaching mode, students can not only understand the course content through classroom teaching, but also obtain information through the Internet, and the dominant position of students in the class is gradually shown [8]. Students through the Internet to learn about what kind of cutting-edge knowledge can not only get a deeper understanding of textbook knowledge can also stimulate their enthusiasm for computer professional knowledge learning, students' motivation to learn mainly comes from their own professional interest, students learn the knowledge in the network can be a good training for computer professional interest, in order to give full play to their own subjective initiative, Improve learning efficiency. Under the mixed teaching mode, students can give full play to their advantages, conduct specialized research in the field they are good at, and fully show their learning ability.

6. CONCLUSION

To sum up, under the background of "Internet +",

computer majors in colleges and universities must innovate the teaching mode to adapt to the development of modern times and technology. Mixed teaching mode can give full play to the advantages of network teaching and traditional teaching mode, and also has a very positive impact on talent cultivation. Therefore, the implementation of mixed teaching mode in colleges and universities can better stimulate students' innovation ability and autonomous learning ability, which has a very far-reaching significance for the future development of students.

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Exploring the New Path Of Ideological And Political Work In Higher Vocational Colleges Under The Background Of "Double High Schools" Construction

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Abstract: Improving the quality of ideological and political education is the basic premise of the "Double High" construction, and the "Double High" construction provides the impetus for the ideological and political education. From the implementation plan of ideological and political work, this paper innovates the way of ideological and political work with the content, form and method as the focal point, so as to improve the quality of ideological and political work under the background of "Double High" plan.

Key Words: "Double High And Double High" Construction; Higher Vocational Colleges; Ideological And Political Education

1. INTRODUCTION

The "Double High" program aims to provide high-quality human resources for promoting economic and social development and improving the country's competitiveness. To realize the high quality development of higher vocational education in the new era is inseparable from talent training, and the key lies in carrying out ideological and political education for good students. Ideological and political education is the foundation of promoting the development of vocational education and the important basic work for higher vocational colleges to strengthen the Party's support for the construction of "Double High School Plan".

2. THE IMPORTANT POSITION OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE CONSTRUCTION OF "DOUBLE HIGH SCHOOLS"

2.1 Improving the quality of ideological and political education is the basic premise for the construction of "double high schools" General Secretary Xi has pointed out that to do a good job in students' ideological and political work, we should adhere to the cultivation of moral integrity as the central link, the ideological and political work throughout the whole process of education and teaching, and strive to create a new situation for the development of China's higher education. Therefore, the quality of ideological and political work in higher vocational colleges is related to the implementation of the "double high" plan.

2.2 The construction of "Double High School" Plan is the driving force of ideological and political education. The implementation of the Double High School Plan will implement the goal of cultivating people by virtue, and the education of socialist core values will run through the

whole process of cultivating students. To cultivate high-quality technical and skilled personnel, to achieve the goals of the Double High School Plan, to carry out in-depth education on ideals and beliefs, patriotism and core values, and to guide students to establish a correct view of the three.

3. The Problems Existing In Ideological And Political Work Under The Background Of "Double High" Construction

3.1 The item layer design is not perfect

The implementation of the "Double Higher Education" plan needs to adapt to new requirements, new situations and new challenges. However, in the process of implementing the "Double Higher Education" plan, many colleges and universities tend to ignore the top-level design of ideological and political education, which is mainly reflected in the imperfect system and the overall planning of ideological and political education for college students. Second, the ideological and political education system is not perfect. In the ideological and political education of students, higher vocational colleges tend to carry out key education for students of all grades in the form of stages and contents.

3.2 Outdated ideological and political work mode

The content of ideological and political education fails to keep up with the pace of The Times, lacks the characteristics of The Times and interest, and there is less comprehensive learning combining theory and practice, which cannot stimulate students' enthusiasm for learning and internalize the content of ideological and political education in their hearts. Many higher vocational colleges have not found a breakthrough point in the implementation of moral education and the promotion of students' all-round development.

4. THE PRACTICAL INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE BACKGROUND OF "DOUBLE HIGH SCHOOL" CONSTRUCTION

4.1 Scientific formulation and implementation of ideological and political work

Schools need to comprehensively deepen the reform, based on the new requirements given by the "double high" plan, actively explore the way to achieve high-quality development of vocational education. Colleges and universities should follow the laws of ideological and political education, the laws of teaching and educating people, and the laws of students' growth and talents, and

integrate educational content suitable for students' development into students' daily life and professional study.

4.2 Enhance teachers' ability of collaborative education

In the "double high" plan, it is mentioned that the "four have" standard should be used to create a sufficient number of high level double division teams, combining specialized and part-time, and combining structural force. The development of the school needs the support of high-quality teachers. Enhancing teachers' ability of collaborative education will promote the development of ideological and political education, and also help the implementation of the "double high school" plan in colleges and universities.

4.3 Innovate the mode of ideological and political work

Ideological and political education should meet the requirements of The Times, conform to the trend of The Times, and sing the main melody of The Times. Therefore, in view of the backward mode of ideological and political education, it is necessary to guide students to learn often and realize the unity of thought and action when carrying out the work.

In terms of content, the content of ideological and political education should be explored in many aspects. First, solve the boring problem of ideological and political theory courses. Second, vigorously carry out social practice activities. In practice, let students have strength at their feet and faith in their hearts, and devote themselves to the socialist modernization construction with practical actions.

Methods: To carry out ideological and political education based on Internet + technology. First, make full use of the platform of "Learning to Strengthen China" to carry out ideological and political education. Second, with the help of the network platform, we can understand their ideological trends, academic status and living habits, so as to help them move towards the goal of "self-management, self-education, self-supervision and self-service", carry forward the main theme and spread positive energy.

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Analysis On Livability of Urban Public Space Under the Trend of Population Aging

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Abstract: With the increasing problem of Chinese society, the elderly group has become a large group of urban society. Then, how to meet the urban public space with the needs of the elderly and adapt to their travel must become an important aspect to judge whether the urban space is livable. By analyzing the characteristics and living needs of the aging population, this paper proposes the aging livability requirement of the urban public space, hoping to help promote the humanized design of the urban space environment and accelerate the construction of a livable city.

Key Word: Aging Of Population; Urban Public Space; Livability

1. ON AGING

The aging of social population refers to the process of increasing the proportion of the elderly population in the total population in a certain period of time in a country or region. At the international level, the proportion of the population over 60 years old to the total population is usually 10%, or the proportion of the population over 65 years old to the total population is 7% as a symbol of a country or region entering an aging society.^[1]

After our country enters the 21st century, the aging problem becomes more and more prominent. According to the National Bureau of Statistics, by the end of 2014, the number of people over 60 years of age in China had reached 212.42 million, accounting for 15.5 percent of the country's total population and 137.55 million, accounting for 10.1 percent of the country's population^[2]. However, the size of the elderly population in China is still showing the development trend of total expansion and incremental acceleration. Experts predict that by 2050, the elderly population in China will reach 1/3 of the total population. Therefore, a series of social and urban problems brought by population aging need to be considered and faced urgently.

2. ANALYSIS OF THE LIVING NEEDS OF THE AGING POPULATION

The physiological characteristics of the elderly population that are different from the ordinary young and middle-aged people determine that they have their own special living needs.

2.1 Security requirements

With the increase of age, the function of human body decreases gradually, and the requirement of safety will be higher and higher, mainly in the fear of strange environment and dangerous environment. For example, a completely unfamiliar environment, or a more undulating environment, as well as a chaotic and noisy environment, are insecure for the elderly. On the contrary, open flat ground, familiar with clear space, clean and quiet

environment, people feel safe and relaxed.^[3]

2.2 Requirements for comfort

The comfort of the environment is also of great concern to the elderly. The so-called comfort, generally refers to living in it or in it without tension, worry, panic, suffocation, depression and other bad feelings. For example, suitable temperature, quiet environment, beautiful landscape, open space, perfect facilities and so on, can easily create comfortable public space. The self-regulation ability of the elderly is relatively low, so the requirements of comfort can not be ignored. For the gathering places of the elderly, it is necessary to improve the living conditions, beautify the environment, increase the living facilities and provide special help to improve the living quality and comfort.

2.3 Requirements for accessibility

Accessibility is often related to people's daily travel. Because of the relatively slow and inconvenient movement and the limitation of the use of modern transportation, the daily activity ability and travel scope of the elderly group are very limited, and the main place is usually the spatial scope of the urban community. Within the range of 500-1000 meters, the convenience and accessibility of travel affect the quality of life of the aging population.^[4] Through the investigation, in the urban community, the public space, such as the front house, the neighborhood, the district square and so on, are the most concentrated areas for the elderly to travel for daily leisure. It is very important to do well the planning and design of these areas to improve the living suitability of the aging population.

2.4 Requirements for a sense of belonging

The sense of belonging belongs to the spiritual attribute of human beings and has a certain relationship with human mental health. Psychological research shows that the sense of belonging often comes from their familiarity with the environment and their acceptance of the environment.^[5] If a person lives in the same place for a long time and is familiar with the environment and culture, he can get a sense of belonging here. Or, if his life habits, growth process or interests are similar to the people around him, then he is easy to be recognized and accepted, thus feeling warm and happy, this is a sense of belonging, especially the elderly need.

3. AGEING AND LIVABILITY REQUIREMENTS IN URBAN PUBLIC SPACES

We conducted a survey on liveability satisfaction in urban public spaces in Kunming five years ago. A total of 400 questionnaires were distributed and 368 valid questionnaires were recovered. In the overall satisfaction evaluation, the overall average score was 8.1, which was assessed as "satisfactory". However, it is found that the

average satisfaction of the aged over 60 is only 6.3 points, which is "basic satisfaction". It can be seen that Kunming for the elderly, urban public space in livability is not satisfactory.

After analyzing and summarizing the relevant data, we believe that the urban public space should have the following characteristics in the process of adapting to aging:

3.1 Safe public spaces

Urban public activity space is a common open space to provide citizens with daily necessary activities and non-necessary activities, to ensure its safety is an important aspect to reflect humanized care. For example, the elderly are slow to move, legs and feet are not working, public space design should avoid too many steps, ditches, as far as possible to configure the elderly special channels and safety facilities; at the same time, streamline as simple and clear as possible, easy to identify, reduce unnecessary circuitous, reduce the possibility of loss.

3.2 Convenient Slow Road System

The public space design and road system planning of urban community and open park are helpful to improve the livability of urban space for the elderly. Therefore, constructing a convenient space road system, paying attention to the planning of the slow track system, strengthening the coverage of public transportation mode, and establishing perfect traffic guarantee facilities can effectively promote the autonomous and healthy travel of the elderly people.

3.3 Healthy outdoor environment

Human health includes physical and mental health, and the health of the environment needs to be measured from two aspects: physical health and mental health. The planning and design of urban outdoor public space should avoid the activity site too cold, as far as possible to the sun, have a certain period of sunshine, and equipped with a certain number of rest and sitting areas to meet the needs of the elderly at any time. At the same time, the outdoor activity venue should also pay attention to the openness and interest of the space, provide the elderly with places for leisure, entertainment and fitness interaction, actively promote the exchange and activities between people, and form a healthy and beneficial outdoor activity environment.

3.4 Cultural continuity and identity

Material and cultural continuity and identity are important sources for the elderly to obtain a sense of belonging. The urban public environment needs to embody the respect and protection of the urban culture and historical context, such as the long historical relics in the city, the traditional living customs, the easily discernible geographical indications, the pleasant spatial scale and so on. Therefore, in the design of outdoor public space, we should pay attention to the following aspects: (1) to retain influential cultural relics and urban elements, both material and spiritual, which can arouse the common cognition of the elderly; (2) to strengthen the identity and identifiability of urban public areas and establish the personality characteristics of space; (3) to grasp the scale of urban public space, avoid being too alienated or oppressed, and a comfortable and pleasant communication environment.

4. CONCLUSION

With the continuous advancement of the aging degree of Chinese society, the urban public environment should seriously consider and pay attention to the needs of the elderly groups, provide a safer, comfortable, healthy and happy living environment for the elderly from a human perspective, and make an active exploration to improve the livability of the urban public space.

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Research On The Political Function Of Grass-Roots Party Organizations In Colleges And Universities

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Abstract: Under the background of new era, our country to realize the great rejuvenation of the Chinese nation, it is necessary to give full play to the political functions of the grass-roots party organizations in colleges and universities, as the core to the spirit of the communist party of China will carry out in the higher education system, so as to enhance the value of the contemporary college students cognitive and moral accomplishment, make it a "having both ability and political integrity of high-quality talent. In this article, will begins with the core of the political function, in the premise of fully considering the actual situation and the time background, systematically expounded the superiority of party organizations at the grass-roots level political functions, delving into the basic-level party organization at the present stage in China the influence factors of political function is not complete, and put forward feasible optimization on the basis of the improvement measures.

Key Words: Colleges And Universities; Primary Party Organizations; Political Function

1. INTRODUCTION

Colleges and universities are places to carry out higher education, and college students are the most important high-quality talent reserve, and their ideological status should be widely paid attention to by educators. If higher education only teaches students knowledge and skills, and students' moral quality and knowledge level do not match, it will not only fail to make beneficial contributions to the society, but will cause greater harm to the society by virtue of its own ability. Especially in today's era, the social atmosphere is more impetuous, the Internet environment is more complex, college students have weak discrimination ability, easy to be confused by bad information, on the wrong path of development, more need to play the political function of the grassroots party organizations, to help college students to establish a correct value system.

2. THE SUPERIORITY OF THE POLITICAL FUNCTION OF THE GRASS-ROOTS PARTY ORGANIZATIONS IN COLLEGES AND UNIVERSITIES

2.1 It is conducive to carrying out the spiritual will of the Communist Party of China

The founding of New China is inseparable from the heroic struggle of the older generation of revolutionaries and the guidance of the spirit of the Communist Party of China. However, since entering the new era, China has shown its

exuberant vitality and a sense of prosperity. However, due to the influence of the new trend of thought and new culture, the social influence of the Red Thought has been gradually reduced, especially among the young people of today. Through the political function of the grass-roots party organizations, the guidelines of the Communist Party of China can be effectively conveyed, and the Red Thought can "take root and sprout" in the minds of college students [1].

2.2 It is helpful to improve college students' sense of identity and collective honor

In the information age, although the Internet world is rich and colorful, various cultural trends emerge in an endless stream. Behind the seemingly brilliant spiritual civilization, there is a spiritual desert. Undergraduates' values are not yet mature, and they are easy to get lost in the diversified environment of the Internet. Therefore, they pay more attention to individual expression and lack a sense of collective honor. After the grassroots party organizations play their political functions, they can not only help college students to form a correct cognitive orientation and not get lost in the "spiritual desert", but also integrate the individual limited life with the endless destiny of the country, so as to awaken the collective consciousness and collective sense of honor of contemporary college students.

3. INFLUENCING FACTORS OF INSUFFICIENT POLITICAL FUNCTION OF GRASS-ROOTS PARTY ORGANIZATIONS IN COLLEGES AND UNIVERSITIES AT PRESENT

3.1 Lack of attention to political function

First of all, it is due to the volume change in the talent problem is increasingly serious, more severe employment situation, the teacher to students in the future career development, too much emphasis on students' knowledge skills to master, the one-sided focus on the education of knowledge, hoping to let students have more powerful core competitive ability, can occupy the dominant position in the professional competition, So as to have a better career starting point, a broader career prospect, side influence political function play; Secondly, due to the influence of exam-oriented education, students have a strong educational utilitarian thought in their minds, and grassroots activities cannot provide "visible" help for college students, nor can they improve their GPAs, leading to the general lack of enthusiasm of contemporary college students for participating in Party organization activities [2].

3.2 Lack of innovation vitality and rigid content and form
The primary party organizations in colleges and universities serve contemporary college students, so the work should not only have a high educational value, but also conform to the preferences of contemporary young people. However, at present, due to the lack of innovative vitality, it is not favored by young people. Even if teachers are forced to participate, their attention is not enough, and the educational effect is naturally greatly reduced. On the one hand, the content is rigid, showing the characteristics of "public culture"; On the other hand, the activities are rigid, showing the characteristics of "formalization".

4. EFFECTIVE MEASURES TO GIVE PLAY TO THE POLITICAL FUNCTIONS OF GRASS-ROOTS PARTY ORGANIZATIONS IN COLLEGES AND UNIVERSITIES

4.1 Improve the evaluation mechanism and improve the internal attention

First of all, we should do a good job of publicity to help teachers realize the importance and necessity of the political function of grass-roots Party organizations, and realize that the play of political function will not occupy too much of the valuable study time of college students, but also effectively enrich the spiritual world of college students. Second, to further improve teaching evaluation mechanism, the basic-level party organization activities into the evaluation scope, can not only with the aid of incentives, stimulate students' participation, to make it more actively involved in group activities, you can also use disciplinary measures, avoid students generated laches sentiment, prevent negative students treat organization activities; Finally, Party organization personnel can also be included in the evaluation mechanism, so as to mobilize their work enthusiasm and enthusiasm [3].

4.2 Enrich organizational content and innovate organizational forms

Basic-level party organization to play a better political functions, to enrich the content and enable organizations younger, interesting content, more in line with the values of contemporary college students, which significantly improve the charm of organizing content for contemporary college students, also want to notice at the same time, the political function of seriousness, itself has a high may be appropriately into the fun factor, However, it should not develop towards the direction of pan-entertainment and should give consideration to the substance of the content. On the other hand, it is necessary to innovate the form of activities. Under the traditional mode of "report meeting" and other forms, students' participation is not high and they can only passively accept the indoctrination of ideas, which makes the atmosphere of the activities dull. Only by carrying out diversified activities can we inject more vitality and

vitality into the activities. Party organization, for example, researchers can organize topics of debate, college students can not only build a benign ecological competition, inspire students' sense of competition, the more eager to participate in the game activities, also can let the students listen to different points of view, from the perspective of more and more comprehensive, more solid knowledge of review content [4].

5. CONCLUSION

In general, the political function of the grass-roots party organizations in institutions of higher learning plays an extremely important role, which not only helps to improve the influence of the Communist Party of China, but also helps to form a sound personality of college students and promote the formation of a great unity pattern between teachers and students. However, it is worth noting that at present, the political function of grass-roots Party organizations has not been fully played, restricted by various practical factors, which has not contributed significantly to the growth of college students. In order to solve this problem, we must optimize the organization concept, improve the organization means, and need the grassroots party organization personnel to constantly summarize the relevant experience and lessons, in order to find a more efficient way to carry out the work.

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The Spectroscopic Study of Pink And Yellow Sapphires Grown By Czochralski Method

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Abstract: In recent years, the sapphire grown by Czochralski method is outstanding for its excellent quality and optical properties. In this paper, the composition and elements of grown sapphires are tested by X-ray fluorescence spectrometer, uv-vis spectrophotometer and fluorescence spectrometer. The XRF shows that the elements of pink and yellow synthetic sapphire are Ti and Ni respectively, which are consistent with the previous reports. The occupation of Ti^{3+} in the crystal was determined by the UV-Vis polarized absorption spectrum. The absorption peaks of the pink sapphire are similar to the intrinsic absorption peaks of Ti^{4+} and the F^+ color center. The absorption peaks of Ti^{4+} are further confirmed by the emission spectrum. The wavelength of the identified absorption peak in the grown yellow sapphire is 404 nm, and the 450 nm absorption peak for natural yellow sapphire is missing. The emission spectra of yellow sapphire were measured.

Key Words: Czochralski Method; Emission Spectrum; Polarized Absorption Spectrum

1.INTRODUCTION

Czochralski method was first invented by J. Czochralski in 1917. Since the single crystal was grown by Bell Laboratories in 1950, the Czochralski method was gradually popularized and recognized by other scientists for the growth of gemstones, metal single crystals and semiconductor single crystals. The crystal growth rate is fast and the period is short. It is convenient to observe the growth of crystal and ensure the final size of crystal. At present, there are many kinds of blue sapphire synthesized by Czochralski method, and the size of sapphire is over more than 100 mm. Although the product has many defects (such as bubbles and clouds), and the transparency is also poor, which affects the beauty of the product. However, the products of Czochralski method are more and more accepted by the market, and favored by major companies or research institutes.

2.SAMPLES

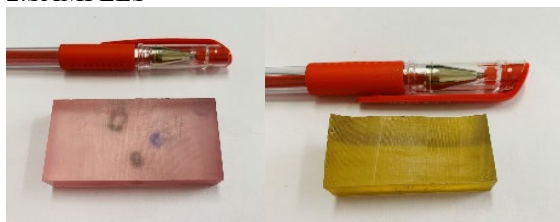


Fig.1 The photo of grown pink and yellow sapphires

The photos of grown yellow and pink sapphires are shown in fig.1. Because we want to test the polarized absorption spectra, we get the experimental samples as shown in Fig.2 after cutting by a professional company. The sizes

are $5 \times 5 \times 1$ mm. They are in a-direction and c-direction. Cutting the sample into oval brilliant, the photo of sapphires is shown in Fig.3. The properties of sapphire samples were tested by the ultraviolet fluorescent lamp, polarized absorption and emission spectra.

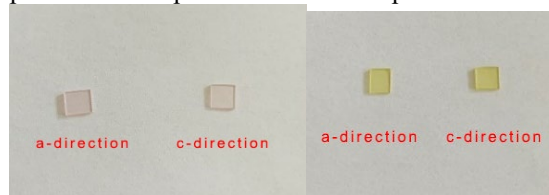


Fig.2 Pink and yellow sapphires in a-direction and c-direction



Fig.3 The photo of oval brilliant sapphires

3.RESULTS

The results of yellow sapphire under ultraviolet fluorescent lamp show that there is no fluorescence under either long wave nor short wave ultraviolet as shown in Fig.4. The pink sapphire under ultraviolet fluorescent lamp are as follows: no fluorescence under long wavelength ultraviolet, and blue white fluorescence under short wavelength ultraviolet as shown in Fig.5.

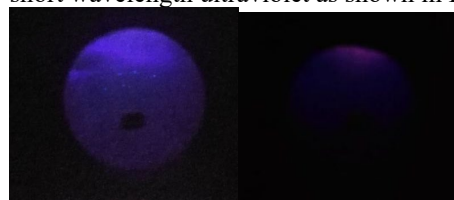


Fig.4 The yellow sapphire under ultraviolet fluorescent lamp: long wave (left) and short wave (right)

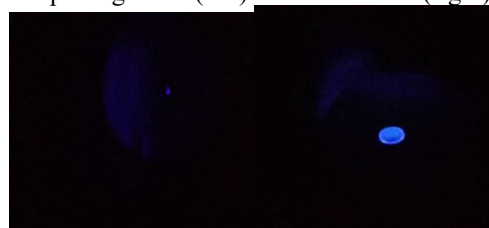


Figure 5 The pink sapphire under ultraviolet fluorescent lamp: long wave (left) and short wave (right)

The internal characteristics of yellow and pink sapphire under microscope shown in Fig.6a and Fig.7a, are clean without obvious inclusion or bubble. After adding the

polarizer, the colors of the yellow sample changed in Fig.6b and Fig.6c are deep and light yellow respectively. The color of the pink sample changed in Fig.7b and Fig.7c are deep and very light pink respectively. The XRF results show that the yellow sapphire contains trace element of Ni. The pink sapphire contains trace amount of chromogenic element Ti and almost no element Cr.

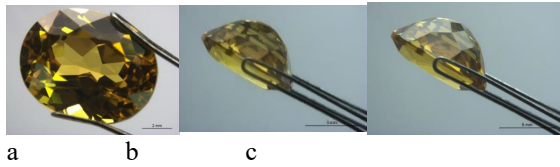


Fig.6 The characteristics of the yellow sample under microscope: internal(a), c-direction(b) and a-direction(c)

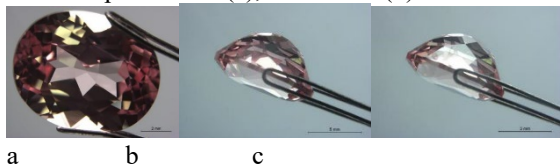


Fig.7 The characteristics of the pink sample under microscope: internal(a), c-direction(b) and a-direction(c)

The polarized absorption spectra of a-direction and c-direction of grown yellow and pink sapphire are shown in Fig.8 and Fig.9. It can be seen that the absorption peak of element Ni with wavelength of about 404 nm appears in both samples, and the 450 nm absorption peak of natural yellow sapphire is missed. The c-direction of the yellow sapphire is with an absorption peak at 254 nm in the ultraviolet region and an obvious absorption peak at 404 nm in the visible region. The a-direction of the yellow sapphire is with an obvious absorption peak at 249 nm in the ultraviolet region and a typical absorption peak of element Ni at 403 nm in the visible region. The results show that the intensity of the absorption peaks of the yellow samples cut in a-direction and c-direction are quite different in the visible light region, but the wavelengths are almost the same, which is consistent with the phenomenon that the color types of the samples do not change, but the color depth changes after adding the polarizer under the microscope. The a-direction of grow pink sapphire has obvious absorption peak at 216 nm in the ultraviolet region and a wide absorption peak at 496 nm in the visible region. The c-direction has an obvious absorption peak at 279 nm in the ultraviolet region and a wide absorption peak at 395 nm in the visible region. As reported that the main absorption bands of Ti^{3+} in pink sapphire grown by Czochralski method are about 490 nm and 540 nm, so the absorption bands in the visible region of the two pink samples are all caused by Ti^{3+} [1]. However, the wavelength difference of the main absorption peaks in the visible light region of the samples of the a-direction and c-direction is less than 1 nm, but the intensity is greatly different. Therefore, when observed under the microscope, the color type of the samples does not change, but the color depth changes. Due to the inherent F^+ color center of alumina crystal, there are two absorption bands at about 255 nm and 310 nm in the absorption spectrum[2], and the intrinsic absorption peak wavelength of Ti^{4+} is about 253nm[3]. Therefore, it is necessary to compare the emission spectrum of the sample to detect which of the

above factors causes the absorption peak in the ultraviolet region of the sample. Under the excitation wavelength of 250 nm, the emission spectrum of the yellow sapphire shown in Fig.10 is centered at 400 nm, which is caused by the crystal matrix in the experiment of blue luminescence of porous alumina[4]. The emission spectrum of pink Sapphire shown in Fig.11 is quite different. It further verifies that the 250 nm absorption peak in the pink sapphire is not the F^+ color center of the crystal, and the emission spectrum is caused by Ti^{4+} . The excitation wavelength of 404 nm is the strongest absorption of the yellow sapphire in the visible region. The emission spectrum is shown in Figure 12. The sample has strong emission in the range of 690-705nm centered at 690 nm. At the same time, the weak emission appears at 460 nm and 670 nm, and the broadband emission appears at 540 nm. The emission spectrum of the pink sapphire sample under the excitation wavelength of 250 nm is shown in Fig.13, which produces 430 nm centered emission, which is consistent with the strong emission phenomenon of 430 nm under the excitation of 230 nm in the experiment of studying the influence of growth parameters on the color center of sapphire synthesized by Czochralski method, This is due to the emission of Ti^{4+} in the form of magazine after energy transfer from F^+ color center[5]. Therefore, it can be verified that the absorption peak at about 250nm of the pink sapphire is caused by Ti^{4+} . As shown in Fig.13, when the strongest absorption wavelength in the visible light band is 470 nm, the sample shows typical Ti^{3+} emission centered at 650 nm, which is similar to the strong emission image in the 700 nm range in Fig.4 when the excitation wavelength is 500 nm. It is verified that the absorption peak around 490 nm is caused by Ti^{3+} .

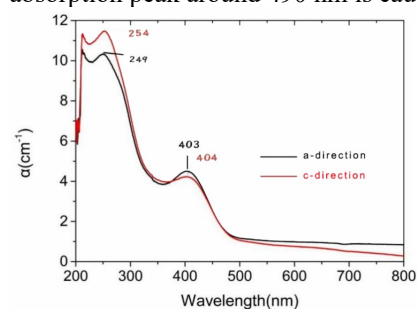


Fig.8 The polarization absorption spectrum of grown yellow sapphire: red line refers to c-direction and dark line refers to a-direction.

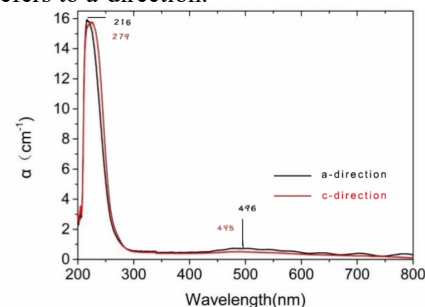


Fig.9 The polarization absorption spectrum of grown pink sapphire: red line refers to c-direction and dark line refers to a-direction.

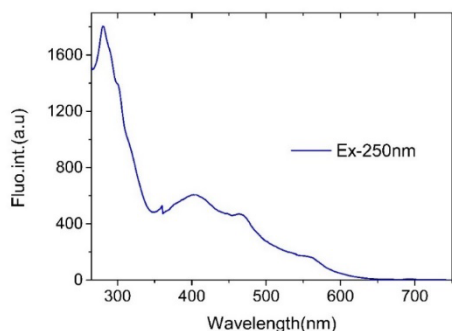


Fig.10 The emission spectrum of the yellow sapphire under the excitation wavelength of 250 nm

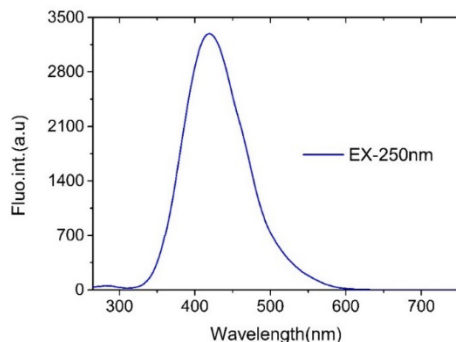


Fig.11 The emission spectrum of the pink Sapphire under the excitation wavelength of 250 nm

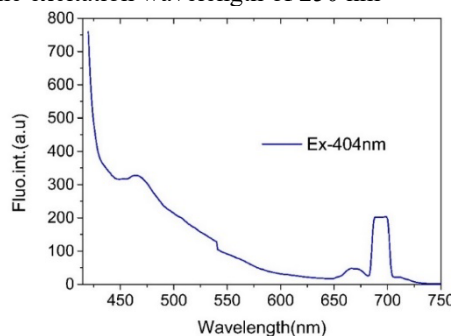


Fig.12 The emission spectrum of the yellow sapphire under the excitation wavelength of 404 nm

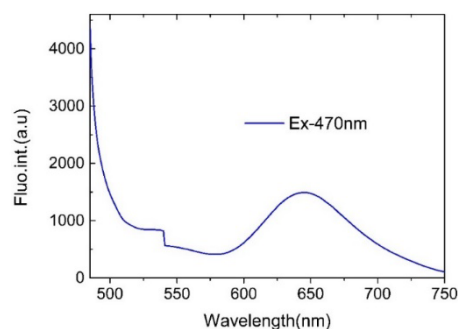


Fig. 13 The emission spectrum of the pink Sapphire under the excitation wavelength of 470 nm

4.CONCLUSION

The quality of sapphire grown by Czochralski method is excellent, and the color purity is uniform. The main chromogenic ion for the pink sapphire is still Ti^{3+} , and the chromogenic ion for the synthesis of yellow sapphire is still Ni^{3+} . The samples are clean without obvious bubbles or inclusions. After adding a polarizer under the microscope, the samples change the color intensities, and this phenomenon is consistent with the absorption peaks of the samples with different orientations. The characteristic absorption peak of the pink sapphire is about 490 nm, which has identification significance. The absorption intensity of the pink sample in a-direction is much higher than c-direction, but the wavelength of the former is 496 nm, and the wavelength of the latter is 495 nm. The characteristic absorption peak of yellow sapphire is 404 nm. The yellow sapphire lacks 450 nm characteristic absorption peak of natural yellow sapphire. The absorption intensity of a-cut yellow sapphire is higher than that of c-cut. The wavelength of the former is 403 nm, while the latter is 404 nm. The characteristic absorption peaks caused by Ti^{4+} and the crystal matrix were verified according to the emission spectrum images.

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The Development and Application of Artificial Cells

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Abstract: In recent years, with the breakthrough development of the macromolecule materials, the applications of artificial cells in clinical treatments has been increasingly popular. Also, some effective methods of constructing artificial cells have been proposed. This essay briefly introduce the development and the application of artificial cells, including origins, latest medical experiments, envisage of the improved clinical treatments with the use of artificial cells and so on. The main problems in existing synthetic methods and prospective in this emerging field are also discussed.

Keyword: Artificial cell; Chemistry; Envisage of artificial cell

1. INTRODUCTION

Cells are the basic structural units, cells are all composed by cell membrane, cytoplasm and cyteblast[1]. Scientists have find the substitute of the cell membrane, such as vesicle or liposome, BLM, LB membrane. The fluidity of it is one important biological feature of the cell membrane so changing the fluidity of it means changing the function of it. Proper fluidity is a rather crucial condition for cell membrane to normally function--all basic movements are all performed under the circumstance of fluidity. Cholalin is one of the component of choler, which can form michella in organism, so it can wipe out the fat-soluble recement inside. During this process, cholalin have mutual effect with cell membrane in order to help cell to get rid of the trash inside cells. One research direction is to study the certain mechanism of it, so maybe the metabolic waste in the artificial cells can wiped out by cholain.

'In 1964, Chang of McGill in Canada first came up with the concept of artificial cells--Artificial cells contain nucleic acid, and the artificial semipermeable membrane compatible with the organic surroundings, which allow only the micromolecular nutrient substance to permeate but obstruct the macromolecular substance like antibody to pass.' Like cells grown in living organism, artificial cells require ATP (Adenosine triphosphate) to function. When ATP is added in the culture media, the activated, or to be specifically, cells that have already assimilate the ATP, contain higher energy, which allows the cells perform like real cell, and some even have pseudopodium. The whole process is called the unbalanced state, when all the ATP is used up, the cells go back to the balanced state, without the behavior of living organism.

Scientists in Japan have developed a kind of bracket made up of artificial cell, which is capable of inducing reprocess of vessels in the cerebral infarction area. Cerebral infarction is the irreversible brain neuron damage caused by the deficiency of oxygen and blood, which lead to a loss in motorial and lingual ability. To regain the lost body

functionary, the death of neuron should be restrained. Also, the impaired brain tissue should be repaired and new tissue should be cultivated. But so far, scientists in medical field haven't find way to help human body to grow new vessels just by itself. Besides, if medical treatments aren't given within the few hours after the impair. The group use protein in vessel cell and construct the sponge-like artificial bracket, and then they combine the bracket with VEGF, which can induct the vessel to grow. They confirm it in the mouse experiments--mice that have transplanted the combined substance grow new vessels in their impaired brain area.

Inspired by the social behavior of ant, scientists in Pittsburgh designed a kind of artificial cells. They can self organize some independent group, and groups can communicate and cooperate. The artificial cells depend on a series of physical and chemical reactions, rather than the difficult innate biological chemical reaction. Just like ants, these artificial cells will leave chemical trails along their way, which help the microencapsulation to follow. The communication mainly depends on exchanging two kinds of nano particles. Cells as signal source secrete a kind of agonist boosting the target cell to secrete antagonist, so the source cell will stop to secrete. When source cells lie dormant, target cells stop secreting agonist, and the source cells will be activated again. The nano particles released will change the external construction of the microencapsulation, and squeeze the surrounding liquid with polymers, so the microencapsulation will move because of the counterforce. At the mean time, source cells will release microencapsulation towards target cells, and then a colony of cells will move together with source cells. People can manipulate source cells to load the cargo towards ideal position. Researchers made the cells transform into different forms by adjusting the component of microencapsulation in the source cells.

To an extent, the artificial skin is also a kind of artificial cells. What differs it from others is that artificial skin isn't made up of real cells. Actually, it is a kind of cell-like substance[2]. It basically applied in the therapy of patients who are seriously burnt. It can prevent the wound from infection, which could be deadly to patients if handled improperly. Besides, artificial skin can boost the wounded cell to heal quickly and it can prevent the wounds to form into scars. The artificial skin highly relies on high polymer chemistry because its main component is polymer materials. The more advanced the materials are, the more convenient it is for doctors to perform surgeries. With artificial skin, patients will suffer less, and the cost will also be reduced.

The expression of the genetic information happens in

somatic cells ceaselessly. The DNA and RNA are thus transferred by the fissure of cells. In recent years, scholars have put their efforts in realizing the artificial cells that can self-duplicate the genetic information. Scientists in Tokyo University have developed a kind of cells that are capable of self-duplicating. Through the reciprocity of polyanion of the DNA and cation on the cell membrane, the self-duplication of the information substance and the self-duplication of the artificial cells are then connected. Then the amplified DNA are divided into the two brand new cells.

Artificial cell healing membrane is a kind of medical activated material, in which liposomes act as carriers to boost cells to grow [3]. Then it separate in soluble stroma. It can provide good environment for the growth of cells grow on the wound surface and provide nutrition. Besides, it can promote metabolism, accelerate cell healing.

“Smart artificial beta cells may help treat diabetes. Traditional insulin replacement therapy can be painful and time consuming, for patient need to track their blood glucose levels and incorrect administration can lead to complications. [4]” Therapy now applies are inconvenient and some may cause infections which is deadly to the patients. The traditional transplant therapy can cure the patients of diabetes by the transplanted secreting insulin itself if applied successfully. But in reality, the therapy highly rely on donor cells and drugs, which largely prevent the treatments to be applied. Now scientists have applied a system which mimic cells to release insulin when blood glucose level is rather high. They use a synthetic membrane composed of lipids and polymers so the artificial cells can simulate cells’ fusion behavior and release insulin when the blood glucose is quite high. The artificial cells detect the level basically by the changes in pH it sense. In a environment of high glucose, the metabolism rate will rise and somatic cells will generate acidic materials. On the contrary, when the blood glucose levels are at a normal state, the somatic will create less acidic substance and the pH will go back

to normal state too. Thus the artificial cells will stop releasing insulin. The new treatment strategy frees patients from immunosuppressive drugs. Scientists are now testing the new therapy on large animals for hope that it may restore blood glucose balance as they expected. Perhaps in the future, diabetes will no longer be a costing and troubling disease and the brand new therapy will guide others to develop different types of artificial cells to treat disease caused by cell-function deficiencies. The study about artificial cells nowadays is confined by constructing the basic structure and function, like the ability of grow and fissure the ability of information processing. Confined by thermodynamics, it hasn’t been figured out that in what way metabolism and energy consuming realize cell behaviors. Besides, the challenge of constructing the cell systems, even including the construction of cell tissue and the whole living organism hasn’t been solved. Solving all the difficulties is quite challenging. To conquer all the difficulties, researches like signal conducting, biological bionic must be applied. The future of artificial cells is really promising, and it can cure various of diseases of applied properly.

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Practical teaching mode of marketing major in Higher Vocational Colleges

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Abstract: With the development of society, the quality education in our country has been paid more and more attention, which puts forward new requirements for education. In the context of the new era, the social demand for marketing professionals is growing. According to the survey statistics, in recent years, the demand for marketing professionals ranked first for several years in a row, helping our country develop in a better direction. However, according to the current situation, there are still many problems in the teaching process of marketing major in Higher Vocational Colleges in China. The traditional teaching mode has been unable to meet the requirements of social development, resulting in students facing the situation of "unemployment after graduation". Therefore, higher vocational colleges should take timely and correct measures to solve these problems, innovate teaching mode, and lay the foundation for students' future development.

Key words: Marketing; Practice teaching; Ability development

1. THE PROBLEMS EXISTING IN THE PRACTICAL TEACHING OF MARKETING MAJOR

1.1 The importance of practical teaching is not enough

In the teaching of marketing major in higher vocational colleges, according to the current situation, most schools still have many problems in teaching, and the main reasons can be divided into three points, the specific contents are as follows:

1.1.1 There is deviation in teaching knowledge. In the long-term development of society, most people think that practical teaching is only a link in theory teaching, and practical teaching as the verification of theoretical knowledge is only attached to theoretical teaching, which can not help students' learning, and also to improve teaching quality teachers' teaching mode can not play any role, Mainly depends on the students' mastery of theoretical knowledge.

1.1.2 Fear of difficulties in practice. Compared with theoretical teaching, practical teaching is more difficult in teaching. Once the teaching method is not used correctly, it will reduce students' interest in learning, which is not conducive to its development.

1.1.3 The management is not in place. In the process of teaching, teachers fail to work out teaching plans and innovate teaching methods according to the actual situation of the classroom, so that their awareness of responsibility is not clear and their investment is insufficient, and their enthusiasm has been restrained accordingly, which leads to the greatly reduced teaching efficiency and the failure to achieve the expected goal.

1.2 Lack of specialized or fixed internship units

At present, most of the marketing majors in higher

vocational colleges are difficult to have stable internship bases outside the school, and it is difficult to establish a real company for students to carry out actual sales. The main reason for these situations is that most of the internship bases outside the school are owned by enterprises or individuals. The focus of their attention is economic benefits. If the interests fail to meet the standards of enterprises, enterprises can not provide places for students to practice for free. In addition, there is no long-term stable cooperative relationship between Higher Vocational Colleges and enterprises outside the school. Because they fail to take the correct measures, the benefits they give cannot form a model of mutual benefit and sustainable development with enterprises, which leads to the "bottleneck" of practical teaching in vocational colleges. In addition, at present, all major vocational colleges are expanding the enrollment scale, but the current situation is that the number of students brings more trouble to the practice of marketing specialty. So vocational colleges should adopt the scattered internship scheme when they practice outside the school, so as to provide a healthy and good internship environment for students.

1.3 The teachers of practical teaching are relatively weak
In the teaching of marketing major in higher vocational colleges, at present, the practical teaching quality of teachers is relatively low. A qualified teacher himself must have good professional theoretical quality and reasonable knowledge structure, strong decision-making ability and organization and coordination ability, and be familiar with the actual operation of economic management, and also maintain a wide range of contacts with the business community, so as to better provide security for students' future social life. But the actual situation is that most of the teachers of this major in higher vocational colleges do not meet the above requirements, and they lack rich practical experience, which makes it difficult to better guide students in teaching, seriously limits the development of practical teaching, and greatly reduces the efficiency.

2. COUNTERMEASURES AND SUGGESTIONS TO IMPROVE THE PRACTICAL TEACHING MODE OF MARKETING MAJOR IN HIGHER VOCATIONAL COLLEGES

2.1 Change the concept of education and teaching

In the teaching of marketing major in higher vocational colleges, if teaching wants students to learn knowledge better, it must timely change the teaching concept, innovate the teaching mode, formulate the teaching plan according to the actual situation of the classroom and students themselves, adhere to the principle of people-oriented, and highlight the dominant position of students

in classroom teaching is a very important thing. Because it can stimulate students' enthusiasm and enthusiasm for learning, make students more comprehensive understanding and grasp the learning content, and achieve good development. Not only that, teachers should also take the cultivation of high-quality and innovative compound talents with thick foundation, wide caliber and strong ability as the guiding ideology, and change the current education to the comprehensive direction of quality-oriented education, focusing on common education to emphasizing individual education, so as to provide students with a healthy and good learning environment.

2.2 Further optimize and improve the practical teaching plan of marketing specialty in Higher Vocational Colleges
At present, there are still many problems in the practical teaching plan of marketing major in most higher vocational colleges, such as the unreasonable setting of practical teaching links and the non specific design of teaching objectives, which lead to the greatly reduced quality of teaching and is not conducive to students' learning. Therefore, the school should further optimize and improve the practical teaching plan of marketing major, so that students can understand and learn knowledge from the simple to the deep in the practical teaching, and can gradually master all aspects of the ability that marketing personnel need on the original basis, so as to make more contributions to the society.

On the one hand, the school should implement the guiding ideology of the practice plan, establish a high starting point, accurate positioning and forward-looking construction goal of campus experiment and off campus practice base, and design a complete construction plan according to the actual situation, so that students can contact the society in advance in the school, and lay the foundation for them to quickly adapt to social life after graduation. On the other hand, in the face of some practical courses, the school can appropriately increase the practical teaching link on the basis of the original, take innovative practice as the guidance, and systematically and comprehensively design the teaching plan, scheme, practical teaching materials and examples on campus, so as to provide a good learning environment for students.

2.3 Strengthen the construction of "double qualified" Teachers

In the teaching of marketing major in higher vocational colleges, it is the most important link to establish a "double qualification" teaching team with strong theoretical foundation, practical skill knowledge, practical skill and guidance ability. The main reason is to strengthen practical teaching and help students master the learning content faster [2]. Moreover, according to the current situation, most young teachers are only engaged in theoretical teaching, and have less experience in enterprise marketing practice, which reduces the quality of teachers by half. Based on this, the school should actively encourage teachers not only to do a good job in teaching knowledge, but also to participate in social practice activities, improve their professional ability and practical experience, so that they can find the combination point of theoretical teaching and practical teaching in social practice, so as to give students an efficient and high-quality practical course, and lay the foundation for students' future social road.

3. CONCLUSION

To sum up, in the teaching of marketing major in higher vocational colleges, the school needs a lot of material and financial support when reforming the practice course, because the practice course teaching of this major is a very important link, which can cultivate more talents for the society. Therefore, the school should strengthen the reform of practical teaching and adopt the correct way to teach. In this way, it can not only fundamentally solve the original teaching mode, but also lay the foundation for students' future social life.

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Strategies And Paths Of Rural Revitalization Assisted By University Cultural And Tourism Majors In Post-Poverty Alleviation Era

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Abstract: With the completion of poverty alleviation targets and tasks as planned, historic achievements have been made in building a moderately prosperous society in an all-round way. China, especially the rural areas, has entered a new stage of "post-poverty alleviation", which puts forward a new topic for the implementation of rural revitalization strategy assisted by university education. In the post-poverty alleviation era, university cultural and tourism majors should be coordinated with rural revitalization. This paper analyzes the existing problems in the post-poverty era of cultural and tourism poverty alleviation and rural revitalization, elaborates the advantages of Chinese tourism industry in rural revitalization and poverty alleviation work, and puts forward specific strategies and paths for cultural and tourism professional to help rural revitalization.

Key Words: Post-Poverty Alleviation Era; Cultural And Tourism Major; Rural Revitalization; Strategy; Path

1. INTRODUCTION

On April 29, 2021, the 28th session of the Standing Committee of the 13th National People's Congress voted to pass the Law of the People's Republic of China on the Promotion of Rural Revitalization, which sets out legal provisions for giving priority to the development of agriculture and rural areas and comprehensively promoting rural revitalization in the new development stage. Text brigade fusion development have very important status in the country revitalization strategy, at present, rural tourism is facing structural adjustment and transformation, in urgent need of talent and intelligence support, in this important stage of development, to give full play to their own advantages, the text brigade major education in colleges and universities and rural revitalization achieve coordination, to secure the achievements of poverty and promote sustained and healthy development of countryside each enterprise, Provide a powerful boost.

2. EXISTING PROBLEMS IN CULTURAL TOURISM POVERTY ALLEVIATION AND RURAL REVITALIZATION

2.1 Backward infrastructure

At the present stage, most of China's financial funds are invested in urban development and construction, without paying much attention to rural development. In China's rural areas, there are generally backward infrastructure and imperfect public service facilities. Although with the development of the country in recent years, rural areas have been in the transportation and infrastructure such as

water, electricity, had the very big improvement, but for medical treatment, network infrastructure construction, ecological and environmental protection, etc. That is still in relatively backward status, it also makes the rural areas of convenience and livability, are yet to be promoted.

2.2 Shrinking of traditional agricultural business

Today, with the rapid development of science and technology, the development of traditional agriculture is not optimistic. With the advancement of mechanized production and high-tech agriculture, traditional agriculture has also brought a huge impact. And traditional food crops is compared in terms of agricultural modernization, not only the production efficiency is low, and the yield and quality is not dominant, unable to meet the demand of farmer's economy at present stage, so the young adults in rural areas and the influx of a large number of cities and towns, to become the trend of the current rural population development. As a result, large tracts of farmland in rural areas have been abandoned, and there is a lack of labor force in rural areas to engage in agricultural production. As a result, there is no one to plant agricultural land. Moreover, for some rural workers who do not go out to work, their economic income has been continuously reduced. The economic income of farmers in rural areas is not ideal, and when it comes to the sale of agricultural products, the profit is also relatively low.

2.3 Marginalization of rural culture

With the advancement of urbanization, the city civilization has been deeply imprinted in people's mind. In this case, also challenge and impact the traditional culture of the countryside. As a result, rural culture also presents a trend of marginalization in the mainstream culture, resulting in a lack of confidence in rural culture. Therefore, in the current social background, how to innovate and inherit the rural culture, so that the rural culture can re-enter the public's vision with a high degree of confidence and obtain a high degree of recognition, which is also a key problem that needs to be solved in the current era.

3. RURAL REVITALIZATION AND POVERTY ALLEVIATION WORK

Compared with the ordinary rural tourism industry, the cultural tourism industry focuses on the integration of tourism and culture. In the cultural tourism major, tourism only serves as a carrier to carry culture. Through the infiltration of cultural factors in rural tourism, tourism can have a higher taste, realize the continuous enrichment and diversity of the connotation of tourism, give more connotation to rural tourism, and thus open up a broader commercial market. Moreover, taking rural tourism as a

medium can also promote the spread of rural culture, expand the scope of transmission and improve the influence of rural culture. Therefore, through the high integration between rural tourism and culture, it also highlights its unique advantages. First of all, the relationship between urban and rural structure can be reshaped. With the development of cities and the increase of urban residents' income, after a certain extent, they will feel tired and escape from urban life and long to return to nature and embrace rural life. Therefore, the rural tourism launched under the current social background can fully meet the needs of people in the city, and the rural tourism products are what people urgently need. By promoting the innovative development of rural cultural tourism industry, the resource advantages of rural and urban areas can complement and promote each other, and create a virtuous circle relationship. Cultural and tourism majors can help revitalize the rural economy and improve the quality of life of urban residents. Secondly, the promotion of rural cultural tourism industry can also provide impetus and support for the continuous development of targeted poverty alleviation in the post-poverty alleviation era. In the face of people's increasing demand for rural cultural tourism, it also brings greater development space and opportunities for the related industries of rural cultural tourism. Can, therefore, to take this opportunity for the poor in rural areas, to actively guide, make it into rural culture and industry, through the development with rural regional characteristics of organic, tourist attractions, shops, etc., will be able to drive the rural poverty population out of poverty to get rich, constantly increase the income of this group, improve the speed of the poor out of poverty.

With the continuous improvement of science and technology in recent years, the rural labor force will also face the remaining problems. Therefore, in the post-poverty era, if we want to get rid of poverty and become rich, we cannot just rely on agriculture. The poverty alleviation through cultural tourism industry not only requires less investment, but also produces quick results. However, targeted solutions should also be carried out to the existing problems, so as to make the effect and function realized by tourism poverty alleviation more lasting. With the development of economic globalization, China is also constantly promoting the process of urbanization, in the road of urban construction, but also constantly reduce the area of the countryside. With the continuous improvement of material living standards, some villages have been gradually replaced by towns. For villages with typical significance and characteristics, they will be regarded as key protection objects to give full play to their advantages and characteristics and become popular areas for the development of rural tourism. Other villages in the process of urbanization, gradually building into a modern feature of villages and towns, this is to belong to a kind of characteristic between rural and urban tourist areas, with the development of villages and towns, will also be gradually formed peculiar township culture, lifestyle, customs and habits, all these factors for tourists travel choice, has a strong appeal. In some remote and

poor mountainous areas, with the vigorous development of rural tourism industry in recent years, tourism investors are gradually paying attention to these poor mountainous areas. As the target of investment, these distinctive poor mountainous areas are developed to meet the needs of tourists for rural tourism, and a batch of brand-new rural tourism destinations are created. In this process, also must pay attention to the combination between rural tourism and culture, the cultural characteristics and advantages in different parts of the resources, make full use of rise, creating unique rural travel brand image, attracting tourists, thereby giving impetus to the revitalization and development of local economy, help the poor rural poverty can be realized at an early time to become rich.

4. STRATEGIES AND PATHS FOR CULTURAL TOURISM PROFESSIONALS TO HELP RURAL REVITALIZATION IN THE POST-POVERTY ERA

4.1 Defining the theme of rural cultural tourism construction

In the process of the development of tourism industry, we must focus on a distinct theme. Therefore, first of all, it is necessary to clarify the theme and refine it, so as to establish a distinctive mode of operation. Only when rural cultural tourism can firmly grasp its own personalized development characteristics and unique advantages can it be more attractive to tourists. Therefore, the rural cultural tourism should first establish a clear theme, such as home stay, food, parent-child projects and so on. No matter which theme you choose, you should highlight its prominent features, constantly improve the popularity of rural cultural and tourism projects, drive the development of rural cultural and tourism industry, and realize rural economic revitalization. For example, the rural cultural tourism industry developed in Taiwan is very advanced, and its successful experience in local resource transformation and brand building is also worth learning from. In the process of development, with the improvement of popularity and influence, many rural tourism areas have also left an exclusive keyword in people's mind, such as "monster village" in Taiwan. Therefore, in the continuous development of rural cultural tourism industry, a development theme should also be determined, and by deepening and refining the theme, Facing the public, they can create a unique market concept and brand image, get good market feedback through their own distinctive theme characteristics, and affixed their own exclusive label.

4.2 Guide the rural poor to participate in the cultural tourism industry

In recent years, with the development of rural cultural tourism, it has also gained more praise and recognition in the society. This shows that the rural cultural tourism industry will have a broader market and development space in the future. So, in the era of poverty alleviation, but also to guide the rural poor, participate in the development of tour industry, the country is the poor people in the local residents, so for rural natural characteristics and traditional culture, are more familiar with and understand, in the rural literature brigade, important thing is that highlights the local cultural

characteristics. In the process of tourists' participation in tourism, they are involved in the basic necessities of clothing, food, housing and transportation, which all contain a huge market and business opportunities. Text brigade professional, therefore, must firmly grasp the actual needs of tourists, on the basis of seeking market, under the help and support from the government, the local poor population, can take advantage of its geography and land resources, for rural tourism services, by country, brigades, under the guidance of let the poor can gradually out of poverty to get rich, to enhance the economic income and quality of life. Rural tourism should be highly permeated and integrated with local characteristics and resource advantages in various aspects of clothing, food, housing and transportation, so as to meet the tourism needs of tourists as far as possible.

4.3 Create characteristic sample project

We should actively promote the pilot construction of rural cultural tourism and establish demonstration units of rural cultural tourism. By setting up an example, we can also set up an industry benchmark in the rural cultural tourism industry. The government must carry on the key construction area or the choice of project, cultivating, and choose the good state of development, the outstanding characteristics of merchants or enterprise, make it as a local country at the forefront of the text brigade, play to the role of the guide, through to point the way, to promote rural development of tour industry, Thus improve the development level of rural economy. In addition, the model project can represent the characteristics and development of the local rural literature brigade, so you can through the Internet or other information transmission channel, carry out the publicity to its, the reshaping of the rural cultural self-confidence, to the local tour industry to the broader market, improve the brigade project and industry visibility and influence.

4.4 Strengthen the soft power of rural cultural tourism

In order to promote the development of rural cultural tourism, we should also make our own tourism products meet the needs of tourists and improve the attractiveness of the products. Rural cultural tourism should establish a sound system, actively lead consumption, and further drive the development of cultural tourism industry through the promotion and implementation of supply-side structural reform. Following the pace of the development of The Times, the cultural tourism industry is constantly reformed and innovated, so as to build a sound rural cultural tourism system, which can not only fully meet the needs of the audience, but also have distinctive rural characteristics and diversified industrial structure. In addition, it is necessary to create a good rural cultural atmosphere and enhance the cultural soft power of rural cultural tourism. According to the current consumption demand, is also gradually toward the direction of personalized and diversified consumption. Therefore, in the process of the development of travel industry in the country, also should conform to this development trend, and to meet the city people yearn for pastoral is the management core, highlight the main body of the characteristic, the full development tourism projects,

promote each function in the direction of the integrated development, realize the tourism product innovation and refinement, So as to create a clear theme, distinctive characteristics of the rural cultural tourism system.

4.5 Perfect supporting facilities for industrial integration

In the process of promoting rural revitalization through cultural and tourism majors, we must pay attention to the construction of supporting facilities. To strengthen the construction of catering, accommodation, roads, water and electricity and other public facilities. In the process of rural development, a common problem is the backward infrastructure. Therefore, in order to promote the rural economic revitalization through the development of rural cultural tourism industry, it is necessary to improve the existing infrastructure conditions and living environment. In the process of the construction of supporting facilities, we should also focus on the details, such as the location and number of toilets in scenic spots, which should be designed reasonably according to the needs and visiting conditions of local tourists, so as to further enable consumers to have a better experience through the tour of rural cultural tourism. In addition to the construction of some supporting hardware facilities, we should also strengthen the perfection and innovation of software facilities. With the development of modern society, people's pace of life is getting faster and faster. Therefore, at present, people often use travel to relax their body and mind and relieve their pressure. But with the improvement of people life taste and entertainment standard, many people have this form for simply sightseeing tourism, and the tired of the psychological, so in the process of the development of travel industry in the country, also want to pay attention to the innovation and the experience tourism project development, rich forms of tourism, more diversified tourism products, continuously improve the level of the development of rural tourism, We will help revitalize rural areas and accelerate the pace of poverty alleviation and prosperity.

5. CONCLUSION

To sum up, rural cultural tourism is an important link in the process of revitalization and development of rural economy in the post-poverty alleviation era. Because this wants to hold the current text brigade major power country revitalization and push out of poverty in the process of the existing problems, based on this to rural area, give full play to the revitalization of the Chinese brigade professional advantage, further innovation of culture and tourism integration development, promoting rural tourism to achieve comprehensive development and transformation, to launch more diversified cultural tourism products, build a harmonious rural culture atmosphere, We will help the poor people in rural areas to realize the goal of poverty alleviation as soon as possible, and help rural economic development.

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Research On the Teaching Reform of Ideological and Political Theory Course in Colleges and Universities Under the New Media Environment

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Abstract: In the new media environment, both people's thinking and behavior have been affected to a certain extent, many factors have penetrated into the teaching courses of colleges and universities, especially the ideological and political theory courses. University thought political lesson needs to reform the innovation, and this is such a big difficulty for teaching, in the complex environment of teaching, reform and innovation is a new teaching way, at the same time also can solve the problem of the current ideological and political education course, so as to continuously meet the demand of modern colleges and universities for students of teaching, to ensure the quality of teaching. In view of the above content, this paper analyzes the ideological and political course teaching reform in colleges and universities under the new media environment, gives targeted solutions to the current problems in ideological and political course teaching in colleges and universities, and puts forward new reform and innovation measures.

Key Words: New Media Environment; Ideological And Political Theory Course; Teaching Reform

1. INTRODUCTION

The educational work in colleges and universities not only provides students with knowledge, but also deepens the ideological construction of students, and plays a role in cultivating students' knowledge and skills. Especially in the ideological and political courses, the students' thinking is constantly guided, so as to construct the students' political views, help students to establish the correct three views, and deepen the ideological connotation of students. Aiming at the new media environment, the student is the use of new media of high population, in the process of school education in the ideological and political course, this kind of phenomenon need combined with comprehensive consideration, also can make use of the advantages of the new media environment, to the university student to carry on the teaching of ideological and political course, in view of the new media advantage of innovation of ideological and political course teaching mode.

2. THE INFLUENCE OF NEW MEDIA ON THE IDEOLOGY AND POLITICS OF UNIVERSITIES

2.1 Openness

With the development of new media technology, the Internet is free from the limitations of time and space.

Internet users can apply it in any environment and constantly obtain all kinds of information content. It has the characteristics of openness, which accelerates the speed of information transmission. With the acceleration of communication speed and the diversification of information content, it is inevitable to spread a lot of bad information. Negative and negative information has affected the ideological construction of students. The thought of college students is immature and sensitive, and it is easy to be affected by bad information, which affects the ideological and political course teaching in colleges and universities, and the overall effect has been decreased.

2.2 Interaction

Interactivity is a prominent feature of new media. In terms of new media technology, terminals and receivers can communicate with the outside world free of time control and free from any factors in the process of contact. Due to their age, college students are more active and keen on interaction. Therefore, in order to enhance the experience sense of new media, many college students will engage in interactive experience. The of ideological and political education in colleges and universities is affected by the exam-oriented education, in the teaching of the non-computer majors for a long time, to a certain extent caused the students dislike, reduce the students' learning interest, so the overall teaching effect is not strong, also let college students in this course is more and more antipathy, long-term in this state, the ideological and political education purpose is difficult to achieve.

2.3 Virtual sex

There are three characteristics of new media, besides interactivity and openness, there is virtuality. Virtuality allows users to hide all kinds of information in the process of communicating with others, so it also improves the probability of college students to express their ideas on the network platform and constantly express their views and thoughts on all kinds of things. However, this virtuality will seriously affect the teaching efficiency of teachers, resulting in the lack of pertinence of ideological and political courses, and it is difficult for extensive teaching to guide students' thoughts, which also increases the difficulty of teaching and greatly reduces the teaching effect.

3. PROBLEMS FACED BY UNIVERSITY TEACHING UNDER THE NEW MEDIA ENVIRONMENT

3.1 Lack of accomplishment

First, for teachers' teaching, the influence of new media on the surface is too much, not only in the political and moral aspects, but also in the teaching method and attitude, which is a major difficulty for teachers. It is not surprising that the teaching effect in the later stage is not good. Second, the ideological and political courses in colleges and universities teachers big age, the overall level is not high, and understanding of new media technology in a short period of time to accept the probability is low, the technology application and study of new media is difficult, and even some teachers refused to application of new media technology, these are lack of literacy.

3.2 Weakened teaching content

The application of new media makes the access to resources more convenient and provides multiple channels for resources, but there are still various problems in this process. For example, the impact of diversified factors leads to the collision of cultural resources, which leads to various conflicts. When college students acquire resources, they will also be affected by various kinds of bad information, which will lead to different ideas and concepts. Many negative contents will directly affect the construction of students' three concepts. Although the influencing factors are not overnight, it is inevitable that students' ideology will change if they are in such a state for a long time [1].

4. TEACHING REFORM APPROACHES OF IDEOLOGICAL AND POLITICAL THEORY COURSES IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA ENVIRONMENT

4.1 Enrich content

The effectiveness of ideological content construction is the main basis of ideological and political course education under the environment of new media, as well as a major feature of teaching. Therefore, in the process of teaching, teachers need to combine the advantages of new media technology, rationally apply it, extend the teaching classroom, enrich the classroom content, and reasonably supplement the teaching resources, so as to achieve the teaching quality of ideological and political courses in colleges and universities, and make it more effective and targeted. In the teaching process, teachers introduce the new media into the classroom teaching through their own understanding of new media and the current hot topics in new media to attract students' interest in learning and guide students to discuss in the ideological and political course. According to the political teaching content, such as the current housing purchase limit or the medical reform, students should be asked to analyze such phenomena and policies, and correctly guide students to understand the problems, so as to strengthen the teaching effect of ideological and political courses. Or allow students to "China dream",

discuss the policy of One Belt And One Road content, before discussing the teacher can be collected for students to play some movie or video about such policies, provide the reference for the students, also provides help for students' discussion, has the auxiliary function, this is the important means to enrich students' ideological and political course [2].

4.2 Improve the quality of teachers

As a teacher of ideological and political theory under the environment of new media, teachers should constantly enrich their knowledge, especially the knowledge of new media. They can also cultivate their quality according to the following aspects: First is the recognition of his own to information, the current popular new media technology, information transmission speed gradually accelerated, the reliability of the information content is low, so in the information content of good and evil people mixed up, true and false news to hear, in order to improve the quality of teaching, teachers should improve the ability to distinguish true and false information, teaching for the students lay a good foundation; Secondly, the application of new media technology provides a convenient way for information transmission and speeds up the speed of information transmission. Therefore, teachers should also make use of the advantages of new media technology to improve their ability to obtain information, so as to strengthen the richness of ideological and political courses. Finally, in the context of new media, teachers should also make use of relevant media to improve their teaching ability. The prevalence of new media technology has helped the teaching cause. Teachers can constantly reflect and learn from themselves according to the characteristics of new media.

5. CONCLUSION

In a word, under the background of new media, the teaching of ideological and political theory courses in colleges and universities needs reform and innovation, and the reform work should combine the advantages of new media technology to strengthen the feasibility.

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Research On the Current Situation of Public Sports Network Course in Colleges and Universities

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Abstract: With the continuous development of computer network and information technology, the application of network courses in college teaching has become more and more extensive. This study conducts a substantive research on the development status of public sports network courses in ordinary colleges and universities. The purpose is to promote the sound development of public sports network courses in colleges and universities, and on this basis, provides references and suggestions within its capacity for further promoting the scientific development of public sports network courses.

Keywords: Colleges and Universities; Public Sports; Network Course

1.THE CURRENT SITUATION OF COLLEGE STUDENTS' PUBLIC SPORTS NETWORK COURSE

1.1 College public sports network course construction

This study takes the current situation of public sports network courses in 8 universities in Jinan as the research object, in which Shandong University and Qilu University of Technology have not launched public sports network courses, and the other 6 universities have established a total of 182 public sports network courses. Shandong Normal University was the earliest to carry out the public sports network courses, and Shandong Normal University and Qilu Normal University were the largest to carry out the public sports network courses. Jinan University and Shandong Institute of Physical Education have less than three courses. The main subjects of public sports network courses are common ball games, gymnastics, aerobics and martial arts. The most frequent events are sports dance and basketball, while the least frequent events are martial arts, gymnastics, and yoga and interesting track and field were not carried out.

1.2 Faculty of public sports network course

In the network teaching situation, college teachers are the designers of teaching courses, tutors of teaching process and providers of teaching information[1]. College physical education teachers' mastery of computer information technology can meet the requirements of network courses, and they have a positive attitude towards network courses. They can ensure that a certain amount of time is devoted to the development of network courses every week. Half of the teachers are proficient in computer multimedia technology, and the effect is remarkable. However, the main way to develop the teaching resources of college public sports network course is to introduce the network teaching resources

from outside the school.

1.3 Students' participation in sports network course learning

In this study, 400 students who have studied public sports network course in colleges and universities in Jinan City were investigated. 90% of the students have a relatively high degree of awareness of public sports network course, and 56.66% of the students clearly support the development of network course. The main reason for students to support the development of public sports network course is that the relative freedom of study, time and place accounts for 92.95%. The main reason for the students' opposition to the development is that the development of online courses is unnecessary and that the development of online courses will increase the learning burden to a certain extent. 67.78% of the students consider that online sports courses have no obvious effect. Students' initiative and enthusiasm to participate in sports network course learning are not enough. There is inertia and much dependent on the notice and reminder of teachers or course assistants.

2. PROBLEMS IN THE PROCESS OF PUBLIC SPORTS NETWORK COURSE IN COLLEGES AND UNIVERSITIES

2.1 The construction of school sports network teaching platform is backward

There are no strict and unified standards for the construction of public sports network courses among schools, and the development platforms and methods of each school are different. Therefore, the problems of inconvenient platform search, repeated courses, lack of content, incompatibility between different systems and repeated development and construction occur in schools, which will affect the sharing of public sports resources and hinder the development of school public sports network courses.

2.2 The construction of public sports network course is not perfect

The name classification of public sports online courses in colleges and universities is not clear, and some online courses are inconsistent in name and content. The distribution of subjects is uneven, and the number of individual subjects is very small, which cannot meet the personalized needs of students to learn sports knowledge. The quality of teaching resources is uneven, and there are some problems, such as low professionalism, poor pertinence, unclear picture quality, and boring content, which seriously affect the promotion of physical

education and hinder the development of physical education.

2.3 The shortage of faculty

Teachers to carry out public sports network course, not only need to change in thinking, but also need to learn in technology. Some teachers cannot skillfully use computer multimedia technology and cannot meet the teaching needs of sports network course. There is also a lack of professional research and development team of public sports network course in colleges and universities to carry out the course construction. Some teachers also have insufficient enthusiasm for the creation of public sports network courses and lack of development efforts. They are unable to make public sports network course with sports discipline characteristics and meet students' learning needs.

2.4 Students lack correct learning attitude

The network teaching method has changed the students' learning environment, and the external factors have increased, which makes the learning become fragmented. The fragmented learning makes the students' learning produce inertia, and reduces the students' learning efficiency and concentration. Students are not active enough to participate in the learning of public sports network courses, but passive learning, leading to the decline in their sense of acquisition in learning. In online teaching, teachers cannot see the actual situation of students' learning, and there will be students hanging up when they study online, and their learning attitude is not correct.

3. SUGGESTIONS

3.1. Schools should establish a correct attitude towards the public sports network teaching mode, increase the investment in the infrastructure and hardware of sports network course, and ensure that there are sufficient funds to support the development of public sports network course[2]. Establish a unified standard for the construction of sports network courses and improve the operating mechanism of the sports teaching ecosystem. At the same time, we draw lessons from the network courses of other disciplines, formulate a unified classification scheme, and finally develop a unified teaching platform.

3.2 Strengthen the construction of teaching staff, plan to cultivate talents for the production and teaching of public sports network courses, provide training channels for PE teachers, such as basic computer knowledge, information teaching methods and means, which are helpful to improve teachers' information quality. Build a complete

sports network course construction team, and build a diversified public sports network course. Enhance the connotation of the network courses, curriculum design should try to combine the actual situation of teaching objects and information teaching conditions[3]. Combined with the reality of hot spots, sports policy, sports stars and other related sports theory knowledge, design the public sports network course with characteristics and meet the actual needs of students.

3.3 Student leaders can set up independent learning groups, establish communication platforms not only among students but between students and teachers, and use WeChat and QQ for real-time communication, which can not only play the role of mutual supervision, but also enhance the ability of team cooperation and promote students' learning enthusiasm. Teachers should set up incentive mechanism to stimulate benign competition among students, enhance students' learning motivation and improve the efficiency of students' autonomous learning.

3.4 Change students' views on public physical education courses. Schools regularly publicize the benefits and advantages of sports network courses, and teach students how to learn sports network courses. Create a good learning atmosphere for sports network course, and encourage students to actively participate in curriculum activities. Change the attitude of students to learn public sports network course, and make some interesting content in public sports network course to enhance students' interest and enthusiasm in learning sports knowledge.

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Research on the Construction of Aesthetic Education Engineering Platform for College Students

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Abstract: In the education and teaching of contemporary college students, the development of aesthetic education is also indispensable. Because aesthetic education is an important part of quality-oriented education, it also promotes students' growth in colleges and universities. In the new era, people's pursuit of beautiful things is more and more urgent, and their own aesthetic practice is more and more colorful. In view of the current situation and existing problems of aesthetic education in colleges and universities, we still need to take targeted measures to better integrate aesthetic education into the whole process of teaching in colleges and universities and effectively promote the growth of students.

Key words: Aesthetic education; System; Teaching; Measures

1. ON THE IMPORTANCE OF AESTHETIC EDUCATION FOR COLLEGE STUDENTS

In the 20th century, the concept of aesthetic education was introduced into China by the founders of aesthetic education, such as Wang Guowei and Cai Yuanpei. In the current aesthetic education, it can be summarized as: cultivate students' aesthetic ability and shape their aesthetic personality through certain aesthetic activities. Therefore, in the process of aesthetic education teaching, colleges and universities also need to effectively grasp its basic connotation, in order to better carry out aesthetic education, according to the interests and characteristics of contemporary college students, build an aesthetic education learning platform, form characteristic aesthetic education projects and integrate them into the curriculum and practice, so as to effectively improve students' own aesthetic ability.

If the ideological and emotional education of the public is carried out, it will not only cultivate people's aesthetic ability, but also influence people's way of thinking about the value of life and their pursuit of the quality of life, so as to better mobilize the enthusiasm of the public. Good aesthetic education can help college students cultivate their emotions, and can also effectively help them establish a correct outlook on life and values, and actively pursue their own life and spiritual construction [1]. At the same time, we should adhere to moral education in aesthetic education, take root in the life of The Times, help students to shape their own personality and form their own values. contemporary

College students, need to constantly improve the comprehensive quality, spread and inherit the excellent traditional culture, better promote the development of students. In this university, we should also correctly understand the importance of cultivating students' aesthetic education, and promote the collaborative development of students' artistic accomplishment and professional quality.

2.IMPROPER UNDERSTANDING AND POSITIONING OF AESTHETIC EDUCATION

In the current educational practice, some colleges and universities still have some confusion in the theory and practice of aesthetic education, which leads to the lack of aesthetic education and some deficiencies. In the process of aesthetic education, moral education is mainly ignored, and some people confuse aesthetic education with artistic education. In the process of aesthetic education, aesthetic education is only regarded as a specific course, ignoring the integration and development of aesthetic education and other disciplines. Moreover, the aesthetic education in some colleges and universities does not adapt to the development of current education and does not meet the expectation of students for high-quality aesthetic education resources.

2.1 Theory has not been formed

Some colleges and universities have not formed a complete theoretical system of aesthetic education. Many researchers choose one or some of them to discuss. Although there are some monographs with broad contents, there is still a big gap between them and the complete theoretical system of aesthetic education. In addition, in the aesthetic education teaching in some colleges and universities, many students feel that the study is boring and tedious, and some students may choose the aesthetic education courses [2].

2.2 School teaching needs to be improved

For the aesthetic education in some schools, the improper allocation of teachers' resources and the relatively weak teaching force also result in the loss of the intrinsic beauty of education itself. The school aesthetic education not only lacks the cooperation promotion mechanism, but also the cooperation education is not obvious, the function of aesthetic education has not been brought into full play.

3. MEASURES FOR AESTHETIC EDUCATION OF COLLEGE STUDENTS

3.1 Improve the integrity and systematicness of college students' aesthetic education

In the process of aesthetic education teaching, teachers should also make it clear that beauty is not superior. Beauty is more of the content that people create, experience and express in daily life, is the generation of beauty in life, and is the purpose of aesthetic education to find beauty in life. The construction of the aesthetic education engineering platform for college students requires schools and teachers to carry out aesthetic education from multiple angles and elements and improve students' aesthetic ability in an all-round way. Therefore, the teaching of aesthetic education in college students can be carried out from two aspects: classroom and classroom. In the classroom, the teacher needs to become the aesthetic guide, effectively stimulate the students' aesthetic enthusiasm. First of all, we should pay attention to the aesthetic education of teachers and improve the level of aesthetic education in class. According to the aesthetic needs of the university classroom, this paper puts forward the requirements of aesthetic education in the teaching classes of various majors, so as to better meet the aesthetic needs of students themselves and achieve the purpose of aesthetic education. Teachers also need to use multimedia teaching methods in the teaching process to better enhance the vitality and effectiveness of the classroom. In addition to classrooms, schools also need to provide aesthetic cultural services to provide students with a rich and colorful campus cultural enjoyment. First of all, the campus environment construction, the main goal is to create a reading atmosphere. In terms of architectural design, it is also necessary to combine the cultural tradition of the university itself to consciously construct the campus cultural environment, such as the construction of the campus cultural corridor, so that literary works, art works, photography works, calligraphy and other art works can appear in the corner of the campus and create a certain aesthetic atmosphere [3].

Campus culture construction on the basis of external beauty construction, but also on the basis of spiritual and cultural construction, combined with the aesthetic sense of art and culture, to guide students' cultural learning activities, better enrich campus life, stimulate students' aesthetic enthusiasm, better aesthetic education for students.

3.2 Strengthen the construction of aesthetic education teachers in colleges and universities

In order to strengthen the construction of fine arts teachers, we have specially implemented the teacher system in the process of teacher employment

In view of the public art course, the introduction of high-quality aesthetic education talents, effectively improve

the quality of college aesthetic education teachers. For excellent teachers, professional art knowledge and good artistic accomplishment are not enough, in order to better cultivate the aesthetic ability of students also need a high level of spiritual research. At the same time, in order to better carry out the interdisciplinary teaching based on aesthetic education, students also need the application of aesthetics in learning, which will also bring some aesthetic emotional resonance to students, and really cultivate their ability to perceive and create beauty.

3.3 Inheritance of traditional culture

As college students in the new era, they also need to adhere to cultural confidence, better inherit the essence of China's excellent traditional culture, and combine it with the trend of modern development, better realize their own development, and develop social ideology and culture. In the process of aesthetic education in schools in the new era, we must construct the idea of beauty in the excellent traditional culture, strengthen the combination of aesthetic education with moral education, intellectual education, physical education, labor and education, so as to better promote the all-round development of students.

4. CONCLUSION

In the aesthetic teaching of college students, schools also need to recognize the problems existing in the current aesthetic teaching and take targeted measures to solve these problems. At the same time, in the process of compiling aesthetic teaching materials, other contents should be better integrated so as to better grasp the curriculum knowledge. In the extracurricular aesthetic education training, we also need to actively organize related activities to stimulate the enthusiasm of students to participate in artistic aesthetic activities, so that students can better grasp the aesthetic education knowledge in aesthetic practice activities, and effectively improve students' aesthetic ability and aesthetic quality.

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Research On Innovation and Entrepreneurship Education of College Students Based on The Background Of "Internet +"

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Abstract: With the development and progress of society, China's science and technology is also in the stage of rapid development. At present, China has fully entered the information network era. The wide application of information technology in all fields of society has changed people's life and production mode, and also promoted the change of social industrial structure. Some industries have developed themselves with the help of the development of information technology. Various areas of society have also ushered in new opportunities for development. The development of the society also puts forward higher requirements for talents. Facing the huge number of graduates every year, the employment of graduates has become a topic of concern from all walks of life. The development of society and the innovation of science and technology have put forward more requirements for talents. In the face of all kinds of stringent requirements for the employment of college students has developed into a social problem, in order to solve the employment of college students, we must make good use of the current social resources. In the Internet era, innovation and entrepreneurship education for college students has become an important direction to solve the employment difficulties of college students. From the perspective of exploring innovation and entrepreneurship education for college students based on the background of "Internet +", this paper aims to put forward reasonable solutions to the problems existing in innovation and entrepreneurship education for college students.

Key Words: Internet+; College Students; Innovation and Entrepreneurship Education

1. INTRODUCTION

Since entering the information network era, the development speed of information technology is faster and faster, and its application in various fields of society is more and more extensive. Under the wide application of information technology, people's life and production mode have undergone great changes. Nowadays, traditional teaching methods can hardly meet the needs of the development of modern society. Modern teaching philosophy calls for students to get out of the classroom and learn to use current science and technology to learn more social skills. Using Internet technology, students can obtain various kinds of information, and at the same time, they can broaden their horizons and increase their knowledge. The emergence of information technology

and its application in the field of teaching have promoted the development and progress of the education industry. In particular, it has made great contributions to the innovation and entrepreneurship education of college students. First of all, with the help of Internet technology, teachers can lead students to understand a variety of successful entrepreneurial cases in modern times. Looking at a variety of successful entrepreneurial cases, college students' inner passion for entrepreneurship will be ignited. Secondly, the development and application of Internet technology have completely changed the traditional teaching forms in universities. Teachers can use information technology to build online classes. This new teaching mode breaks through the limitations of time and region, and teachers can discuss entrepreneurship issues with college students through the Internet. Network-style classroom teaching model narrates the distance between teachers and students, facilitating the communication and exchange of entrepreneurship issues between them. For questions raised by college students in class, teachers need to point out the shortcomings and give correct guidance to students, so as to achieve the goal of innovation and entrepreneurship education.

2. OVERVIEW OF "INTERNET PLUS"

"Internet +" is a commonly used technology concept in modern times. Since China entered the information network society, the overall industrial structure of China has undergone great changes under the influence of Internet technology. In order to conform to the trend of social development, China's various fields need to integrate with the Internet technology to promote their own development, which requires China's various fields in the development process must abandon the traditional thinking concepts, to be good at thinking from the perspective of the Internet. The mutual integration of various industries and Internet technology has created prerequisite conditions for the rapid development and improvement of China's economy. At the present stage, the integration of Internet technology and other industries is not what people simply imagine. This kind of integration is not a number of units superimposed together, but a new form of social development. This new form of social development is conducive to the rational distribution of social resources and the development and progress of our society. Since entering the modern society, more and more enterprises have integrated with Internet technology, and their requirements for talents are also getting higher and higher. In order to solve the problem

of college students' employment difficulties, college students' innovation and entrepreneurship teaching should develop rapidly with the advantage of Internet technology, so as to provide more high-quality talents for the society.

3.CONNOTATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION UNDER THE BACKGROUND OF "INTERNET +"

Entrepreneurship is a special form of innovation activities, the meaning of innovation is to break the shackles of stereotypes and ideas to create valuable new things. The concept of innovation can be applied to all fields. In addition to the innovative working mode, product types and production technology, there are many concepts of innovation in enterprises. Among them, people's understanding of innovation is mainly manifested in people's reference target. The concept of innovation expressed by the former is mainly aimed at entrepreneurs. In modern society, what people refer to as entrepreneurship is a kind of social practice activity that innovation subjects create to meet their expectations through continuous practice and thinking in order to meet their own needs by using a large number of professional technologies and knowledge.

In terms of education under the background of "Internet +", traditional education cultivates professionals needed by all walks of life in the past society. What college students learn in school is the professional model and concept of the society that their predecessors studied after continuous exploration. However, with the rapid development of social change and urbanization, the concept of modern society has changed. With the promotion of information technology, all walks of life have ushered in a new round of development opportunities. Therefore, the old teaching concept and teaching mode used in teaching cannot be qualified for modern education. The competition in modern society is fierce. Under the condition of market saturation, each industry can survive in the fierce market competition only by taking the path of innovation and development. The purpose of innovation and entrepreneurship education for college students in modern universities. On the one hand, it aims to improve the innovation consciousness of college students through specific education, so that college students can relieve the employment pressure of college students by starting their own businesses. On the other hand, innovation and entrepreneurship education is to improve the personal ability of college students. In modern society, various industries are fiercely competitive, so college students must have the consciousness of independent innovation and realize the importance of innovation and entrepreneurship education in order to lay a solid foundation for their future growth and development.

4.THE SIGNIFICANCE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION UNDER THE BACKGROUND OF "INTERNET +"

The development and progress of a country cannot be separated from talents in various fields. As the cradle of

talent training, universities have been providing valuable talent resources for the country and society. In order to further improve the level of university education, universities need to pay attention to the cultivation of university students' innovative ability. The times are developing, science and technology are progressing, and the whole society is changing with each passing day. Under the background of "Internet +", the teaching mode and educational concept of university teaching need to be optimized and upgraded. Universities themselves should have a good teaching environment and rich teaching resources. In the new historical period, universities should only strengthen the cultivation of students' innovative ability and carry out teaching in accordance with the correct and reasonable teaching methods to cultivate students' innovative thinking. This can not only improve the overall quality of college students, but also relieve the employment pressure of college students, help college students to find a new path of employment development. The education of innovative idea is the expression of social progress and the inevitable requirement of our socialist market economy.

5.PROBLEMS OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP UNDER THE BACKGROUND OF "INTERNET +"

5.1 The curriculum design of colleges and universities is unreasonable

Entrepreneurship education is a new subject independent of professional education. The setting of entrepreneurship teaching courses should also be different from professional teaching. At the present stage, many college students have not formed a correct understanding of entrepreneurship education, even in many colleges and universities, college students spontaneously set up associations outside entrepreneurship courses. However, the direction of the activities carried out by the associations is opposite to the direction of entrepreneurship teaching. The preparation of entrepreneurial practice teaching in colleges and universities is insufficient. Taking western entrepreneurial practice teaching as an example, western entrepreneurial practice teaching is good at combining students' professional education. And choose different types of occupations according to different entrepreneurial activities. Students in western countries can participate in all kinds of entrepreneurial activities. From the perspective of the curriculum setting of entrepreneurial practice teaching in western countries, China advocates the independent teaching path of professional education and entrepreneurial education. However, the western countries advocate the organic combination of the two. According to the final teaching effect, there are many problems in the courses related to innovation and entrepreneurship education designed by Chinese colleges and universities. First of all, it can't create a good campus entrepreneurial environment. Second, it can't help students fully understand the significance of innovation and entrepreneurship.

5.2 Talent cultivation is not perfect

At the present stage, there are many problems in talent

training programs in universities of our country. At present, many universities in China have not established their own internal network platforms according to the requirements. In addition, some schools have not set up a separate learning section for innovation and entrepreneurship education even though they have built a network platform for college students according to relevant teaching requirements. It can be seen that many universities do not realize the importance of the development and construction of campus network, and do not make full use of network technology to optimize the whole teaching system. Many universities in China have been using the traditional innovation and entrepreneurship education methods and teaching concepts, which leads to the whole innovation and entrepreneurship teaching method is too single, and students will lose interest in innovation and entrepreneurship teaching and learning in this teaching mode for a long time. In addition, the entire offline innovation and entrepreneurship education needs a lot of resources. Due to the limitations of venue, capital, teachers, teaching facilities and other factors, its teaching methods cannot meet the teaching requirements of innovation and entrepreneurship. Adopting the traditional teaching mode of innovation and entrepreneurship will also restrict students' thinking, which will eventually lead to students' disconnection with the society.

5.3 College entrepreneurship education teachers are weak
At present, most teachers in innovation and entrepreneurship education in China are not professional, and many colleges and universities have not even received systematic training in innovation and entrepreneurship teaching, which leads to these teachers gradually being eliminated by the society along with the development and progress of the society. For those who cannot adapt to social development and changes, Teachers who cannot cope with the requirements of employment environment cannot meet the teaching requirements of innovation and entrepreneurship. Therefore, colleges and universities need to strictly screen teachers when recruiting innovative and entrepreneurial teachers. At the same time, it is necessary to screen students according to their majors. However, due to the lack of corresponding teaching system in colleges and universities at present, it is difficult to guarantee the teaching quality of teachers.

5.4 Education concept is not updated in time

The application and development of information technology in various fields of modern society have promoted the progress of the society, especially the development and application of information technology in the field of teaching has also promoted the development and progress of the teaching industry. At present, many universities in China have not completed the construction of internal network platform, which is mainly caused by the shallow understanding of Internet technology in many universities. Many colleges and universities adopt the traditional entrepreneurial method, which conflicts with the teaching concept of modern society. Due to the lack of understanding of innovation

and entrepreneurship education in colleges and universities, it is difficult to timely choose the latest network teaching methods to achieve the goal of innovation and entrepreneurship education. In the process of innovation and entrepreneurship teaching, colleges and universities do not respect students' main position in teaching, and only focus on the form of innovation and entrepreneurship in teaching, thus ignoring the content of innovation and entrepreneurship teaching. Many students always have wrong psychology when learning innovation and entrepreneurship teaching. All these are caused by the failure of innovation and entrepreneurship education ideas to be updated in time. In this way, innovation and entrepreneurship teaching can not reach the established goal.

6. THE PATH OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS UNDER THE BACKGROUND OF "INTERNET"

6.1 Strengthen entrepreneurship education and publicity to cultivate college students' entrepreneurial awareness

With the popularization and application of Internet technology in People's Daily life and study, modern people's educational concepts have undergone great changes. Especially, it is most obvious among contemporary college students. Nowadays, Internet technology has become a learning tool to assist modern college students. Through Internet technology, college students can keep abreast of the latest scientific research achievements and have access to the most cutting-edge scientific ideas. For modern college students, Internet technology has become an indispensable part of their study and life. The emergence of the Internet to a large extent to meet the psychological needs of students, as far as modern university education is concerned, the Internet can guide the development of college students towards the right path, and also has a guiding role in the values of college students. Internet technology has become an indispensable power for college education in the future. In the face of constantly changing social environment, in order to help college students better adapt to the society and better solve the employment problems faced by the current society, Internet technology has become an indispensable power for college education in the future. Universities can give full play to the advantages of the Internet. With the help of the information transmission and value orientation functions of the Internet, they can use the Internet to publicize the ideas of innovation and entrepreneurship education for college students, gradually influence the ideological consciousness of college students in the specific environment created, and establish the consciousness of entrepreneurship for college students. Campus websites, post bars and forums are all important platforms for information exchange among college students. Teachers can take these social platforms as media to publicize innovation and entrepreneurship teaching concepts and take advantage of the advantages of innovation and entrepreneurship teaching propagated by network society and various other platforms. For example, within the campus, the school

can carry out educational activities related to innovation and entrepreneurship regularly according to its own conditions. Through the forum, college students can further understand the advantages and risks of their participation in innovation and entrepreneurship education and learning as well as future entrepreneurial activities. In addition, colleges and universities can use past education activities on innovation and entrepreneurship as well as stories of successful entrepreneurs to stimulate college students' entrepreneurial enthusiasm to the greatest extent.

6.2 Develop college students' entrepreneurial thinking and strengthen their employment practice

Colleges and universities share cases of successful innovation and entrepreneurship with college students. Encouraged and supported by the deeds of predecessors, college students will be eager for innovation and entrepreneurship education from their hearts. However, what teachers need to keep in mind here is that successful cases of innovation and entrepreneurship education can only be used as a reference for students. For many college students, success cannot be replicated. Using success stories provided by teachers as a template will limit students' learning and development. If the innovative thinking is solidified, the innovation ability of college students will not be improved, and they will only stay in the same place and lose the cultivation of their innovative spirit. After countless cases of practical proof and test, people through research and investigation found that many college students did not choose the right entrepreneurial projects when they started their own businesses. Blindly follow the footsteps of the predecessors, constantly repeating the path of the ancestors also difficult to copy the success of others. Innovation and entrepreneurship education needs to establish students' correct values. When carrying out innovation and entrepreneurship teaching activities in colleges and universities, teachers should not only focus on the cultivation of popular industries. We should promote the development of related industries by cultivating the innovative thinking of college students from a comprehensive point of view. At present, the employment of college students in some markets in China has a phenomenon of population saturation, universities should avoid the problem of market saturation in teaching, starting from the second and third tier cities in China. College students aiming at environmental entrepreneurship in second-tier cities with large population and small market competition can greatly improve the probability of their own success. At the same time, in the teaching of innovation and entrepreneurship, university teachers can also choose the emerging industries with potential, such as education and training market, service industry and logistics industry, etc., and entering the new industries can increase the success rate of entrepreneurship of college students.

6.3 Carry out online entrepreneurship education to enrich college students' entrepreneurial experience

Starting a business with the help of network has become a relatively common form of entrepreneurship among

college students in modern times. In the early stage of college students' entrepreneurship, the success rate of college students' entrepreneurship will be seriously affected by the influence of capital, site and various resources. Because college students lack all kinds of entrepreneurial resources in the early stage of entrepreneurship, they cannot reach the goal of entrepreneurship. However, the emergence of Internet technology makes up for the lack of entrepreneurial experience of college students. Through the search function of the network, college students can search and find all kinds of entrepreneurial resources needed through the information network. For modern college students, being familiar with the network and mastering the network operation is an essential skill for college students. College students can rely on network technology to complete a series of entrepreneurial steps, such as fund raising, store location, and entrepreneurial project selection. Online storefront entrepreneurship has become the first choice for college students to start their own businesses. The main reason is that the risk factor of online entrepreneurship is small, the operation difficulty is low, and the whole network entrepreneurship is not limited by time and region, which makes college students have more disposable time to study and summarize the operation and management. At the present stage, the vast majority of college students' entrepreneurship mainly focuses on the network technology, network mall, portal website, free entrepreneurship and other modes. Compared with the traditional business model, the new business model generated by Internet technology has many advantages such as low risk, less investment, low threshold and good prospect.

6.4 Develop online courses of entrepreneurship education and broaden the training channels of entrepreneurship education

Currently, the innovation and entrepreneurship education system created by universities is not perfect. Many universities lack professional teachers to teach entrepreneurship, as well as facilities and venues to train students. If the offline entrepreneurship teaching mode is adopted, the funds, equipment, venues and professional teachers needed for the offline entrepreneurship teaching cannot be allocated, which seriously affects the implementation of innovation and entrepreneurship education. In order to solve the problems faced by offline innovation and entrepreneurship education, teachers can choose to adopt online entrepreneurship education courses that save time and effort and require less resources. Due to the characteristics of communication, interaction and universality of Internet technology, colleges and universities can choose to adopt the teaching method of network entrepreneurship course to carry out online education for all college students. Online entrepreneurship education has a certain flexibility. As learners, students can arrange their own learning time to learn relevant content. Students will not affect their offline courses after learning entrepreneurship education courses online. The flexibility of online entrepreneurship teaching allows students to choose courses according to

their needs and expectations. The popularity of various mobile terminals such as mobile phones and tablet computers also increases the flexibility of online entrepreneurship teaching.

7.CONCLUSION

In general, since entering the information network society, China's various industries have achieved vigorous development with the help of Internet technology. Especially in the field of education, the application can change the backward concept of innovation and entrepreneurship teaching, and the efficiency of innovation and entrepreneurship teaching can be further improved through correct innovation and entrepreneurship teaching mode and teaching concept.

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Folk Belief Social Capital And Ethnic Minority Rural Social Governance In The New Era-- Analysis And Research Based On The Social Survey In The Yao Ethnic Community In Tianlin County Guangxi

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Abstract: "Yao Taoism", as a unique form of folk belief of Yao nationality, is widely distributed in Guangxi, Yunnan, Guizhou and other regions. It is an important part of the traditional culture of our country. It plays an important role and influence on the economic and material production and life of the local minority people and the cultural governance at the grass-roots level. At the Fourth Plenary Session of the 19th CPC Central Committee, General Secretary Xi clearly pointed out that "the system of socialism with Chinese characteristics is a scientific system formed by the Party and the people through long-term practice and exploration, and China's national governance system and governance capacity are the concentrated embodiment of the system of socialism with Chinese characteristics and its implementation capacity. In promote the building of national governance system and body ability under the background of modern history, especially in the effort to build the minority regions in the process of the modern rural governance system of its own "yao preaching teaching" folk belief "collective authority - relationship" of social capital network in the local ethnic minorities in the process of rural community governance system construction can play a supporting role.

Key words: Rumor About Taoism; Folk Belief; Rural Governance; Social Capital

1. RESEARCH STATUS AND PROBLEMS PROPOSED

As an important part of the folk belief culture in China, "Yao missionary" has attracted a large number of people in Guangxi, Yunnan, Guizhou, Hunan and other places, and has a far-reaching influence. In the early domestic studies on Yao people, scholars represented by Zhao Tingguang, Hu Qiwan and Zhang Youjun have proposed that Yao people do not believe in religion, on the contrary, their religion has a strong Taoist color and other similar views. Subsequently, Professor Xu Zuxiang further analyzed the origin, main features and forms of the Yao Taoism and put forward the path of the Yao Taoism. [1] Foreign scholars began a systematic study of "Yao's Daoism" earlier. In his book "Religion of the Yao: Taoism", French scholar Jacques Mollvaner has clearly

pointed out for the first time that the religion of the Yao is actually the Taoism of the Yao people, and has clearly put forward a basic concept of "Yao Taoism". But he ignores the primitive religious elements of the Yao religion. Later, the Japanese scholar Shiratori Yoshiroo made a comprehensive and systematic study and introduction of the religious rituals and customs of the Kushan-Yao people from northern Thailand in his two important works, Yao People Document and Ethnography of Southeast Asia Mountain, and further discovered the widespread hierarchical phenomenon in the "Yao missionary".

In fact, domestic and foreign scholars have a lot of research on Chinese folk beliefs, including "Yao Taoism", but on the whole, there are still some omissions. First of all, although relevant studies have excavated and analyzed China's folk beliefs and the social relations network behind them at a deep level, few studies have mentioned the characteristics of folk beliefs in ethnic minority areas and the role of the social capital behind them in promoting the construction of modern rural governance system. Moreover, both domestic and foreign scholars on the study of folk beliefs when yao to preach. "mostly from religious perspective, focuses on yao to preach in scriptures and ritual content, and branch ika gauge, etc. A comparative study, the few" yao preaching teaching "in the folk beliefs form under the social structure of the whole big for analysis. Moreover, there is no perfect and systematic research on the influence of the belief of "Yao Daoism" on the construction of the local rural social governance system. The purpose of this paper is to explore the social capital network behind the ritual of Yao missionary folk belief and the auxiliary role of Yao missionary folk belief in the process of modernized governance system in local ethnic minority areas through the field investigation of the folk belief of Yao missionary in Tianlin area of Guangxi.

2. THE MAIN CONTENT AND FUNCTION OF "YAO MISSIONARY"

2.1 The main content of "Yao missionary"

Yao missionary religion is a unique form of folk belief formed by the combination of the original religious belief and the Taoist belief introduced into the Yao nationality

area in the long-term daily production and living activities. In history, Yao people prefer to live in remote mountains and mountains for generations, which makes Yao people gradually develop a natural worship for nature and god. The belief of "Yao missionary religion" combines the primitive belief of Yao nationality, the concept of family primacy, the worship of Pan Wang and some Buddhist beliefs. Both believe in the universe of Yin and Yang five lines of thought, the "tianfu, dead, Yin fu" (that is, the "three worlds"), "in the east, west, south, north," (that is, "five sides" heaven and earth) view of the universe, space-time, but also inherit and believe in their own original ideas of religious belief of "all things have spirit" and "karma" of Chinese Buddhism religious thought; Yao preached and respected the deities such as Sanqing, Sanyuan, Jade Emperor, Pan King and Jia Xian, and included the natural deities such as Feng Bo, Rain Master, Thunder King, Dragon King, She King, Land and Grain, as well as the mountain god and river god into the system of her gods. To sum up, the characteristics of "Yao Chuanjiao" can be summarized as the purpose of using Taoism's Ruang, Qi, Ban impeas Zhu Zhu Shen impeas ghosts, the elimination of disaster solution for the purpose of paying attention to degree Jie Shoulu, Jiao and other disciplinary system while retaining the characteristics of Yao's own national culture. As Zhao Tingguang said, "After Taoism was introduced into the Yao society, the religious belief content of the Yao people changed, and the Taoist elements coexisted with the remnants of the original religion. After a long period of continuous integration and development, Taoism has formed a religious belief with national characteristics. [2]

2.2 Ritual function of "Yao missionary"

"When talking about the thought of studying ritual, Brown should consider its meaning besides the purpose and reason of ritual. Anything that makes sense is a symbol, and meaning is exactly what the symbol shows. Finally, he should look at the effect of ritual." [3] According to the author's field research, the function of Yao's missionary can be summarized as the following two aspects:

2.2.1 Maintain the stability of ethnic relations

In the Tian Lin area, almost all the Pan Yao families have the custom of offering Pan Wang. They believed that the Pan King was responsible for protecting their ancestors, so the worship of Pan King was the most important aspect in the family sacrifice of Pan Yao. "As long as the pan Yao met family disharmony or livestock unrest, will pray to the king for asylum, bless their family peace, at the same time, please master to preside over the ceremony, sacrifice to the ancestors of the king, to thank the mercy of asylum." [4] a common ancestor of pan yao people, pangwang in every yao family worship, while yao's unique concept of "first" to the success of the worship of ancestor worship and blood together, so as to make family worship is a blend of "ancestor worship" and "the god" hybrid sacrifice, which objectively to sustain blood clan relations within the community has a great role in promoting.

2.2.2 Media for moral education

According to the author's investigation, it is found that the ritual of abstinence can best reflect the connotation of moral education. Before performing the ritual, the local Panyao children undergo a period of fasting test, during which they are required to be sober, not to overeat, not to share a bed with a woman, and so on. In addition to the introduction of various rituals, there are also many contents about traditional moral education. For example, the scriptures require the ordained to treat others with sincerity, show filial piety to their elders, and refrain from violating the rules and regulations. It can be seen that "Du Jie" is not a simple religious belief activity of the Yao ethnic group, but also an important way and channel to teach the Yao men traditional ethical education by words and deeds.

3.THE "COLLECTIVE-AUTHORITY-RELATIONSHIP" NETWORK IN THE SOCIAL CAPITAL OF "YAO MISSIONARY"

3.1 The concept of family first in the belief of "Yao missionary" : the inheritance and strengthening of collective consciousness

In the belief system of "Yao Chuanjiao", it is the most important activity to condense the collective consciousness of ethnic groups through the traditional folk ceremony and its cultural inheritance. Every Yao family in Tianlin has a "Jia-first List", which lists the names of the family and its ancestors, but not all deceased ancestors are eligible for inclusion. Those who have successfully completed the ritual of abstinence and have children must be on the list. "Yao people attach great importance to becoming family leaders after their death. Accordingly, they are very afraid that they will become ghosts instead of family leaders," he said. [5]

"Most families, especially ours, have to worship both ancestors and ancestors. In the ancestor worship ceremony, pigs are usually killed. A whole pig is used to worship the ancestors, which is cut open and cleaned. For the ancestors, a piece of pork or some viscera can be put on the offering table. No matter where the time of ancestor worship, as long as the conditions allow as a member of the family to try to participate in, money, money, power, really nothing even to help serve tea and water can be "(F Shi Gong interview record

In addition, another important activity to awaken and strengthen the collective consciousness of ethnic groups is ancestor worship ceremony. Among them, the ritual of inviting gods is the most important stage in the whole ritual of worshipping ancestors. At the beginning of the ceremony, the teacher was dressed in vestments and holding a mana instrument. In the process of asking the god, the teacher used the sword to draw out of thin air and chanted words in his mouth. During the whole process, the relatives who came back from all sides and the neighbors and villagers who volunteered to help were all attentive, listening carefully, and singing along with the teacher at different stages. During the ceremony, the host will prepare various kinds of food and drinks such as Baba, rice balls, brown sugar and ginger soup for everyone to share. The whole ceremony process showed strong organization and discipline. No matter the host of

the ceremony and his relatives or the villagers who volunteered to help from the surrounding villages, they were all able to work together and perform their own duties, so that the whole ceremony was carried out smoothly and orderly.

From the whole process of the ceremony, it can be found that the ancestor worship ceremony of "Yao Taoism" connects the different families with different blood relations through the emotional identification of the family ancestors, and maintains the social communication and enhances the social emotion of each other through the frequent interaction during the ancestor worship ceremony. The sense of satisfaction and attachment brought to the local people by the ancestor worship ceremony intensifies the strong desire of the local villagers to be the first member of their respective families after death, thus strengthening the centripetal force among family members. The collective consciousness of the villagers in the whole region will be continuously strengthened and passed down in the process of the continuous cycle of ancestor worship ceremonies.

3.2 The Shi-Gong Group in the Belief of "Yao Daoism" : Behavioral Constraints and Moral Education under the Construction of Authority

Yao Shi Gong was given ultimatum, dharma name, seal seal, dharma instrument and scriptures for passing the commandments. They were believed to have Yin soldiers who could direct them to perform various rituals. They study of scriptures, hurrying to get jobs, they know square yao wen (although yao itself has yao language spread so far, but no corresponding words, so many scriptures preach yao. "will use Chinese to prose, yao in the language of meaning, which evolved into a unique square yao), familiar with local traditions, to host all kinds of hurrying, Both in the world of gods and secular world has a high social status, by the local people of all ethnic groups respect. Slowly formed the local folk elite group. And has 12 desk lamp "master male" then has the qualification and the ability preside over degree division, add grade and so on the highest level degree abode ceremony. In addition, the number of "Master Gong" is scarce, so it has a high prestige and discourse right in the ethnic group.

"Pangu Yao did not divide the road and the division. They were all together. Lan Dianyao's Shi Gong and Dao Gong are not ranked, but Pan Guyao will have points. The specific rank is determined according to the Tai (lamp) hung by the clergy. The lowest level is the white messenger, and then is the degree of a jie that is to hang three lamps, with 36 soldiers and horses. ; Then seven lanterns, 72 soldiers and horses, blowing horns, can call the Jade Emperor down, but some surnames (such as: Zhao) can not hang more than seven lanterns; Twelve lamps, one hundred and twenty men and horses. Meanwhile, Madame is also treated at the level of seventy-two men and horses to prepare for her reincarnation." (Collected the interview records of the teacher surnamed F)

"In theory, ghosts and spirits will inflict blessings and

punishments on all acts of a human being, whether in this life or in the afterlife, whether on the doer or on his descendants." [6] The Lord Shi (the Lord Dao) communicated the divine will to the local villagers through rituals. And will be the life of the unhappy or "bad luck" with their daily life "deviant" behavior associated, so that they have awe and even fear. And the fear of authority constitutes the self-psychological control network of local people, that is, the moral bottom line of individual and collective action.

At the same time, in various religious ceremonies and sacrificial ceremonies after the success of the Yao people's precepts, the master (or Taoist) would usually explain the precepts (also known as the "Ten precepts") to all the people who received the precepts. The Ten Commandments read: "One ring shall not insult or offend the ancestors of the Emperor of Pan; The second commandment shall not insult or revile the sky, earth, sun, moon, stars or stars; The three precepts insult or kill the living things; The four precepts shall not be concealed from teaching; Five Commandments insult or do not greed for money, love sex, gambling, dallying with women; Six quit insulting or not to curse people despise the poor and love the rich; Seven Commandments shall not scold the teacher to discuss friends; Bajie shall not insult or neglect their parents and other brothers and sisters; The Nine Commandments shall not block and rob; The ten commandments shall not be ungrateful ". Most of those who participate in the ritual are minor Yao males. Thus it can be seen that "yao preaching teaching" faith can do to guide social teenagers how to behave and education as the main purpose, in order to further develop and improve the ability of the healthy growth of the teenagers as the main target, specification between people, the relationship between people and things, promoted the people consciously abide by the practice of social morality, aged respected, help each other, harmonious and friendly traditional beauty DE.

3.3 The relationship network in the belief of "Yao Daoism" : structured folk belief management organization

"As far as villages are concerned, the strength of self-organizing ability is an important factor affecting the performance of rural governance." [7] Due to the superiority of regional ethnic autonomy in China's ethnic minority areas, ethnic minority villages can have certain advantages in self-organization ability. In the investigation process, the author also found that almost every local county and city has its own Yao Culture Research Association (hereinafter referred to as Yao Society). "Yao preaching teaching" as the representative of the yao nationality traditional culture is an important node of YaoXueHui appeared, it combine different populations of the same faith, rely on their own different social resources in cultural communication and interaction, the national policy to preach, folk situation can develop its own unique advantages, to strengthen the self-organizing ability construction of the village. The Master Gong of F mentioned above, Pan Yao, is also a member of the Tianlin Yao Research Society. According

to Shi Gong surnamed F, "Whenever there is a large Yao missionage ceremony in several villages in Tianlin, we will try to attend it. It is part of our Yao culture and we want to preserve it and pass it on. And every year we also go to neighboring counties such as Xilin, Debao and Longlin to have cultural exchanges with the Yao Society there. Many of them are talented people from all over the place, such as school teachers, big business bosses, and even some retired NPC deputies and CPPCC members. We all love our own Yao culture and are happy to share our knowledge about it." (Collected the interview records of the teacher surnamed F)

Therefore, it can be found that the belief of "Yao missionary" contains strong cultural values and characteristics of the Yao nationality. In terms of local rural cultural governance, this kind of folk cultural organization can ensure that the folk belief culture is always on the right track of development. By integrating the belief of "Yao missionary" with mainstream culture, It also plays a positive role in promoting the diversity of local minority cultures.

"Before had rebuilt the sanbao temple, and that a few villagers start powder shop always talk about not approach, couldn't get through his back (F name is gong) to contact, good to give them a hurrying, to give them good feng shui, let decorate shopkeeper dozen fold is good not easy settled down" surnamed tian villagers interview arrangement (H)

With folk beliefs as the link, this group of people who have stronger talents and resources than ordinary villagers are combined and play the corresponding corresponding functions. In fact, it also provides additional support for the development of local ethnic minority villages and improves their self-organization ability. This is also the reason why Yao Society, as a new folk culture organization with a short history, has already undertaken part of the rural governance work to some extent and shown certain effects.

4.ANALYSIS ON THE PATH OF "YAO MISSIONARY" SOCIAL CAPITAL PARTICIPATING IN RURAL GOVERNANCE

4.1 Governance subject: Rural multi-participation in governance under the leadership of the government

The authoritative elites and the Yao Society in the belief activities of "Yao missionary" can all participate in the handling of rural affairs to a certain extent, and make contributions to rural governance by giving play to their social resource advantages. Therefore, in order to build a more diversified structure of rural governance subjects, under the leadership of the Party and the government, some authoritative folk resources and management resources of ethnic cultural organizations can be absorbed to make them participate in the cooperation of rural governance affairs in an orderly manner. It is embodied in the mutual cooperation between county and township cadres and folk belief elite. Through the investigation of local Tianlin, it can be found that this kind of elite has formed a relatively unified group in the countryside. Via the "ring" ceremony "gong" or "male" usually with stronger in between villagers and the authority of the

special status, the villagers to trust and obey such groups as well as some folk elite's own work history to be able to in a certain extent for them to participate in the cooperation necessary masses foundation of rural governance, governance force become hidden in the local country. If county and township cadres can guide these groups to participate in village governance, they can jointly promote a more perfect state of "good governance". That will naturally reduce the management cost of county and township cadres. Incorporate such latent governance forces into the main body system of governance, guide them to become the policy speaker, mobilization and leader, and give full play to their role of "intermediary" communication between county and township cadres and ordinary villagers.

4.2 Governance mode: Government guidance is the main task, and self-management is the secondary task

To ensure that the development of the belief of "Yao missionary" in a standardized and orderly track can not be separated from the norms and guidance of the government, but at the same time, it also needs the local villagers to play their ability of self-management, specifically, can be summarized as the following two points:

First, strengthen the guidance and management of folk beliefs and their management organizations in faith affairs. Through the investigation and interview of this paper, it is found that folk beliefs can actually establish a set of spontaneous governance system led by elites and participated by villagers for villages. In this system, villagers can interact in spontaneous faith activities. The "prestige", "kindness" and "enthusiasm" of elites such as "Shi Gong" or "Dao Gong" in the belief ceremony of "Yao Chuanjiao" often make them more likely to integrate into the process of dealing with rural affairs at the grass-roots level. Therefore, on the one hand, the government guides and regulates the activities of folk beliefs through formal institutional constraints, so as to truly achieve self-management with practical effects. On the other hand, through the cooperation with the elite of folk belief, a platform of scientific and orderly interaction among the villagers is constructed to guide and mobilize the enthusiasm and interest of the ordinary villagers to participate, and eliminate the strangeness of the villagers to the national policies and regulations.

Second, governments at all levels shall be based on objective and rational view of folk beliefs, to recognize the characteristics of folk religion affairs complicated, realize properly good folk religion affairs can't just rely on the local religious affairs department, for all kinds of condition with folk beliefs elite communication actively, to ensure that with the proper processing method and solution to deal with different problems. At the same time, the local cultural propaganda department can arrange induces the area within the scope of existing folk beliefs of the type and characteristic, make relevant brochures distributed in local folk beliefs, and will be about stories of folk religion and ritual historical legends of the gods has the folk belief and the folk culture of organic integration into customs in in the process of rural culture

construction, It not only highlights the characteristics of the local ethnic minority spiritual civilization construction, but also promotes the positive role of folk beliefs.

5. CONCLUSION AND THINKING

The belief of "yao chuanjiao" is based on the common national cultural belief, and connects the groups with different geographically or blood relations with the help of the unique belief ceremony, which provides a new road for the construction of the rural governance system of ethnic minorities. From the perspective of social capital, the collective consciousness, authority construction and social relationship network contained in the belief of "yao daoism" play an important role in the local rural governance. Relying on the concept system of ghosts and gods, family first and so on, the authority position within the scope of belief region is constructed and the consolidation and development of collective consciousness is promoted. The interactive behavior norms and bottom line of local villagers are standardized, so that villagers gradually form a consistent value orientation and action logic, and the performance of rural governance behavior is improved. At the same time, the deficiencies in system and structure should be made up between state control and grass-roots ethnic minority autonomy. However, it is undeniable that the belief of "Yao Chuanjiao" still has some aspects worth reflecting on.

First, there is still a little fuzzy feudal superstition in the belief of "Yao Chuanjiao". This is especially true in the "technical" fringes. For example, in the process of fighting pestilence and natural disasters, the local villagers attach too much importance to the subjective power of ritual and scripture, while ignoring the objective scientific reason. In addition, some local villagers refuse to move into resettlement houses closer to the county seat because they attach too much importance to feng shui, which also hinders the further development of local society to a certain extent.

Second, holding a "Yao missionary" related ceremonies for less than one day and one night, more than three days and three nights, this period caused a huge waste, to the local people's lives added a lot of burden. In terms of the ceremonies attended by the author, roughly tens of thousands of yuan were spent on the purchase of sacrifices (pigs, sheep, chickens, ducks, etc.), as well as various food expenses, gifts and remuneration during the ceremonies. It can be said that holding a "Yao missionary" ceremony for the local villagers is a big expense. Moreover, a large number of offerings cannot be

consumed completely after the ceremony, and some of them must be discarded on the spot according to the requirements of the ceremony, resulting in huge waste.

In a word, in the process of promoting the modernization of rural governance, we should not only pay attention to the beneficial and efficient positive aspects of the belief of "Yao missionary" in the rural society, but also can not ignore the defects of its negative restraint. In order to further integrate the favorable factors of social capital in the belief of "Yao missionary" into the tide of the rural governance system of ethnic minorities, it is necessary to guide the development path of the faith governance power of "Yao missionary" reasonably on the basis of the government's leadership, and take the essence and discard the dross. Implement faith and yao yao to preach. "rituals and folk culture village complementary fusion of the construction of the modern management system, make the minority folk custom and the modern concept of social governance in the rural society to carry on the effective interaction, construct a modernity and the natural disposition is the unity of rural governance path, thus the possibility of the realization of the real rural good governance.

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Teaching Reform and Practice Plan of Landscape Art Course Based on The Concept Of "Integration of Specialty and Creation" -- Taking Guilin University Of Technology As An Example

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Abstract: The study schemes to guilin university of science and technology garden art course as an example to carry on the "integration" teaching reform, this topic the transformation from garden art teaching achievements and students' excellent works was applied to tourism product, through basic research, application development, transfer and industrialization chain, strengthen the innovation and industrial docking, enhance the utilization of the botanical garden art course, Stimulate students' interest in learning and the formation of entrepreneurial consciousness.

Key Words: Creative Fusion; Garden Art; Teaching Reform; Practices

1. INTRODUCTION

According to the Ministry of Education issued in 2019 to teach high hall letter of 22 file contents, building demonstration course "fusion" characteristics, each should actively optimize professional curriculum scheme, mining and full of all kinds of professional course innovation entrepreneurship education resources, the professional knowledge and innovation ability training of organic integration, promote the students' interest in professional research and development and ability, To lay a solid foundation for students to engage in profession-based innovation and entrepreneurship activities.

2. ANALYSIS OF THE CURRENT SITUATION OF LANDSCAPE ART COURSES

Landscape Art is a basic ability training course for landscape design majors in many universities in China, including sketch, sketch, color and other hand-painted forms of expression. As landscape art has an obvious auxiliary function to landscape design, it has been paid more and more attention by colleges and universities, which have set up related landscape art courses according to their own professional characteristics. However, because the education mode is too diversified, we still need to improve the unity of landscape art. At present, colleges and universities have a new thinking on the cultivation of artistic expression of landscape specialty, and are gradually improving it. Ma Tieming et al. (2016) pointed out in the research on the construction and reform of landscape art curriculum system that landscape art teaching curriculum is the driving force of practice and

the cornerstone of landscape design. As long as solid teaching and learning, can improve the practical ability. To master the basic knowledge of fine arts and lay a foundation for the professional study of landscape design. In this paper, the practice teaching link of landscape art put forward the location of practice and practice content can not be combined with professional problems, and put forward the corresponding solutions. Liu Mingming (2012) proposed in the teaching reform thinking based on the current situation of garden art teaching that the purpose of garden art teaching is to enable students to acquire certain art knowledge and skills and improve their aesthetic ability by teaching the basic art knowledge of related garden design. It also points out that the core content of landscape art is the principle of space formal beauty and the means of landscape expression, which cannot be separated. This paper expounds the problems existing in the course of landscape art, such as single teaching and empty content, and puts forward the corresponding reform measures.

These studies put forward the importance of the basic course of garden art from different perspectives, promote the methods and approaches of teaching reform, cultivate students' innovation ability, improve the quality of talent training, and also study and discuss the training of college students' practical ability, which provides a useful reference for the research of this topic.

3. THE TEACHING STATUS AND MAIN PROBLEMS OF LANDSCAPE ART COURSES IN GUILIN UNIVERSITY OF TECHNOLOGY

The teaching conditions of landscape architecture major in Guilin University of Technology have been gradually optimized, and a teaching mode with distinct practical characteristics has been formed. It has been attaching great importance to the cultivation of students' innovative ability and practical ability, actively building a platform for cultivating innovative ability, and constantly improving students' problem-solving ability and innovative ability. From the establishment of landscape architecture major to now, after several sessions of students' landscape art education, I found some problems, such as the lack of their own teachers, class capacity and professional disconnection or students because of zero basis do not understand and

other problems. After the reform, the introduction of teachers, increase landscape capacity, now the garden art curriculum teaching has been improved. However, there are still some outstanding and urgent problems to be solved:

First, the teaching content and professional courses are not closely connected;

Second, the textbook is lack of systematic and targeted compilation;

The third is the lack of professional ability of the teachers;

Fourth, the curriculum results are not fully used.

Therefore, this paper is based on the original intention of the basic teaching of landscape art course, focusing on the main problems, aiming at problem-oriented, through the reform to promote students' ability to improve the target requirements. Specifically, reform and practice should be carried out in the aspects of syllabus, teaching content, teaching material construction, and transformation of teaching results, so as to form an effective mode of basic teaching of landscape art in the major of landscape architecture, and at the same time, provide beneficial reference for other colleges and universities, and further play the positive role of basic education of landscape art in related majors.

4. CONTENTS AND MEASURES OF REFORM

4.1 Create a high-quality garden art curriculum structure

Based on the analysis of the knowledge and ability structure of talents in landscape architecture, according to the role of different courses in the process of talent training, the original landscape art course was modified and reconstructed, and the course structure from part to whole was established. To construct the knowledge system of students' comprehensive and coordinated development in theoretical foundation ability, professional foundation ability, painting expression ability and innovation and entrepreneurship ability.

4.2 Construction of professional classroom of landscape art

Multimedia professional classrooms with physical projection tables, copy tables and projectors will be built to facilitate teachers' lectures and students' listening to lectures. At the same time, excellent students can also demonstrate their painting skills and learning experiences to promote the enthusiasm of the whole class.

4.3 Construct a brand new teaching mode of landscape art

In the teaching of landscape art, we abandon the previous single painting frame painting mode, and use the mode of combining drawing table and small easel, so that we can switch painting and design at any time, and draw fine art works in line with the professional landscape architecture. In addition, in the process of painting, different forms of the entries and works used in tourism cultural and creative products should be taken into consideration, so we should think about the selection of the subject and the

composition form of the picture. Through the above teaching mode can well cultivate students' practical ability and thinking ability.

4.4 Textbook Construction

The new teaching materials of landscape art should take landscape elements as the main body and absorb the advantages of relevant teaching materials at home and abroad. Increase the landscape design works, into the innovation and entrepreneurship education. Also add a large number of landscape paintings and fast design works of the performance. 3.5 Achievement Transformation

The teaching results of landscape art courses will be sorted out and screened, and outstanding student works will be designed and created, combined with tourism cultural and creative products, so as to enhance students' interest in learning, reflect the value of works, and cultivate students' awareness of innovation and entrepreneurship.

5. CONCLUSION

The reform and practice of landscape art course can improve the learning efficiency of students majoring in landscape architecture and lay a solid foundation for the subsequent professional courses. Through the reform, the teaching quality has been improved, the talent training mode has been perfected, and the effect of talent training has been consolidated, which plays an important role in promoting the teaching quality of basic fine arts courses.

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Research on the Construction of Hybrid Courses in Financial Universities -- Based on The Course of Management Information System

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Abstract: This thesis with the school's online hybrid provincial curriculum management information system as the research object, to effectively improve the effect of online learning as the main line, through curriculum construction, improve the active participation of students learning initiative and practice innovation ability, give priority to in order to teach to give priority to in order to learn, to combine classroom primarily to the class inside and outside transformation, share resources of high quality courses to share, To improve the quality of education and teaching provides a reference for improving the quality of talent training methods and effective ways.

Key words: The Hybrid; Curriculum Construction; Online Courses

1.INTRODUCTION

The teaching mode of college classroom is gradually changing from traditional mode to online and mixed mode. To develop high quality, with "background of finance and economics" compound applied technology and management talents as the goal, the school the management information system using online hybrid teaching mode, cultivate with systematic management thinking and high quality management, has a certain system analysis ability, practice ability, innovative entrepreneurial ability and advanced thinking of outstanding talents of finance and economics.

2. COURSE CONSTRUCTION CONTENT

At present, all colleges and universities are striving to develop online course construction, but there are also some problems in this process, such as lack of learning motivation, passive learning, lack of communication and interaction, unable to finish homework on time and so on. This study combined with the school in recent years, the implementation of the management information system hybrid teaching mode reform practice, study fully mobilize students' learning autonomy of various means and methods, to explore the effective and operational strategies to stimulate students' learning, to make the students learn actively learn from passive transformation, improve the teaching effect of course.

2.1 Innovate the curriculum model

It integrates "ideological and political education" and "mass innovation and innovation education" with course construction, implements "all-path teaching method, whole-process evaluation mechanism, all-direction teaching practice, all-faculty teaching and education, all-

covering teaching resources, and all-feedback optimization mechanism" to build a total factor system engineering. To promote the new design and implementation of the concept, method, technology and evaluation of the online and offline hybrid curriculum teaching reform.

2.2 Reform teaching methods

Focusing on student development, we will implement teaching forms such as specialization, flipped classroom and modularization, practice and explore the organic combination and application of online diversified teaching and offline multi-mode teaching, and strengthen the explorative and individualized learning process.

2.3. Improve the quality of teaching by focusing on "gender parity"

With the goal of cultivating comprehensive ability and advanced thinking, the course content is optimized, the textbook construction is improved, the industry cases are enriched, the knowledge, ability and quality are organically integrated, so as to realize the "high-level" of the course construction. Guided by social needs, it deepens the cooperation and exchanges of "government, school, enterprise and industry", and carries out all-round curriculum practice by carrying out mass innovation education, project actual combat and school-enterprise cooperative education, so as to reflect the "innovation" of curriculum construction.

Drives by learning results, attaches importance to students' independent thinking, establishes a "fine, diversified and whole process" dynamic assessment mechanism that focuses on students' independent learning, refined assessment standards, diversified assessment forms, increases the assessment difficulty, strengthens the process assessment, and improves the "challenge degree" of course construction.

3. COURSE CONSTRUCTION METHODS

3.1 Optimize course content

3.2 Management information system courses in our school financial management, accounting, business administration, e-commerce and other 8 majors are offered. The course team sorted out chapters, sections and knowledge points according to the training objectives and occupational demands of students of different majors. Students' vocational ability requirement oriented courses teaching the overall design, with practice as the guidance to optimize curriculum content and improve the capacity to the current situation of the enterprise application

management information system as a case, combined with practical problems occurring in the process of enterprise in the management informationization, etc., to focus on finishing and deep processing, build corresponding management information system is putted forward, As an effective supplement to the teaching content.

3.3 Improve the construction of teaching materials

3.4 Following the rules of education and teaching and adhering to high starting point, high standard and strict requirements, the course refers to the classic textbook Management Information System (3rd to 6th Edition) published by Professor Tiyun Huang from Harbin Institute of Technology, and Professor Kenneth C. The 13th to 15th editions of the Management Information System compiled by Lawton et al. combine the knowledge points in online lectures with the enterprise cases, social hot spots and other materials in offline classes, fully reflecting the systematicness, scientificity and frontier of knowledge. At the same time, this course has been published in the publishing house of electronic industry for teaching, which has been praised by teachers and students. With the continuous optimization of the course construction, the content of the textbook will be improved and updated accordingly.

3.3 Adhere to "student-centered"

Grasps "student centered" education philosophy, integrated application of flip classroom, PBL (problem based teaching method), the TBL (teaching method based on the team), and other teaching methods for teaching, the interaction and parallel to practice speaking, case review, ask answer and other offline classroom teaching model and explore the methods of training creative talents in the field of information teaching.

3.4 Strengthen the process of assessment

The course adopts the form of process assessment combined with practice assessment, focusing on the assessment of students' practical application ability of using information technology to manage and innovate enterprise processes. Combined with management information system in the enterprise development of six stages, assignments, respectively, so that the students in the learning process time thinking about how to use the knowledge analysis and solve practical problems, the enterprise will eventually independent design enterprise management information system model, and will be at the forefront of information technology into the management of the enterprise, enhance students' ability to build a knowledge system. The whole-process evaluation guides the students to devote themselves to learning throughout the whole process, and comprehensively evaluates the course results according to the students' daily attendance, class performance, normal homework, stage assessment, mid-term and final exams, and guides the students to study independently.

3.5 Online learning data analysis

Collect the specific time period, frequency, duration, operation frequency and other information of students' online course learning, analyze whether students are fully and effectively engaged in online learning, and whether they can effectively use the fragmented time for learning.

According to the study data of the students, the students can be timely reminded to urge them. Periodic online questionnaire is conducted to collect students' evaluation of this online course and whether there is any inadaptability to the new learning mode. Suggestions for improvement are given from the perspective of students, so as to take corresponding positive measures and provide help for students to learn better online courses.

4.THE EFFECT OF CURRICULUM TEACHING REFORM

4.1 Break through the traditional training mode and teach students according to their aptitude for free development
The classroom activity and academic challenges have been significantly improved, and students' independent thinking ability and competitiveness have been comprehensively enhanced. The interactive discussion between teachers and students enhanced the attraction of the class, and the students "had an active atmosphere and concentrated energy in class".

4.2 Reform the evaluation mechanism and implement personalized training

The whole process of academic evaluation has enhanced the degree of academic challenge, and the "non-standard answer test" has stimulated the innovation wisdom of students. Students as the center, to meet individual needs, truly achieve individualized teaching. Solve the classroom teaching based on one-way knowledge transfer to realize real teaching and learning. To solve the traditional academic evaluation "the final exam results", students rote memorization, "60 points long live" and other problems can not truly reflect the ability and level of students.

4.3 Improve students' learning enthusiasm and learning ability

Through online and offline teaching activities, the teaching resources are enriched, the learning dimension of students is expanded, and the classroom teaching ecology is reconstructed. Students' interest and participation will be significantly enhanced. Students' ability to take the initiative to learn, their ability to analyze and solve problems, as well as their confidence and sense of achievement will be greatly enhanced.

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Development Status and Countermeasures Of Wechat Public Platform Service In University Library

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Abstract: With the development of social economy and the effective application of science and technology, domestic colleges and universities adopt advanced technological means to achieve the optimization of educational resources. By increasing the information and convenience of educational resources, it is helpful to increase the enthusiasm of students in learning, and promote the significant improvement of the quality of education in colleges and universities. As for the education management of university library infrastructure, teachers and educational administration departments choose to use the WeChat public platform to improve the service quality and efficiency of the library, and then promote the modern development of university education facilities. Based on this, this paper mainly focuses on the service development of university library WeChat public platform.

Key Words: Colleges And Universities; The Library; Wechat; Public Platform; Service; Development Status; Countermeasures

1. INTRODUCTION

In recent years, the domestic education industry has increased the recognition of advanced science and technology and network technology, and increased the targeted use of information technology in education design and specification, which can effectively improve the quality and efficiency of the education industry. In the process of the development of modern education industry at the same time, school leaders and teachers to increase attention to the education facilities, strengthen the comprehensive management of facilities for education and research, and increase the strength of the innovation and development, helps drive the student's study enthusiasm, education management of the library, teachers adopt the way of WeChat public platform, simple and the efficiency of the students' reading way and consult, And then promote the high quality development of the higher education industry.

2. EFFECTIVENESS OF THE SERVICE DEVELOPMENT OF UNIVERSITY LIBRARY WECHAT PUBLIC PLATFORM

WeChat university library public service platform development, under the influence of the modern age of the Internet, teachers and students generally choose web search, leading to account for teachers and students go to the library to study than in gradually reduce, prompting education function of university library in the weakened, so the modern university increase understanding of teachers and students' learning mode, As well as

strengthening the comprehensive consideration of psychological ideas, we can choose the use of the library WeChat public platform and choose the network mode suitable for the modern society, so as to meet the basic strength of teachers and students and enhance the educational value of university library education facilities. In the sorting out of library books, books of similar types or fields can be integrated and managed simultaneously with the library WeChat public platform information platform, so as to facilitate teachers and students to understand the number of books in the library, and facilitate teachers and students to borrow and query materials in the library [1].

3. PROBLEMS EXISTING IN THE SERVICE DEVELOPMENT OF UNIVERSITY LIBRARY WECHAT PUBLIC PLATFORM

3.1 The services and pushed contents of the library WeChat public platform are relatively simple

By WeChat public platform for college library development situation investigation, found that the content of the service and push more simple and one-sided, often cannot meet the needs of teachers and students of information, most of the public platform without according to market research, the application of the teachers and students, thus affecting the teachers and students to library WeChat public platform use feeling, Long-term development will reduce the utilization rate of library WeChat public platform, thus affecting the actual role of university library in education.

3.2 The service development of the library WeChat public platform is delayed

According to the practical application of WeChat public platform in university library, found the public platform to exist in the use of delays, due to the development of modern new era, the application of the Internet resources with high efficiency and extensive role, if the library WeChat public platform, in the case of in the process of using the slow, will affect the use of teachers and students feel, At the same time, the work of teachers and students increases the waste of time. At the same time, the content of the library WeChat public platform includes important information of the school. If the information is not pushed in time, some teachers and students will not be able to understand it in time, which will affect the effective promotion of relevant education work and reduce the important position of university library in the minds of teachers and students [2].

3.3 The service publicity on the library WeChat public platform is not strong enough

By WeChat public platform service in college library research, found that the public platform has not been widely used in colleges and universities, most of the teachers and students still choose to search the Internet for education information, it is because of the library propaganda platform to the public by the administrative departments of shortcomings, not to let teachers and students feel the convenience and effectiveness of the platform, And it does not reflect the innovative development characteristics of the library, thus affecting the high-quality application of the library in the educational cause.

3.4 The development of the library WeChat public platform service is short of professionals

According to WeChat public platform service in college library development survey, found that the domestic part of university library in the development of the reform and innovation at the same time, ignore the professional management of the library management, not timely introduction of new comprehensive management, and lack of assessment and management of library management, leading to the library WeChat cannot get the innovation and development of fundamental public platform, It is not conducive to the effective application of libraries in education [3].

4. FORMULATE RELEVANT MEASURES FOR THE SERVICE DEVELOPMENT OF UNIVERSITY LIBRARY WECHAT PUBLIC PLATFORM

4.1 Strengthen the innovation of the service content of the university library WeChat public platform

As for the service management of the university library WeChat public platform, the educational administration department of the university and the library management personnel should increase the innovation and development efforts, so that the university library can meet the diversified needs of teachers and students, and conform to the development of the new era, and carry out professional and standardized development. Therefore, in the WeChat public platform of university library, the function of fast retrieval can be added to improve the quality and efficiency of teachers and students' reference.

4.2 Set the information push frequency of the public platform professionally and reasonably

For the service management and development of the university library WeChat public platform, the management department and the staff should increase the professional management of pushed information, require the pushed content to have a certain timeliness, and repeat the push of important things for teachers and students, so as to reflect the importance of information. At the same time, the push time of library WeChat public platform should be effectively managed in strict accordance with the work and rest time and rules of students. Generally, the

limited time is from 8:00 a.m. to 10:00 p.m., thus increasing the importance of university library education development [4].

4.3 Increase the publicity and promotion of the library WeChat public platform

WeChat public platform in university library in the process of practical application, the educational administration department and the library staff can use diversified way, increase the promotion to the library public platform, increases the use frequency of teachers and students on the platform, at the same time can be in the school official blog, website, promote campus internal etc, Then realize the high efficiency application of the library WeChat public platform.

5.CONCLUSION

To sum up, under the impetus of the social economy and the innovative development of The Times, the domestic education industry should strengthen the improvement and research of the management and education system, strengthen the in-depth research of teaching concepts and models, and increase the key management of education facilities, which can realize the comprehensive management and education impact on students. WeChat for university library public service platform development, the school educational administration departments and teachers can be used to strengthen the public platform for innovation, reasonable frequency, increase public facilities information push platform promotion strength, professional operation team, does increase the function of university library, and application features of convenience, Then bring into play the important role of library in promoting education.

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Research On The Realization Path Of Targeted Poverty Alleviation In Rural Tourism

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Abstract: The 19 big comprehensive poverty alleviation development goals have been proposed, much starker choices-and graver consequences-in during also issued for precision, a development strategy for poverty alleviation for rural tourism, it is the important way to implement this concept, by relying on the development of precision is also very necessary for poverty alleviation, with local characteristics of rural tourism resources to support regional economic development, Ensure for area residents' income and burden became more and more people concern, for the precise research paths for poverty alleviation, but also to the comprehensive development of the work provides a new development direction, based on this background, this article in view of the rural tourism on the discussion accurate implementation path for poverty alleviation, hope to be able to implement the "real" poverty alleviation, helped ZhenPin goals, promoting the development of national economy.

Key Words: Rural Tourism; Targeted Poverty Alleviation; Implementation Path

1. IMPLEMENTING SIGNIFICANCE OF TARGETED POVERTY ALLEVIATION IN RURAL TOURISM

1.1 Expand the channels of poverty alleviation for people in the region

The development of rural tourism in the region does not simply exist as "tourism" business. On the basis of giving play to its own value, rural tourism can also combine with the characteristics of the countryside to build a systematic industrial chain, so as to develop more business opportunities and realize the increase of poverty alleviation channels within the region. Specifically, the rural tourism in fundamentally improve the rural population mobility, and from the aspects such as the dining, the lodgings, the handicraft promoted economic benefits, at the same time, the development of the catering industry is able to improve for the demand of agricultural and sideline products, livestock products, on this basis, the development of all walks of life is inseparable from the support of human resources, Based on this series of industries can also provide more job opportunities for rural residents, enabling them to achieve local income with their own labor input and comprehensively promote economic development [1].

1.2 Strengthen the comprehensive literacy of the poor population

Most of the poor areas are relatively isolated geographic location, its from and social interaction, access to information or vision that there are certain limitations, and rural tourism precision advocacy and of the implementation of the strategy for poverty alleviation, can for the country to provide a way to communicate with the

outside world deepen, enable the people to expand the circle of life, It has the platform and opportunity to contact all kinds of social people and things, and effectively strengthen their literacy in language, social behavior, etiquette, culture and other aspects, so as to gradually help the poor people to improve their inherent bad habits and promote the improvement of the comprehensive quality of rural people.

1.3 Promote the training of rural talents in the region

Regional development must have professional talent to provide power, for precision of rural tourism poverty alleviation work, its development is not only to increase income, but also the important opportunity of rural talent cultivation, the industry involved in all kinds of jobs need people involved, in constant learning and practice can enhance people's ability to work effectively, To enable it to obtain the opportunity to shine, to help the poor people with aspirations and ideals can get a possibility to realize their dreams, in the training of rural talents, but also can inject more internal development power for rural tourism. In addition, the development of rural tourism is bound to rural areas for certain facilities improved, such as the construction of library, coffee shop such scene, some youngsters through the development of rural tourism industry can effectively develop their own field of vision, cultivate their thirst for knowledge and combined with diverse place, lead to better realize the charm of learning, To create an atmosphere of active learning and striving for knowledge in rural areas, and provide more opportunities for children to realize their dreams.

2. RESEARCH ON THE REALIZATION PATH OF TARGETED POVERTY ALLEVIATION IN RURAL TOURISM

2.1 Joint development of multiple subjects and joint poverty alleviation

Under the premise of the rural tourism targeted poverty alleviation strategy, if we want to implement the development and construction of poor rural areas, we first need to attach importance to the combination of various subjects, so as to give full play to the value of joint poverty alleviation and better guarantee the effect of poverty alleviation. Poverty often's geographical location is very remote, so for the tourism industry development has brought great obstacles, the process, each work all need a lot of costs, if solely on government departments, it is difficult to meet the various requirements in the development of industry, therefore, relevant state departments need to strengthen the precise poverty alleviation work of propaganda, We should advocate and encourage all kinds of social forces to participate in this development, mobilize social subjects to participate and assume certain social responsibilities. Therefore, we

should give play to the value that every little sand makes a tower, and jointly contribute our share to the targeted poverty alleviation of rural tourism [2].

Just now, our country social organization information platform, according to different parts of the social organizations in poverty alleviation and played a big role in the precision, and occupy the irreplaceable position, such as a free lunch, rural children serious illness medical insurance is a typical social organizations such as public welfare fund, the actual income population also increased year by year, this also reflected the powerful force of society, Therefore, relevant government departments can promote and publicize the stories and successful experiences of targeted poverty alleviation on the interactive platform, so as to better mobilize the enthusiasm of all sectors of society to participate and comprehensively improve the sense of identity and responsibility of poverty alleviation.

2.2 Teach students in accordance with their aptitude and improve the personnel training system

Precision of rural tourism poverty alleviation work faced by the main body, in essence is "people", so, want to carry out the precise target for poverty alleviation, also need to pay attention to their aptitude, improve the rural talent training system, make the rural workers to actively join in the construction and development of rural tourism series industry, avoid blindly "waiting", rely on others to help the psychological slam the door, Better undertake their own responsibility, digging their own potential and bright spots, based on this, the relevant unit needs for poor rural areas, establishing perfect training organization, in turn, make a precise identification, from single single-family home, implementation for the rural tourism industry related knowledge training, and then to be able to master certain professional ability, involved in the corresponding position, in addition, Industries such as reception, performance, handicrafts, hotels, catering and so on can also be selected according to their own abilities. Under the guidance of the principle of "everyone brings wood to the fire", the development of rural tourism industry can be further promoted.

2.3 Take measures according to local conditions and implement the concept of targeted poverty alleviation

As for the targeted poverty alleviation work in poor areas, it focuses on precision. Therefore, relevant personnel need to carry out comprehensive and detailed research in poor areas to ensure the development of rural tourism resources

and realize the application of all kinds of characteristic resources under the guidance of the concept of adapting measures to local conditions. In addition, For poverty-stricken areas that do not adapt to rural tourism, blind tourism development should be avoided. Instead, more reasonable development routes should be developed for them, and the goal of "truly helping the poor and helping the real poor" should be fully implemented [3].

2.4 Combine advanced technology to enrich rural tourism marketing means

Under the background of times development, and all kinds of advanced technology, precision rural tourism poverty alleviation work, also need attention for all kinds of the application of advanced technology, to realize for the rich and optimization of the marketing, better play to the propaganda value, for example, with the help of the Internet, can use live, online sale goods of rural characteristic pattern implementation for rural tourism promotion, Let more people appreciate the charm of the region, stimulate their desire for tourism, and promote the further development of rural tourism.

3.CONCLUSION

To sum up, poverty save themselves under the guidance of the strategic target, the rural tourism precision industry development is an important means for poverty alleviation, relevant staff need to rural poverty itself as a starting point, from the details of excavation of high efficiency and reliable accurate path for poverty alleviation, make sure is true poverty alleviation, helped ZhenPin aim to provide new ideas for development, and strengthen the rural construction, improve the level of national economy.

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On The Study Of Mathematics Teaching Life In Secondary Vocational School

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Abstract: Under the new situation, mathematics has a very wide range of applications in life, but the abstract nature of mathematics is strengthened, requiring students to have a higher logical thinking ability. Vocational education is different from other education, which mainly trains students' professional vocational skills. "Life is education", the ultimate purpose of receiving education is to live a better life. Only by increasing the relationship between education and life can we successfully apply mathematical knowledge to life, strengthen students' understanding of mathematical knowledge and enhance their interest in learning mathematics. Therefore, this paper first proposed the main content to be explored, and then combined with the current development status of secondary vocational, targeted to build a scientific lifestyle construction path.

Key Words: Secondary Vocational; Mathematics Teaching; Life

1. PROBLEM PRESENTATION

In recent years, secondary vocational schools have gradually begun to expand their enrollment scale. Secondary vocational students have a wide range of students, low foundation, lack of interest in learning mathematics, lack of strong independent learning ability. Mathematics course itself is abstract and difficult to learn, so it needs strong logical thinking ability. Practice is the only standard for testing the truth of knowledge. For secondary vocational students, they should not only learn basic mathematical knowledge, but also need to use the mathematical knowledge they have learned, successfully use it into practice, and reflect the corresponding mathematical application value. It is insufficient to train students' mathematical thinking only by means of preaching [1]. It is necessary to guide students to learn to use mathematics on the basis of daily life, which can inevitably deepen the difficulty of mathematical knowledge and guide students to participate in it. The teaching of mathematics in secondary vocational school uses the knowledge of daily life, so it is necessary to keep the principle of learning to use, the principle of maneuverability and the principle of interactivity. Life teaching of mathematics in secondary vocational schools can stimulate students' interest in mathematics learning to a great extent, cultivate students' mathematical logic thinking ability, and improve students' mathematical application ability. Interpret the hidden truth through mathematics knowledge, and lay a good foundation for students to enter the society and enterprises. However, in the process of practice, there

are still "filling the classroom" and "cramming" teaching methods under the traditional concept. Some teachers attach great importance to the cultivation of professional knowledge and pay insufficient attention to mathematics. In order to improve students' interest in learning, better adapt to the talent development trend, and avoid the disjunction between practice and theory, it is necessary to combine mathematics teaching with life content [2]. In view of this, how to optimize the secondary vocational mathematics teaching lifestyle teaching mode? Under the current situation, many front-line educators need to focus on the analysis of the main content.

2. CULTIVATION PATH OF SECONDARY VOCATIONAL MATHEMATICS TEACHING IN DAILY LIFE

2.1 Establish the practical consciousness of life-oriented teaching

In the process of practical application, teachers need to increase the connotation construction on the basis of life, and keep the theoretical construction foundation of life. From a multi-faceted perspective, we should combine the learning content with the development standards of professionalism, develop as a whole, increase the infrastructure construction, meet the reasonable allocation of resources and improve the quality of teaching. Finally, teachers need to enhance practicality, analyze advantages and disadvantages, make reasonable scheduling and maintain the educational ability of the current education model in the in-depth exploration. For example, when learning "the concept of function", teachers can use life-oriented teaching methods to create life-oriented contents. However, as we all know, the head teacher in order to reward the progress of the students, spent 40 yuan to buy eight pens, each pen is the same price. So if the components of X pens are Y elements, then the relationship of Y as a function of X is aesthetic. The efficiency of mathematics teaching can be improved by establishing a mathematics learning plan in the way of things around students [3].

2.2 Introduce life elements in examples

From the traditional perspective, in the actual teaching process, teachers need to make reasonable overall planning, and enumerate some examples for students to enhance understanding, enhance the reinforcement of knowledge, maintain the ideal setting, and reduce the probability of learning problems. After that, some students also like to use some ways of rote memorization to increase the processing of problems, and keep a good planning, so that students can arouse the interest of mathematics learning. For example,

when learning the related contents of "binary primary equations", teachers need to use the content of daily life to set sample questions. In the school sports meeting, there are 20 tug-of-war games, and if you win a game, you can get 2 points, and if you lose, you can get 1. In this game, the class got a total of 34, so how many games lost, how many games won. In such a logical relationship of thinking, in a relatively short period of time, we need to mobilize the corresponding enthusiasm, maintain the development power of science, master the skills to solve problems, improve the collective sense of honor, and enhance the enthusiasm of mathematics learning.

2.3 Use life situations to guide students' learning

In the process of practice, the classroom is the largest development space of mathematics teaching, but also the main place for students to absorb knowledge. At this point, teachers need to combine mathematical knowledge with daily life according to the actual situation, and make serious professional knowledge "down to earth". Only then can they make overall planning, increase infrastructure construction, and maintain the impetus of scientific development. For example, when learning the related contents of "sets and functions", teachers need to set some situational questions according to the needs of mathematics courses [4]. According to the analysis, the number of cases successfully solved by the police in three years is 10. When the police find the children, they need to confirm their relationship, using DNA testing, analysis set A belongs to the four rescued children, set B the parents, DNA testing belongs to the law between A and B. At this time, it is necessary to use life content, reduce difficulty, and establish abstract symbol $f(x)$. In such content output, students can quickly understand the connotation of mathematical symbols, and increase understanding, improve the application value of mathematics.

2.4 Perception of mathematics in hands-on operation

In the process of thinking evolution, students need to combine with the actual needs, improve the application value of mathematical practice, enhance the intensity of life construction, build models, and find appropriate solutions to problems. For example, in the sports meeting of secondary vocational schools, teachers

specially set up a 10-day training plan. They need to maintain the amount of five kilometers every day, and they need to complete the 1000 meters running plan on the last day. At this point, students need to use their own mathematical knowledge to establish a reasonable mathematical running plan. Can use any learned mathematical way to implement customization, and promote the spatial thinking ability. In addition, when teachers improve their practice, they can also combine students' majors, make reasonable overall planning, increase the intensity of application, and keep the harmony between life and majors.

3. CONCLUSION

With the progress of society, secondary vocational mathematics teachers need to combine the needs of reality, use life content, improve the practicality. It can also be widely associated according to professional knowledge, so that students can use the knowledge they have learned to solve problems existing in life, so that knowledge can be "alive" and mathematics learning can be more interesting. Improve students' learning enthusiasm and promote the transformation of learning results.

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Quanjingtong Medical Characteristics of Cupping Therapy

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Abstract: This paper briefly introduces the main technical characteristics of Quanjingtong cupping medicine, and the differences between Quanjingtong cupping therapy and ordinary cupping therapy based on these technical characteristics.

Key words: Quanjingtong; Zhonghua Pot King; Cupping Medicine; Clearing Blood Stasis And Blockage; Meridian System.

1. INTRODUCTION

Cupping therapy has a history of more than two thousand years and is still widely used in China. It is also commonly used in family health care for the general public. If the human body is affected by external wind, cold, wet, dry, fire and other evil, local skin, muscle and tissue blood microcirculation and meridian system will form "stasis", so it will produce acid, numbness, swelling, pain and other uncomfortable symptoms. At this moment, cupping in local, can quickly remove those invasion of the skin "evil". Remove the blood stasis, so that the local microcirculation and meridian system to restore smooth, therefore, pain and other uncomfortable symptoms will disappear.

The clinical curative effect of cupping therapy is safe and significant, and the technical characteristic is "where the pain is pulled out". This technical feature has changed little for more than 2,000 years. However, after more than 30 years of clinical practice, President Wang Jing, known as the "king of Chinese pot", has developed and formed a set of better curative effect of "Quanjing tongshu through cupping therapy" on the basis of traditional cupping therapy, we can simply understand it as "Quanjing tongshu cupping medicine". It is the revolutionary promotion of cupping therapy, is the high-end level of cupping therapy and the high-end technical form. Technically it has six characteristics.

First, holistic disease differentiation. Emphasize the application of cupping therapy from the perspective of the whole human body. According to TCM "listening, asking and", "cupping ask technology", considering people's physique, and symptoms of Yin and Yang, the actual condition, table, fever, consider the time of onset of symptoms, seasonal characteristics, as well as the spirit of psychological factors, environmental factors, living habits, a variety of factors such as family, more clinical and ginseng, rather than a simple "which pain which pull".

Second, all diseases return to the classics. All the symptoms of the patients seeking medical treatment should be referred to the scriptures. Namely attributed to the twelve serious and eight strange meridians. All unwell symptoms and diseases of the human body, all root at the specific meridian, from the meridian proceed to solve the problem, rather than be limited to a local symptom.

Third, the whole dredge. Quan Jing, refers to the whole body up and down the twelve proper, twelve skin parts and the eight meridians. Quanjingtong cupping medicine is based on the meridian system as the center, according to the specific relationship between the external and internal meridians, the upper meridians and the lower meridians, referring to the different reflection areas and corresponding areas of the viscera and viscera, and taking the dredging of the whole meridian system as the fundamental appeal, the cupping of the whole body and the whole meridian is performed. This kind of application technique characteristic and traditional cupping therapy which pain pull out which, is completely different.

Fourthly, the graph pot method. Quanjing through cupping medicine of the pot method pot, inherited from Taoist medicine. There are 120 "symbol jar methods". That is, in different parts of the human body, just like an array of soldiers, pull out a few or dozens of cans. The number of the pot is fixed, the formation of specific graphics or symbols, with specific medical functions, can achieve the purpose of disease prevention and removal. This is a very unique part of Quanjingtong cupping medicine, which is the unique contribution of Taoist medicine to cupping medicine.

Fifth, Yin and Yang balance. In traditional Chinese medicine, the balance of Yin and Yang is emphasized. The same is true of cupping medicine. The body is balanced up and down, left and right, front and back during cupping. The use of specific pot method should also be balanced, such as the length of time, strength, pot method matching, etc.

Sixth, comprehensive application. Cupping therapy has its functional characteristics, the core is to clear blood stasis dredging. However, if it can be combined with different technical paths of TCM internal adjustment and external treatment, the clinical effect will be more ideal. Traditional Chinese medicine prescription, acupuncture therapy, massage, cupping, scraping, moxibustion and so on, are different clinical techniques of traditional Chinese medicine. They have their own characteristics, their own characteristics. Quanjingtong cupping medicine in clinical application, according to the specific needs of human diseases, to pot therapy, comprehensive use of these traditional Chinese medicine technology path. Only in this way can the functions complement each other, and the benign stimulation from multiple angles, levels and paths can be realized, and the medical purpose of prevention and treatment can be finally realized.

With the help of the above technical means, Quanjingtong Cupping Medicine can clear blood stasis and dredge blockages of the human meridian system, and realize the functional rehabilitation and improvement of the meridian

system. At the same time, with the support of the functional rehabilitation of the meridian system, and then comprehensively stimulate and enhance the human body's self-healing ability, and finally achieve the big medical goals of disease prevention, disease elimination and life extension. This is the general medical thinking and clinical logic of Quanjingtong cupping medicine. Traditional cupping therapy also has the effect of removing wind, cold, dampness, dryness and fire, but in addition, it still does not have the systematicness and richness of cupping medicine, as well as the cognitive clarity of cupping medicine. So its clinical use is limited. Quanjingtong cupping medicine has completely broken through the technical limitations of traditional cupping therapy. Theoretically, it can deal with a variety of adverse symptoms and diseases in the human body. It certainly can't "cure all diseases", but it can "intervene in all diseases". Why do you say that? The fundamental reason is that all diseases of human body are strongly related to the function of the meridian system. The meridian system is the recessive system of human body, and it is the platform of early warning, function integration and self-regulation of the nine anatomical systems of human body. The local stasis of the meridian system is a kind of

"meridian disease" and the "primary focus" of all diseases. The blockage of the meridians and collaterals can lead to a decline in the function of the meridians and collaterals, leading to the disease of the dominant anatomical system. The use of Quanjingtong cupping medical means to dredge the channels and collaterals system, to restore the original functions of the channels and collaterals system, and then restore and promote the human body's self-repair or self-healing ability. So the disease was cured without treatment. In this sense, Quanjingtong cupping medicine is universal in disease prevention, treatment and anti-aging, and also has a broad spectrum in the regulation and treatment of various diseases. This characteristic is common to any systematic TCM technology path. This is a fundamental difference with modern medicine.

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Exploration On Cultivation Mode and Employment Channel of Business Administration Talents in Colleges and Universities

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Abstract: With the continuous development of social economy, the domestic education industry to strengthen the education and management of students, pay attention to the cultivation of comprehensive professional talents, help to improve the learning ability and comprehensive quality of students, and then lay an important foundation for the future development of students. As for the educational development of business administration major in colleges and universities, administrators and teachers should pay more attention to the analysis of educational concepts and modes, enhance the pertinence of education methods, and conduct professional analysis of employment channels in colleges and universities, which will help enrich students' social experience. Based on this, this paper mainly aimed at college business administration personnel training related analysis.

Key Words: Colleges And Universities; Business Administration; Talent Training Mode

1. INTRODUCTION

At present, college of education development aim is a comprehensive professional talents of professional training, can according to the requirement for talents in the society is the education and training of professional talents, raise the professional level and the comprehensive quality of the students, so as to realize the quality of college education aspects of development, for business management, professional education development is affected by the modern social economic level, The level of international trade and economy presents a situation of rapid development, so the education development of business administration majors in colleges and universities needs to increase the innovative research on training methods, and promote the expansion and development of employment channels, so as to reflect the high quality of the education industry in colleges and universities.

2. TRAINING OBJECTIVES OF BUSINESS ADMINISTRATION PROFESSIONALS IN COLLEGES AND UNIVERSITIES

2.1 Good comprehensive quality

University college education and management of industrial and commercial management professionals, students need to develop project management with good comprehensive quality, mainly reflects the students' operation ability and management ability, at the same time to have a correct understanding of the current social

economic market, and then according to the market to make effective economic development strategy, so as to reflect the development of business and management education. Therefore, in terms of education, teachers should pay more attention to the comprehensive quality, professional knowledge, social communication ability and other factors of students so as to realize the comprehensive management of students [1].

2.2 Good adaptability and strain capacity

The actual work of university mba class education, through cultivating students' ability to adapt and strain capacity, it is because of the modern social and economic market under the influence of the Internet, there was some variability and uncertainty of the economic market, at the same time, relevant enterprises increase the complexity of the market economy environment, and then to the enterprise management and economic development to increase the challenge the difficulty, Therefore, teachers need to increase the investigation of students' adaptability and strain ability, so as to improve students' professional level and comprehensive strength.

2.3 Realize the cultivation of students' innovation ability and practical application ability

College education development in the industry and commerce management professional education development, according to the requirements of the professional development of teachers and job skills, and to increase the students' innovation ability and practice ability of cultivate, due to the economic development of industrial and commercial professional management class, work duty is to bring certain economic benefits for the enterprise, and promote sustainable and stable development of enterprises in market economy. Therefore, the cultivation of students' innovation ability can follow the development characteristics of The Times and improve the management and operation content of enterprises, so as to achieve high-quality development of education [2].

3. SPECIFIC ANALYSIS ON THE TRAINING AND DEVELOPMENT MODE OF BUSINESS ADMINISTRATION TALENTS IN MODERN UNIVERSITIES

3.1 It is helpful to improve students' awareness of the major and clarify their learning and development goals

For business management talents in colleges and universities education and education, teachers need to be done according to the content of the course and key strength specialized education, students are required to

adjust to the professional attitude, raise students' awareness and mastery to professional, helped the student's study enthusiasm, and improve the overall quality of the professional education. At the same time, in the modern educational development environment, some students have insufficient understanding of business administration, which leads to blindness in the real learning process. Therefore, teachers need to find out this situation in time, and guide students to effectively clarify the learning objectives, which can encourage and promote students' professional learning.

3.2 Strengthen the joint development of theory and practice in professional education, and increase the development of practical training

In the education management of business administration talents in modern colleges and universities, teachers need to change the traditional education ideas and ideas, and focus on the combination of professional education theory and practice, which can effectively improve the quality of education development, so as to improve the comprehensive strength of students in the theoretical and practical ability cultivation. Therefore, in terms of actual education development, teachers will arrange diversified educational activities or simulation experiments of professional positions to encourage students to integrate the application of knowledge system, which is conducive to the realization of professional training and cultivation of students. For example, in the implementation of the "industry-university-research" education form, colleges and universities cooperate with relevant enterprises to enable students to truly experience the educational reform and increase the depth of students' knowledge [3].

3.3 Strengthen the stimulation of students' innovative thinking ability and actively promote students' diversified development

For the development of business administration education in colleges and universities, teachers should pay attention to the stimulation and management of students' innovative thinking ability in the way of educational design and professional planning, and encourage students to develop in a diversified way on the basis of ensuring students' comprehensive strength. For example, teachers can invite students to participate in scientific research projects of related majors, and cultivate students' innovative thinking ability and professional strength by taking advantage of the objective and deep thinking of scientific research projects, so as to improve the educational level of colleges and universities.

4. FORMULATE MEASURES FOR THE DEVELOPMENT OF BUSINESS ADMINISTRATION EMPLOYMENT CHANNELS IN MODERN COLLEGES AND UNIVERSITIES

4.1 Integrative development shall be carried out through the education mode of "Please in" and "Go out"

The strategy of "inviting in" refers to inviting relevant enterprises or institutions to the school for professional exchanges. By carrying out relevant activities, conferences and other forms, the relationship between enterprises and students can be increased, and then the

employment channels of students can be expanded. The "going global" strategy refers to the effective communication between graduates and relevant employment units and the ability to provide corresponding employment services. By strengthening return visits and cooperation with employment units, employment channels for major students can be increased and the importance of employment development in the development of higher education can be reflected [4].

4.2 Pay attention to the construction of professional education practice base and increase the application of school-enterprise cooperation

The construction and selection of employment channels of business administration in colleges and universities urge colleges and universities to choose to increase the construction of practice bases, so as to create a good training place for students and realize the comprehensive training of students' knowledge and skills. Or colleges and universities need to increase the focus of the management of employment units, increase the construction of school-enterprise cooperation, so that students can get more training in enterprises, and provide more high-quality talent resources for enterprises, which is helpful to open up employment channels for students.

5. CONCLUSION

To sum up, under the influence of social economy and the innovative development of The Times, colleges and universities in China have increased the education and training of students, and required teachers and administrative departments to make professional planning for majors, which is conducive to improving the professional level and comprehensive quality of students. Industrial and commercial management in the modern university talent training and the construction of the employment channels, can clear learning objectives, strengthening the combination of theory and practice development, as well as the cultivation of innovative thinking way to realize the cultivation of professional talents, and employment channels can use please come in and go out, in the form of university-enterprise cooperation and effective management and research, Can promote students in the social workplace to get a good development.

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The Influence of Western Piano Schools on The Composition of Piano Etudes in Chinese Style

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Abstract: Piano is one of the western classical music, has a very important position in the history of music development, the development of the piano school is an important symbol of the prosperity and development of a country's music business and piano business. Piano manufacturing and learning in China has a history of more than two hundred years, with the development of the society in the era of progress and the advancement of globalization, Chinese and western piano art education has been produced, the creation of the western piano school of thought of Chinese style piano etude produced important influence. Based on this, this paper mainly analyzes the influence of western piano schools on the creation of piano etudes in Chinese style, and puts forward some reasonable suggestions.

Key Words: Western Piano School; Chinese Piano Etude; Etude Creation

1. INTRODUCTION

The development of Chinese piano history is relatively late, both in the creation of piano etudes and in the education of piano music, it is still in the initial stage and is still in a period of exploration. With the advancement of globalization, the western piano school introduced to China, for the exploration of Chinese piano music and education provides a new vitality, the development of Chinese piano education has produced many positive effect, but with the deepening of the western piano school, reference and learn western piano school, causes in the creation of piano etude in China lost the ability of innovation, Excessive learning to imitate western music has also produced a series of negative effects, so active measures should be taken to optimize it.

2. THE POSITIVE INFLUENCE OF WESTERN PIANO SCHOOLS ON THE CREATION OF CHINESE-STYLE PIANO ETUDES

2.1 Make the creation of Chinese-style piano etudes smooth

Piano is mainly a western musical instrument, originated in western countries, and has been widely promoted and applied in western countries. However, Chinese Musical Instruments mostly belong to orchestral instruments and percussion instruments, so it is relatively strange to study and learn the piano. The creation of piano etude development relatively late in our country, in the face of the new piano instrument, under the condition of western piano school of thought to the creation of piano education in our country and etudes provides an important reference value, the west has a long history of piano, the piano education and the creation of piano etude, has a wealth of practical experience, Both in the piano music theory of basic knowledge theory and piano playing skills are

relatively mature. Therefore, China is in the exploration period of piano. By fully drawing on the advanced experience of the West, the smooth development of China's piano education and the creation of Chinese-style piano etudes have been promoted [1].

2.2 Cultivate high-end talents for China's piano etudes

China's piano research and playing started late, the piano music theory knowledge, playing requirements, playing skills and other aspects are in the blank stage, but the piano originated in western countries, learning from the western piano school performance experience, to understand the development history of the piano, is the only way to rapidly promote the piano education in China. Therefore, by learning the piano schools of western countries and employing western piano scientists to give lectures, we can accelerate the development of piano education in China and cultivate high-end talents for the creation of piano etudes in China. Second, Chinese scholars in fully learn piano playing skills and related knowledge of music theory, can combine the traditional culture of our country, based on the China the earth to write their own belongs to the Chinese style of piano etude, so as to fill the void in the study of the piano and piano music in China, to promote the sustainable development of piano education in our country.

3. THE NEGATIVE INFLUENCE OF WESTERN PIANO SCHOOLS ON THE CREATION OF CHINESE-STYLE PIANO ETUDES

3.1 Influencing the innovation of piano etudes in China

Because our country the education of piano and piano music knowledge to know less, cause the piano education in China and to create piano etude, often reference and learn the advanced experience of the west, often play the western etudes, cause in the piano education in our country and the creation of piano etude, lack of innovation ability, too dependent on the western theory of piano school. Second, because the piano education in China, and piano etude creation belongs to the blank period in many ways, is still in its infancy, the piano has the absolute authority of professional teachers, lead to the creation of the students on their own for etudes, did not play and innovation space, Chinese style piano etude is difficult to have a breakthrough.

3.2 Influences the technical and professional creation of piano etudes in China

The culture and national style of Chinese and western countries have obvious characteristics. The western countries have the national characteristics of enthusiasm and unrestrained, while China has a serious influence on the creation of piano etudes compared with the reserved and introverted ones. When learning and drawing on the playing skills and music theory knowledge of the western

piano schools, China ignores the performance of the piano instrument itself, and fails to distinguish when learning from others. As a result, there are few piano etudes with Chinese style in piano performance, and there are no Chinese characteristics and styles. When learning and drawing lessons from western piano schools, the corresponding knowledge was not localized, which affected the technology of piano etudes creation in China. Second, in recent years, with the steady growth of the national economy and the continuous improvement of people's living standard, the piano education market has been booming, but the piano education in China starts late, most parents less knowledge of the piano, are easy to be blinded by the piano class of the good and evil people mixed up in the market, led to the piano education in China is not standard, play the way is not professional, As a result, the creation of Chinese-style piano etudes is not professional and technical, leading to difficulties in the development of Chinese-style piano etudes.

4. MEASURES TO ELIMINATE THE NEGATIVE INFLUENCE OF WESTERN PIANO SCHOOLS ON THE CREATION OF CHINESE-STYLE PIANO ETUDES

4.1 Appropriate reference and encourage innovation

Due to piano piano school of thought and theory research in China is less, is still in the blank period in many ways, the theoretical knowledge of western piano school has the authority of the reference value and reference significance, for reference and imitating the western piano school, also want to control the scale, cannot excessive imitation, lead to China's piano music in innovation, Cultivated piano talent is only the western piano school of mechanical imitators. Therefore, to cause our country piano educators and the professional experts in the field of attaches great importance to, to reform our country's piano education system, appropriate draw lessons from the advanced experience of western piano school, with the creation of piano etude with Chinese culture and Chinese style is

given priority to, encourage students and teachers to blaze new trails, create with Chinese style piano etude [2].

4.2 technical means and internal and external and repairing

At present in the field of piano education in our country too much emphasis on the piano skill teaching, ignoring the expression of piano music and the creation of piano etude, educators to music expression, music creation, piano timbre, tone as the focal point of education, to be able to express their emotions through playing the piano etude, happy to share with you their own play, can express their artistic conception, Teach Chinese style and Chinese culture. , therefore, should pay attention to in the process of the creation of Chinese piano etude technical means, pay equal attention to both inside and outside and repair, should be based on Chinese native culture, actively absorb the profundity of Chinese excellent traditional culture and modern culture, to create with characteristic of Chinese style, Chinese piano etude, promote the sustainable development of the piano industry in our country.

5.CONCLUSION

Above all, western piano school of piano education in our country and etudes creation has an important influence, not only has negative effects and has positive effect, negative effects for the need to cause the attention of the piano practitioners, moderation of western piano school knowledge and culture, improve their innovation, based on China local features in the creation of piano etude.

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Construction Of a Triadic Model For Analyzing The Millennials' Purchasing Intention Of Light Luxury Products

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Abstract: This paper focuses on the millennials' intention for purchasing the light luxury products, trying to construct a triadic model in terms of the interactional relationship among brand image, customer perceived value and consumer purchase intention. An online questionnaire survey has been conducted, and the results show that experiential brand image, compared with symbolic brand image and functional brand image, has the most significant effect on consumers' purchase intention. It is found that among the three perceived values (emotional, functional, and social value) of the light luxury products, perceived social value has the most significant effect on the consumers' purchase intention. Therefore it is suggested that more attention should be paid to the establishment of symbolic and experiential brand image in formulating brand strategies or carrying out brand marketing activities. Such research has great implications of great importance for relevant enterprises to enhance customers' perception of emotional value and social value, and to promote consumers' purchase intention.

Key Words: Millennials; A Triadic Model; Purchase Intention; Light Luxury Products

1. INTRODUCTION

Once upon a time, young people were chosen by the light luxury products. To keep up with fashion and rising incomes, more and more young people are opting for light luxury products. In the young generations' perception, light luxury means affordable luxury. Whether it is the marketing copy or industry analysis report of light luxury products, light luxury brands such as Coach, Kate Spade, Michael Kors, CK, MCM, etc., have been embraced by the millennials, and becomes their "new favorite". With appropriate price, exquisite craftsmanship and unique design, coupled with the pursuit of individuality, the light luxury products, as substitutes for luxuries, have become indispensable consumer goods in the daily life of millennials, and are rapidly developing in their consumption environment.

However, due to the development of e-commerce and China's import tax system, the price of light luxury products is significantly different at domestic and abroad. Therefore, overseas buying agency has become the main purchase mode of the light luxuries. In recent years, light luxury brands have cut prices in their stores in China. In order to enhance customers' purchase intention, major

light luxury brands pay more and more attention to building a good brand image. The young generations are more likely to make purchase decisions through brand image which as consumers' perception of brand value that affects consumers' purchase intention. In view of this, this paper takes the brand image of light luxury products, the perceived value of customers, and the purchase intention of consumers as research variables to explore the interaction among them, aiming to provide references for light luxury enterprises to enhance the purchase intention of consumer groups.

2. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

2.1 The Relationship between Brand Image and Purchase Intention

The academic has not reached a consensus on the definition of brand image. Brand image can be explained as the sum of all the messages accepted by consumers (Randall, 1997); It is the perceptual concept held by consumers towards a specific brand (Zeithaml, 1990); It is the brand belief that extending based on the products' attributes (Kotler, 1997); It refers to all associations and perceptions of the brand in consumers' memory (Keller, 2003). From the above definition, it is not difficult to see that the concept of brand image based on the perspective of consumers focuses on the psychological elements of consumers, which is the subjective perception of the brand in consumers' minds. According to different industries and different product categories, the elements of brand image are intricate. Some brand image models have been recognized both at domestic and abroad, like Biel's model (including corporate image, product or service brand image and user image), Aaker brand image model (brand awareness, brand loyalty, perceived quality, brand association, and other brand assets), Keller brand image model (functional, symbolic, experience), Luo Ziming brand image model (brand awareness, product attributes, brand association, brand value and brand loyalty), Fan Xiu-cheng and Chen Jie model (product dimensions, enterprise dimensions, personalized dimension and symbolic dimensions). Millennials' purchase intention for light luxury is based on perceived value and brand value, plus the characteristics of the light luxuries' product and market, so this paper select Keller and Park's brand image model as the definition, its dimensions includes functional brand image, which emphasis on product function attributes to solve the

consumption demand, symbolic brand image, which emphasized to meet consumer demand, and experiential brand image, which emphasis on meet the needs of consumers to the pursuit of stimulation and diversification. The achievements on the interactive relationship between brand image and purchase intention mainly focus on the influence of brand image on quality perception, post-purchase satisfaction, and loyalty. Many studies have shown that brand image has a direct impact on purchase intention. A good brand image will not only improve brand loyalty, but also enhance consumers' trust in products (Dodds&Grewal,1994; Gardner&Levy, 1995; Aaker, 1997; Thomson, MacInnis&Park, 2005; Adamantios, Bodo & Dayananada, 2011; Afzaal, Mehkar, Adnan, Zeeshan & Mariam, 2020; Rosmayani&Annisa,2020). Most research from China show that brand image has an impact on purchase intention, and different brand image dimensions have different degrees of impact on purchase intention (Zhang Wei, 2015; Ning Feng, 2016; Anna, Zhang, Jianlei, Cheng, Longdi, 2020). In view of this, this study develop the following hypothesis H1: Brand image has a significant impact on purchase intention.

H1a: Functional brand image has a significant impact on purchase intention.

H1b: Symbolic brand image has a significant influence on purchasing intention.

H1c: Experiential brand image has a significant influence on buying intention.

2.2 The Relationship between Perceived Value and Purchase Intention

Drucker mentioned that "what customers buy and consume is not goods, but value" in his book "Management Practice". Since then, a large number of studies have defined Customer Perception Value (CPV) from different perspectives. For example, "Perceived value refers to the overall evaluation made by customers after weighing perceived benefits and costs" (Zeithaml, 1988; Monroe, 1990; Dong Da-hai etc., 1999); "Perception value is the premium perceived" (Anderson & Narus, 1994); "A quality perception based on the products' price." (Gale, 1994); "The various attributes of product preference and perception of the overall evaluation" (Woodruff, 1997); "Subjective value cognition of a product or service (Wu Yong-hong, Fan Xiu-cheng, 2004); "The perception, weigh and evaluation between after use benefit and costs" (Wang Liangwei, Zhou Fang, 2010), and etc. Although there are many definitions of customer perceived value, it is not difficult to find that the common point of scholars' definitions of perceived value is that they all belong to the subjective feelings of customers, with contrast and hierarchy. Therefore, the understanding of CPV in this paper is that consumers' subjective feelings and evaluation in the process of purchasing, using or consuming a product/service, which is the most important factor to promote purchase intention.

There is still no unified standard for the division of CPV according to different characteristics of industry and perspective. The well-known divisions are the Five-Dimensional Theory (Functional Values, Emotional

Values, Social Values, Cognitive Values, and Situational Values) (Sheth, Newman & Gross,1991); Four-Dimensional Theory (Price Value, Quality Value, Social Value, Emotional Value) (Sweeney & Soutar, 2001); Three-Dimensional Theory (External and Internal Value, Active and Passive Value, Self-orientation and Others-orientation) (Holbrook,1996). It also have some scholars pointed out that the CPV is divided into Functional Value, Emotional Value and Social Value from the progressive relationship (Jillian&Geoffrey,2001; Liu Jingyan, 2008). This study takes light luxury brands as the research object, combines the characteristics of the light luxury market and millennials, functional value, emotional value and social value category are more suitable incorporates into the research. There have been sufficient studies to prove that perceived value effects on purchase intention (Zeithaml, 1988; Dodds et al, 1991; Sweeney et al, 1999; Varki & Colgate, 2001; Chen & Dubinsky, 2003; Bolton et al, 2003; Lewis & Soureli, 2006). Therefore, research hypothesis is proposed in this study. H2: Perceived value has a significant impact on purchase intention.

H2a: Perceived functional value has a significant impact on purchase intention.

H2b: Perceived emotional value has a significant impact on purchase intention.

H2c: Perceived social value has a significant impact on purchase intention.

2.3 The Relationship between Brand Image and Perceived Value

To sum up, both brand image and perceived value come from consumers' subjective feelings, and there must be a close relationship between them. Aaker(1995) believes that brand image is one of the important indicators to measure perceived value. As for functional brand image is the functional value perceived by consumers. Dong Dahai and Jin Yufang (2003) through empirical research found that a good brand image can increase consumers' perceived value and concluded that brand image is one of the components of perceived value. Brand is an important factor that influences and drives the perceived value of customers. Brand image is an important part of a brand, which means brand image also has a driving and driven relationship with perceived value. Therefore, this study proposes hypothesis H3: Brand image has a significant impact on customer perceived value. According to the review and summary of relevant conclusions, this paper proposes a "Three-Way" interactive model of "Brand Image - Perceived Value - Purchase Intention" (Figure 1):

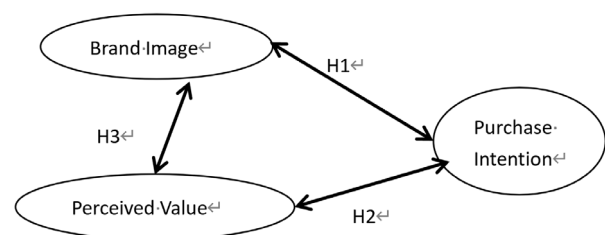


Figure 1: A Triadic Interactive Model

3. METHODOLOGY

3.1 Measures

This paper mainly measures the three core concepts of brand image, perceived value and consumers' purchase intention, and all the variables involved are measured with relatively mature scales. The measurement of the brand image of light luxury goods is referred by Keller and Park's brand image model as the functional, symbolic and experiential aspects. Customer Perceived Value is mainly described as functional value, emotional value and social

value which is based on Sweeney & Soutar's measurements. Purchase Intention refer to the maturity scale by Zeithaml(1988) and Dodds's(1994). The scale items are adapted according to the background and research object of the study, and Likert's 5-level scale is adopted. Numbers 1-5 are used to indicate the degree from strongly disagree to strongly agree. More details are shown in Table 1 as below.

Table 1: Measurement Scales

Variable	The Dimension	Measuring Items	Reference
Brand Image	Functional Brand Image	1.The brand has a high quality. 2.The brand has better characteristics than competitors. 3.The brand can meet my daily needs.	Keller, 1993; Park, 1973
	Symbolic Brand Image	1.The brand has made me more tasteful. 2.The brand improved my image in the eyes of my peers. 3.The brand helps me easier to fit into society.	
	Experiential Brand Image	1.The brand is one of the high-end brands. 2.The brand has a unique effect. 3.The brand enjoys a high reputation in the market.	
Perceived Value	Functional Value	1. The quality of the brand's products is reliable. 2. This brand of product is just what I need. 3. The products of this brand has a exquisite workmanship.	Sweeney & Soutar, 2001
	Emotional Value	1. The brand puts me in a good mood. 2. I enjoy the brand very much. 3. I get happiness from the brand.	
	Social Value	1. The brand made me feel more confident. 2. The brand raised my social status. 3. The brand represents my unique pursuit of personality.	
Purchase Intention		1. If necessary, I will consider buying this brand products from off-line store. 2. I would like to patronize this brand frequently. 3. I would like to recommend this brand to others. 4. I am willing to pay a higher price for this brand's products.	Dodds, 1994; Zeithaml, 1988

3.2 Samples

This study conduct a survey using online questionnaire, targeting millennial consumer group who was born between year 1983 and year 2000. There are 406 valid questionnaires, male accounted for 52.2% and female accounted for 47.8%; As for educational background, undergraduate students takes the highest proportion, which up to 63.3%, followed by diploma takes 29.1%; Most respondents have 2,001 to 4,000rmb disposable income per month, which accounts for 39.4%; Among the respondents, enterprise employees account for the highest proportion, up to 45.3%; followed by 31.5% are self-employment. Among many familiar light luxury brands, Coach occupies the first range, which accounting for 59.6%, followed by Michael Kors, Pandora and MCM.

4. ANALYSIS AND RESULTS

4.1 Measure Reliability and Validity

Total coefficient of reliability is 0.946, the brand image, perceived value and purchase intention were 0.867, 0.891 and 0.754 respectively, all exceeded the recommended threshold value of 0.7 in the case of all constructs, implying reliability of the constructs.

In order to ensure the structural validity of each measurement scale used in this paper, confirmatory factor analysis was carried out on three factors: brand image, perceived value and purchase intention. The KMO value of the total table was 0.951>0.8, and the significance level was 0.000, $P<0.01$, indicating that the questionnaire had

good structural validity and was suitable for factor analysis. The results of factor analysis showed that the cumulative explanatory variation of the three factors was 57.943>50%, which met the general criteria of discrimination. The factor load matrices obtained after rotation all have factor load values greater than 0.7, and no cross-factor load appears, that is, the sample data can well agree with the items which also provides strong evidence of discriminant validity.

4.2 Correlation Analysis between Brand Image, Perceived Value and Purchase Intention

It can be seen from Table 2 that the three dimensions of brand image are significantly positively correlated with purchase intention at the level of 0.01. Pearson correlation coefficients are over 0.6, indicating a high degree of correlation. Among them, experiential brand image is most related to purchase intention, with a correlation coefficient of 0.766. There is also a significant positive correlation between the three dimensions of perceived value and purchase intention at the level of 0.01, all the correlation coefficients are over 0.6, indicating a high degree of correlation. Similarly, the correlation between perceived social value and purchase intention is the most significant. In addition, the correlation degree between the variables of brand image and perceived value is also very significant, which lays a good foundation for the subsequent regression analysis to judge the influence degree.

Table 2: Correlations between variables.

	Functional Brand Image	Symbolic Brand Image	Experiential Brand Image	Functional Value	Emotional Value	Social Value	Purchase Intention
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Functional Image	Brand Pearson Correlation	1	.705**	.735**	.722**	.708**	.690**	.709**
	Sig.(2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
Symbolic Image	Brand Pearson Correlation	.705**	1	.729**	.714**	.738**	.751**	.709**
	Sig.(2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
Experiential Image	Brand Pearson Correlation	.735**	.729**	1	.758**	.794**	.792**	.766**
	Sig.(2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
Functional Value	Pearson Correlation	.722**	.714**	.758**	1	.795**	.795**	.739**
	Sig.(2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
Emotional Value	Pearson Correlation	.708**	.738**	.794**	.795**	1	.775**	.749**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000
Social Value	Pearson Correlation	.690**	.751**	.792**	.795**	.775**	1	.772**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000
Purchase Intention	Pearson Correlation	.709**	.709**	.766**	.739**	.749**	.772**	1
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	

** . Correlation is significant at the 0.01 level (2-tailed).

4.3 Regression analysis of the influence relationship among variables

4.3.1. Regression analysis by brand image factor on purchase intention

Multiple regression analysis was used to explore the influence degree between brand image and purchase intention. Functional brand image, symbolic brand image and experiential brand image were taken as independent variables whereas purchase intention was taken as dependent variables. The data shows that the adjusted R^2 is 0.654, DW value is 3, $P=0.000$, brand image has a significant impact on purchase intention at the

significance level of 0.01, thus H1 is supported. According to collinearity statistics, the VIF values of the three dimensional variables of brand image are 2.509, 2.456 and 2.693 respectively, which are far less than the collinearity critical value of 10, indicating that there is no multi-collinearity among the variables, thus H1a, H1b and H1c have been supported. The standardized coefficient Beta value is 0.231, 0.238 and 0.422 respectively. In the degree of influence of brand image on purchase intention, experiential brand image plays the most significant role, followed by symbolic brand image, and finally functional brand image.

Table 3: Regression analysis by Brand Image factor on Purchase Intention

ANOVA ^a							
Model	Sum of Squares	df	Mean Square	F	Sig.		
1 Regression	141.558	3	47.186	255.706	.000 ^b		
Residual	74.182	402	.185				
Total	215.740	405					

Coefficients ^a							
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	.362	.121		2.999	.003		
Functional Brand Image	.236	.047	.231	4.990	.000	.399	2.509
Symbolic Brand Image	.230	.044	.238	5.192	.000	.407	2.456
Experiential Brand Image	.431	.049	.422	8.801	.000	.371	2.693

a. Dependent Variable: Purchase Intention

b. Predictor: (Constant), Experiential Brand Image, Symbolic Brand Image, Functional Brand Image

4.3.2 Regression analysis by perceived value factor on purchase intention

Perceived value was taken as the independent variable and purchase intention as the dependent variable to explore the degree of influence of perceived value on purchase intention. Model adjusted R^2 is 0.662, DW value is 3, the model fit degree is good. $P=0.000<0.01$, perceived value has a significant effect on purchase intention at the significance level of 0.01, so hypothesis H2 is supported.

VIF values are 3.478, 3.206 and 3.199 respectively, all far less than the recommended value of collinearity 10, indicating that there is no multi-collinearity among variables. H2a, H2b and H2c were supported. The regression coefficients of the three dimensional variables are 0.202, 0.285, and 0.391 respectively. Thus, perceived social value effect most significant on purchase intention role, followed by perceived emotional value and perceived functional value.

Table 4: Regression analysis by Perceived value factor on Purchase Intention

ANOVA ^a							
Model	Sum of Squares	df	Mean square	F	Sig.		
1 Regression	143.409	3	47.803	265.679	.000 ^b		
Residual	72.331	402	.180				
Total	215.740	405					

Coefficients ^a							
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF

1 (constant)	.438	.116		3.781	.000		
Functional Value	.203	.054	.202	3.748	.000	.288	3.478
Emotional Value	.280	.051	.285	5.508	.000	.312	3.206
Social Value	.386	.051	.391	7.575	.000	.313	3.199

a. Dependent Variable:Purchase Intention

b. Predictors: (Constant), Social Value, Emotional Value, Functional Value

4.3.3 Regression analysis by brand image factor on perceived value

Taking brand image as independent variable and perceived value as dependent variable to explores the influence of brand image on perceived value. Regression

analysis data shows that the R^2 is 0.783, DW value is 1, standardized regression coefficient Beta value is 0.885, $P=0.000<0.01$, model fitting degree is good, brand image significantly affects perceived value, so hypothesis H3 is supported.

Table 5: Regression analysis by Brand Image factor on Perceived Value

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Change Statistics				Durbin-Watson
						R Square Change	F Change	df	Sig. F Change	
1	.885a	.784	.783	.31728		.784	1463.158	1	.000	2.023

ANOVA^a

Model		Sum of Squares	df	Mean square	F	Sig.
1	Regression	147.293	1	147.293	1463.158	.000 ^b
	Residual	40.670	404	.101		
	Total	187.963	405			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	.333	.089		3.744	.000		
	Brand Image	.917	.024	.885	38.251	.000	1.000	1.000

a. Dependent Variable:Perceived Value

b. Predictors:(Constant), Brand Image

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

With rapid development of the light luxury industry and the impact of online platforms such as e-commerce, this paper sets up a triadic interactive model of light luxury brand image, perceived value and purchase intention by combing and summarizing relevant literature. This study finds that:

5.1.1Functional brand image, symbolic brand image and experiential brand image all have a significant positive impact on purchase intention. The better the brand image, the higher the purchase intention. Experiential brand image has the greatest impact on purchase intention in the light luxury brands, followed by symbolic brand image, whereas functional brand image has the minimum effect.

5.1.2Perceived functional value, perceived emotional value and perceived social value all have a significant positive impact on consumers' purchase intention. The higher the perceived value of customers, the stronger their purchase intention. In the light luxury industry, compared with perceived social value and perceived emotional value, perceived functional value is the most difficult to arouse consumers' purchase intention.

5.1.3Brand image has a significant positive impact on perceived value. The better the overall brand image, the higher the customer perceived value.

5.2 Recommendation

This study believes that enhancing consumers' value perception and creating emotional value play a decisive role in promoting consumers' purchase intention. Light luxury enterprises can differentiate product, service and marketing activities as the main marketing practices to enhance customer perception. Investigate the personalized

needs of customers simultaneously integrate fashion elements, national or regional cultural elements into the products or brands design so as to attract the attention of young consumers groups, like Millennials. Unique personalized creative design to build consumer personality, achieve product differentiation to increase the perception of emotional value; High quality can stimulate purchase intention, but pleasant emotional experience, and perfect service can more enhance customer satisfaction. As much as possible to meet customer need, provide perfect after-sales service, in particular, emphasis on service differentiation satisfy consumers like VIP. With the development of artificial intelligence, technology should be used to experience AR fittings and try-on in differentiated marketing activities, so as to guide consumers to experience actively, stimulate their affection in the experience, and give customers different emotional experience to induce their purchase intention.

The perceived social value of customers is the key factor that can better promote the purchase intention in the light luxury industry. Therefore, increasing the added value of the brand can better meet the social value perceived by customers. Light luxury enterprises can invite brand spokespersons to hold on-site collocation, model shows, brand communication meetings, and etc., inviting customers to participate. Pay attention to consumers' sense of social belongings, and the need for value realization so as to increases consumers' sense of brand identity and their perceived social value.

Build symbolic brand image, strengthen the experience brand image. Enterprises may adopt various social media to spread brand stories and enhance the sense of history of the brand. To establish brand association consistent with

consumers' ideal self to enhance brand belief. Instantly update the brand context, through high-end commercial advertising, promote the light luxury distinct, unique brand image, improve the brand market reputation.

Consumers purchase intention may affect by many factors, this study only explore the brand image and perceived value impact on purchase intention, and build atriadic model, analysis their relationship of variables. The future research could introduce other variables as much as possible, like the segmentation of consumer groups, so as to improve the consumer behavior model of the light luxury industry.

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Research On Financial Accounting Transformation Driven By Digital Economy

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Abstract: Driven by the digital economy, the traditional financial accounting has been unable to meet the needs of the digital age, facing the needs of transformation. Based on this analysis, this paper discusses the impact of digital economy on financial accounting, as well as the current status of financial accounting work, and for the digital economy driven, how to successfully complete the transformation of the strategy, for reference.

Key Words: Digital Economy; Financial Accounting; The Financial Management

1. INTRODUCTION

At present, the era of big data has completely arrived. People's daily life is constantly changing under the background of big data, and most enterprises are also affected by it. As the manager of enterprise financial information, financial accounting also needs to follow the changes of The Times to complete the transformation, in order to better serve the enterprise.

2. THE IMPACT OF DIGITAL ECONOMY ON FINANCIAL ACCOUNTING

Digital economy has a great dependence on information technology. It is a new economic form born under the background of digital economy. Digital economy can effectively improve the process of economic development and improve the quality of economic development. With the improvement of the development level of digital economy, information technology has also been fully developed, which also makes the efficiency of enterprise management has been greatly improved. At the same time, enterprises are also facing many problems, financial accounting transformation is one of the problems. Enterprises need to adapt to the development situation of the digital economy and complete the transformation by using the digital economy, which requires a large number of complex talents. However, the previous single work of financial accounting has been difficult to meet the development needs of enterprises, so the working mode of financial accounting needs to be constantly changed, so as to successfully complete the connection with the transformation of enterprises. This puts forward a lot of new requirements to the financial accounting work. The digital economy has greatly improved the work efficiency of financial accounting. Through the digital economy, financial accounting can use information technology to collect information and store records in time, and make immediate calls when there is a need, reducing the delay of service. In addition, personalized services have become the main development direction of current services, which requires financial accounting to have the ability to process digital information, so that data can be provided to users in a targeted way.

3. THE CURRENT SITUATION OF FINANCIAL ACCOUNTING DRIVEN BY DIGITAL ECONOMY

3.1 Lack of awareness of the new era

At present, the social development pattern is constantly changing, which requires enterprises to pay close attention to the social development situation and timely improve their development strategies to adapt to the social development and changes. But under the new era of digital economy driven development, also has the very big part of the financial accounting personnel without the correct cognition to the new era of change, not realize, in the digital economy, driven by the traditional way of working is hard to meet the new era of development, the work still stays in the financial data report forms of this simple work, They are not adapted to, or do not pay attention to, the new way of working that is personalized and timely. Continued in this state of financial accounting personnel may be the final result of the social elimination.

3.2 Insufficient sensitivity to conformism

Because the work environment, traditional accounting too closed, long-term work, in the form of mechanized communication object is less, this kind of work environment can cause changes in the outside world gradually sensitivity is insufficient, national policy, the issuance of the news and a variety of accounting industry information awareness is not enough, for social new event every day do not have enough acuity to find the problem, In the long run, this leads to old-fashioned habits and an inability to effectively grasp the emerging information technology. This will result in failure to follow up the development and reform of the company and lack of coordination with the work of various departments of the company, which will affect the development of the company.

3.3 Single knowledge and lack of active awareness

In the digital economy, under the drive of enterprise demand for interdisciplinary talents is more and more big, the society also towards diversification process development, enterprise development also are becoming more and more complicated, this means that past oneness enterprise staff works will be broken, the staff need to work the depth and breadth of gradually expanding, enrich their own work ability, Enhance the awareness of active learning to meet the needs of the company. In addition, today's work mostly relies on information technology. In order to improve work efficiency, workers need to take the initiative to learn information technology-related knowledge, so that they can become inter-disciplinary talents. The working situation of traditional financial accounting is to record and deal with the degree of capital use after economic activities, and the working mode is relatively simple, and the working situation is also in a

passive state, which causes many financial accounting personnel do not have the awareness of active learning, and the professional knowledge is relatively simple [1].

4. FINANCIAL ACCOUNTING COMPLETES TRANSFORMATION STRATEGY DRIVEN BY DIGITAL ECONOMY

4.1 Improve the comprehensive quality of finance and accounting

It is an important direction of financial accounting transformation to cultivate the comprehensive quality of financial accounting personnel and make them compound talents. The positioning of compound talents requires depth. Financial accounting needs to know the latest news about finance and accounting in the society, learn new information technology, break away from the original simple way of working, and take the initiative to learn more knowledge to strengthen the professional skills of finance and accounting. In the breadth, financial accounting, but also need to master more professional knowledge outside the skills. For example, I have a good knowledge of financial management and auditing, which are related to the accounting industry. Only by taking an active attitude to learn and enriching their comprehensive abilities through cross-border learning, can they become compound talents and make contributions to the enterprise when it is facing social development and changes. Policies issued by the state can usually enable enterprises to obtain more benefits, so financial accounting also needs to have a keen perception of the new policies of the industry, grasp the policy concept in time, and make the new policies become the driving force for the development of enterprises.

4.2 Adjust cognition to play a synergistic role

In the development of enterprise, enterprise between various departments cooperate with adhesive properties is each project to ensure maximum effectiveness, so only enterprise joint work between different departments to make the smooth progress of the project and financial accounting in the practical work situation need to contact a lot of departments, which makes the linkage between the financial and accounting work becomes very important. In order to can better exert synergy, financial accounting need to break the traditional thinking, make accounting adjustment cognition, recognize that each department integration to constitute the whole of the company, to improve their ability of coordination, make the financial accounting in the interface with various departments to work more smoothly, to better play its synergies with [2].

4.3 Strengthen the training of managerial financial and

accounting talents

The traditional management mode of financial accounting has fallen behind The Times, so we should integrate new management content into financial accounting management, in order to make it to the new direction of management accounting transformation. The transformation of financial accounting to management accounting is also the current social trend. Financial accounting has a comprehensive enterprise capital information. Only when the financial accounting timely puts the enterprise capital situation and the future capital investment direction into a reasonable plan can the enterprise keep up with the changes of The Times in the development. This requires enterprises to strengthen the cultivation of financial accounting management ability, analytical ability and planning ability.

4.4 Comprehensive use of information technology to carry out work

The use of the information technology has become more popular, its advantages are obvious, efficient and fast way to work and save a lot of for the enterprise human resources and so on the transformation of the financial and accounting work, need to strengthen the learning ability of information technology, through the study of information technology, can be more effective to financial information, when they need to call, Improve the efficiency of financial accounting management.

5. CONCLUSION

Driven by the digital economy, enterprises need to complete the transformation of financial accounting in a timely manner, so that they can learn more comprehensive management methods and improve their management ability by using information technology. At the same time, it is also necessary to strengthen the security awareness of financial accounting. Financial accounting needs to manage the financial information of enterprises, so it should be more aware of the importance of financial information security.

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Study On the Problems And Countermeasures Of Student Associations Management Under The School-Running Mode Of One School And Two Districts

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Abstract: this paper respectively from the lack of professional guidance, internal communication and associations in capital operation co., LTD. Three aspects analysis a school districts school-running mode problems of student community management, and put forward the corresponding measures, to correctly understand the relationship between the construction of campus and community organizations, formed complementary advantages, to promote the construction of colleges and universities.

Key Words: School-Running Mode Of One School And Two Districts; Community Management; Colleges And Universities

1. INTRODUCTION

At present, many colleges and universities begin to apply the school-running mode of one school and two districts to break the shackles of the previous teaching mode. There are many differences both in the management mechanism of colleges and universities and in the campus construction, which puts forward higher requirements for community members. As an important part of campus cultural life, associations should give full play to the advantages of the new campus so as to promote the coordinated development of universities and associations in order to effectively carry out campus cultural construction.

2. PROBLEMS EXISTING IN THE MANAGEMENT OF STUDENT ASSOCIATIONS UNDER THE SCHOOL-RUNNING MODE OF ONE SCHOOL AND TWO DISTRICTS

2.1 Lack of guidance makes it difficult to define the development direction

Strength of the enrollment expansion of colleges and universities has been increasing in recent years, whether the scale of higher education, or the amount of students are increased, prompting many colleges and universities began to present a school districts, more than a school district, division of campus enables various colleges and universities to break through geographical restrictions, gives a more broad space for development of colleges and universities, but management work becomes very complicated, Originally, unified management could have been carried out directly. However, under the school-running mode of one school and two districts, how to carry out overall planning has become a key issue in the development process [1]. Societies can further help

students to conduct self-management and self-learning, and also help the school to realize the construction of campus culture.

The school-running mode of one school and two districts makes the management of associations more difficult. How to achieve unified management has become a realistic problem in front of the managers of associations, and teachers need to strengthen guidance. However, at the present stage, there is often a lack of professional guidance in the development process of the associations. The Youth League Committee of the associations in different campuses may be different, and even the university-level Youth League Committee and the school-department Youth League Committee are under the joint jurisdiction. When the associations need to hold activities, the approval of materials will be more difficult. At the same time, the management personnel of the associations are mainly students, who lack experience in the actual management work. Many schools do not provide corresponding teachers in charge of the guidance in this process, which leads to the uneven development of different associations and directly affects the effectiveness of the management of the associations.

2.2 Insufficient communication and difficulty in forming a sense of belonging

As an organization department spontaneously formed based on interests, it is very important for the members of student associations to maintain a unified goal and a sense of progress. However, the lack of communication and communication within some college associations leads to the lack of familiarity and understanding among the members of the associations, as well as the vagueness of the activities of other associations, and the lack of the most basic cohesion of the associations. Annual back-to-school tend to recruit new community, community will attract more freshmen to join the community management work, there will be some old members out slowly, many students because of novelty and curiosity, will be more actively involved in the club activities, but with the increase of time, students' interest in itself will also be reduced accordingly. The lack of communication between the management staff and the members of the association further alienated the relationship between the two sides, which made it difficult for the members to form a sense of belonging, and only a few people could continue to participate in the activities in the association.

2.3 Limited funds and no guarantee of equipment operation

In a school districts school-running mode, whether it is running in the campus community, organization or across the campus activities, all need certain fundraising, sufficient funds can be used to purchase equipment, materials, activities, awards, but the present stage our country money shortages exist in many colleges and universities, corporate internal management personnel for lack of funds management experience, The limited amount of club expenses paid by the members themselves and the difficulty in obtaining advertising sponsorship have effectively affected the efficient development of the club management.

3. MANAGEMENT COUNTERMEASURES OF STUDENT ASSOCIATIONS UNDER THE SCHOOL-RUNNING MODE OF ONE SCHOOL AND TWO DISTRICTS

3.1 Equipped with instructors to improve work efficiency

Under the mode of a school and the school, community management more complex, however, many schools there is a lack of professional guidance, in this case, all colleges and universities should be equipped with professional teachers, to the club to the professional theoretical knowledge and rich experience of teachers can go deep into the community activities, to make the proper guidance, club activities in If there is any impropriety in the management of students' associations, teachers can correct it in time and effectively improve the management efficiency of students' associations. Professional teachers' participation in community management can shorten the distance between students and teachers. Teachers can personally experience and participate in community activities on the ground. Besides, it can also promote students to improve their management ability and promote the development of community management toward standardization and specialization.

3.2 Strengthen internal communication and gather collective consciousness

Whether it is the original campus or the new campus, the management of the community needs to strengthen communication and contact between different community departments and community members, build an overall awareness, better respond to the requirements of the development of The Times, and realize the construction of campus culture. A club wants to achieve rapid development, should fully consider the difference between a school districts with a single campus, understand other social organizations, community activities on campus, and to communicate on a regular basis, the members of the community more actively encourage members to join the work attitude, you heart want to toward one place, interest makes toward one place. Within the community, a member management system should be established. For specific community activities, members should follow the rules and regulations to standardize the community activities. For club members, specific responsibilities should be divided to ensure that one person has one responsibility and each member can

perform his or her own duties. If there is any inconsistency with the activity plan during the activity process, members need to adjust the plan in time to improve management efficiency [2].

3.3 Strengthen financial subsidies and broaden activity channels

There are many kinds of associations, rich activities, and complicated specific contents. The management of associations in colleges and universities needs the joint efforts of the members of the associations, and sufficient funds are also essential. The daily operating funds of the associations are provided by internal members as well as external ones through school subsidies and advertising sponsorship. In view of the shortage of funds in the community at the present stage, the school should strengthen the supply of funds, combined with the development of the community, to give economic support to each community. If the association has an activity it wants to hold, but it is difficult to hold it due to the shortage of funds, the association management personnel can apply through official channels, so as to obtain financial subsidies from the school. At the same time, each community can also strengthen contact with the public relations department of the school, through the power of the public relations department, pull sponsorship, pull resources, better promote the school community activities and promote the development of the community. For example, during the annual sports meeting, associations can draw banners to attract more sponsors to join them and provide appropriate financial subsidies. Adequate financial guarantee can not only effectively carry out the activities of the club, but also further improve the students' social skills and management ability.

4.CONCLUSION

In the end, it is of great significance to analyze the existing problems and countermeasures in the management of student associations under the school-running mode of one school and two districts. In order to better build the campus culture of the new campus and deal with the problems of community management, professional teachers should be provided with guidance, internal communication and exchanges of the community should be strengthened, and financial subsidies should be strengthened, so as to effectively promote the efficient development of community management.

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A Brief Analysis of The Role of The Combination of Home, School and Society in The Mental Health Education of Junior Middle School Students

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Abstract: With the continuous development of society, the educational career of students' psychological quality also has a higher degree of attention, the psychological quality of students on the school education also has a certain influence, related to whether students can have a better quality of learning. According to the survey, nowadays the students' psychological quality is poor, and they cannot reach the good psychological quality to receive better education. On the contrary, the low quality affects the result of receiving education. This paper mainly analyzes the necessity of the combination of family, school and community on the mental health of junior high school students and the deficiency of the exploration process, and explores the practical role of the integration of family, school and society in the mental health education of junior high school students.

Key Words: Combination Of Family, School And Community; Junior High School Students; Mental Health Education

1. INTRODUCTION

Nowadays, the level of students' psychological quality is generally not high. According to the investigation process, it is found that the family, society and school have not paid much attention to the mental health of students, especially the family is the main cause of students' psychological problems, resulting in poor psychological quality of students, which will have a negative impact on students' learning. Good psychological quality of middle school students is the key to avoid all kinds of emergencies in school and maintain the stability of learning order. Therefore, cultivating students' good psychological quality can promote students' physical and mental harmony and overall improvement, which is also an important part of quality-oriented education.

2. NECESSITY OF CARRYING OUT MENTAL HEALTH EDUCATION FOR JUNIOR HIGH SCHOOL STUDENTS THROUGH THE COMBINATION OF FAMILY, SCHOOL AND COMMUNITY

2.1 The importance of mental health education for middle school students

Middle school students' mental health in the past was not highly valued, in the current social development and progress at the same time the education field is in the process of reform, the attention to the students' mental health education is also gradually improved. Health, divided into physical health and mental health two

important parts, in the premise of a healthy body, but also to achieve a healthy mind. Schools and teachers should pay attention to developing students' mental health education and timely counseling, so as to avoid unnecessary incidents occurring in school, which also has an important impact on junior middle school students in adolescence. Therefore, both families and schools should pay attention to developing mental health education [1].

2.2 Demand for school culture accumulation

Our country has been taking education as the foundation and implementing the basic teaching policy of rejuvenating the country through science and education. Because junior middle school students are seriously affected by their families, there are differences in psychological education between students. This difference makes some middle school students form bad emotions and become tired of learning, which finally leads to the abandonment of school. On the other hand, because of the excessive pressure of the learning task, the students also have great academic pressure even when their psychological quality is not high. In the teaching work, both teachers and parents should observe the students' mental health quality first, health education can be incorporated into the classroom as the main body, so that students through learning, practice and form a better psychological quality. Therefore, it is necessary to strengthen the cultivation of junior high school students' health quality, which is an important part of junior high school moral education, but also the needs of school culture accumulation.

2.3 Requirements for characteristics of junior middle school students and school students

At present, because of the different families and different lifestyles of students, the psychological quality and personality health of students have not received unified attention. Most of the children who have just entered junior high school are not mature enough. In addition, there are more only children in modern social families, which leads to over-indulgence and over-care of children. As a result, children's hands-on creation and labor ability decline, and their psychological quality level is not high, and they become too dependent on their parents. Entering junior high school children are mostly full of vigor and vitality, it is a good time to develop and cultivate various abilities, because of the parents too much love and lost the original ability. In society, the students themselves thinking to create and practice ability is particularly

important, so the school decision study in junior high school will carry out special social practice activities, in order to home school club series of ways to let students out of the spoil of the family, learn to work on the society at the grass-roots level to improve their psychological quality, positive in the face of your own life, also cultivate the students' all-round development.

3.EXPLORING THE PROCESS OF CARRYING OUT MENTAL HEALTH EDUCATION FOR JUNIOR MIDDLE SCHOOL STUDENTS THROUGH THE COMBINATION OF FAMILY, SCHOOL AND COMMUNITY

3.1 Carry out various special psychological activities

To carry out special psychological activities, teachers need to cooperate with each other. Before holding special psychological activities, we should observe and understand students' interests and inner thoughts, from which we can find out how to carry out psychological activities for students to improve their psychological quality. Column first can use evaluation, evaluation, the evaluation of language teachers to motivate students to do common method, the evaluation of students from the teachers to write words found their own strengths and weaknesses, strengthen confidence, also improve the students' sense of honor, the discovery of advantages at the same time, to cognition, improve own shortcomings, and adverse events for the constraint. Second, we can introduce psychological education into the classroom to build the psychological quality of students. While not setting up a separate psychological department, the school should recruit professional psychological teachers to conduct psychological classes once a week to help the students with low psychological quality to carry out psychological education to improve their quality. Third the campus "the helper" method, and cultivate the student's responsibility consciousness, and improve "spoilt generation" way of life, change students lazy, not the bad habit of labor at home, let the students know that in the midst of the collective and social life, to a certain responsibility and obligation, in a certain sense of responsibility on to give yourself a better living environment, This accelerates the cultivation of students' sense of responsibility to face hardships and pressures bravely in their later growth [2].

3.2 Full implementation of the project of parent-school cooperation

Teachers can communicate with students' parents to see what is the big gap between students at home and on campus, find out the problems, and discuss with parents to ease the students. Can also have fully prepared to form a kind of outdoor activities, invite parents and students to participate, let all day busy working parents use the outdoor activities with children, parents and children to understand each other, let parents know their children's

inner activities and ideas, also let the children know that their own parents fight is not easy, Be considerate of your parents to strengthen your psychological quality.

3.3 Mental health education into the community

The rapid development of the society led to the junior middle school students' mental health awareness, strengthen the publicity of mental health, mental health into the family, society, carried out by community mental health lecture, such as "how to correct recognition of adolescent mental health", community can also make an appointment of psychological consultants in obligation to its area, Ensuring the mental health of adolescent students.

3.4 Improve the construction of teaching staff

In line with the attitude of responsible for students, alone opens the psychological consulting team, hire a professional and the school psychological consultants or lovers, and recruit psychology, director of the teacher in charge in psychological education class from the top down, is the director of the teacher in charge to the classroom for students in psychology, cause for concern for students' psychological quality, let the students actively put forward its own deficiencies, It is up to the teacher to guide and improve. We can regularly invite research figures from the Institute of Psychology to give lectures on mental health education, and conduct psychological education training for students together with the director and teachers of our school.

4. CONCLUSION

School students try their best to improve and optimize the psychological environment, students mental health is influenced in family, school and society, the important factors to step into social work is a big help, after school on strengthening the construction of students' psychological health problem in an important leadership position, parents in the case of passive timely communication and communication with the school, To ensure the psychological quality of students. In this paper, the lack of community publicity, teacher construction is insufficient to make a discussion, to explore the effective strategy, in the improvement of the road there is a greater space for progress, to catch up with the pace of social development, strengthen the spirit of social civilization, cultivate good psychological quality of the next generation of talent.

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Research On the Reform Of Practice Teaching System Of Navigation Technology Major Under The Background Of Construction Of First-Class Undergraduate Major

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Abstract: With the continuous development of China's economy and society and the continuous update of The Times, but also to the navigation technology has brought a certain impact, and put forward higher requirements for related professional and technical personnel. This paper analyzes the practical teaching system of navigation technology specialty under the background of first-class undergraduate specialty construction, and puts forward corresponding solutions to the existing problems at the present stage for reference.

Key Words: Maritime Navigation Technology Major; First-Class Undergraduate Major; 6) Practical Teaching Reform

1.INTRODUCTION

With the continuous development of new era and progress, the undergraduate course colleges and universities of professional and technical personnel at sea is faced with more severe technical requirements, under the background of new era, the undergraduate course colleges and universities should actively play its role, for the present stage of sailing the appropriate professional practice teaching reform, innovative teaching ideas and teaching methods, reasonable use of teaching resources, To develop excellent professional navigators for IMO.

2. PROBLEMS EXISTING IN THE PRACTICAL TEACHING OF MARINE TECHNOLOGY MAJOR UNDER THE BACKGROUND OF FIRST-CLASS UNDERGRADUATE MAJOR CONSTRUCTION

2.1 The development of practice teaching teachers is unbalanced

Undergraduate course colleges and universities of navigation professional teachers team, not only has high ability of theoretical knowledge, but also has certain experience as the sea, but the teachers team has professional and technical ability, but overall the teachers teaching effect is not obvious, double ratio decreased significantly, the holder of some teachers only professional knowledge theory, but no actual experience aboard, and experienced certified teachers, There are also various reasons for not being a teacher in school. Therefore, the structure of the school's teaching staff should be timely reformed, and the proportion of teachers needs to be improved. In addition, the international level of teachers in the teacher team is weak, and the

international oral English level needs to be improved.

2.2 HNA professional practice teaching system is unreasonable

In the new era, great changes have taken place in navigation technology compared with the past, but the practical teaching system of navigation major has not changed much in at least 20 years. Therefore, there is a lack of corresponding practice teaching management and practice teaching sites, practice teaching methods and management are relatively backward, and theoretical teaching methods need to be improved. As a result, students can not well adapt to the development of maritime transportation and the requirements of international talent competition market after graduation. Therefore, colleges and universities should update the mode of cultivating talents, adjust the structure of students' practice and technical ability in time, and strengthen the cultivation of students' professional quality and professional ability.

2.3 Less aging of practical teaching instruments and equipment

In some colleges and universities, the teaching funds of navigation technology major are insufficient, and the practical and experimental teaching equipment cannot be updated and configured in a timely manner. As a result, some teaching instruments and equipment have appeared aging phenomenon, and even some equipment cannot be tested, but they are still in use because they cannot be replaced. Due to sailing undergraduates in recent years, more and more, the original enough practice teaching instrument is completed by the last person into practice in groups of two or three together, make students not only can't fully contact, also can not meet the basic requirements of the operation skill, severely reduces the quality of the students' experiment teaching and skill practice, It directly affects the learning effect of students [1].

3. STRATEGIES FOR PRACTICAL TEACHING REFORM OF MARINE TECHNOLOGY SPECIALTY UNDER THE BACKGROUND OF FIRST-CLASS UNDERGRADUATE SPECIALTY CONSTRUCTION

3.1 Improve the teaching staff and improve the teaching level

Nautical technology professional undergraduate course colleges and universities must have qualified teachers

qualification, should not only has high theoretical knowledge, experience, also should have corresponding sea from long-term development of the colleges and universities, to change the past teaching ideas, reform the innovation, strengthen the theory and practice of the integration of double teaching, detailed practice teaching goals, improve the faculty with the specific planning content, The existing teachers should be systematically trained professionally, relevant training plans should be formulated, and the recruitment standards of "Teacher Qualification Certificate" and "Vocational Skilled Certificate" should be established. The theoretical knowledge and practical ability of teachers should be strengthened through the training of a knowledge education system that focuses on teachers' knowledge and practical skills. Adhere to the mode of introducing and training talents, including the ability and quality of Marine technical professionals; Encourage in-service teachers to actively participate in scientific research and related technology development in enterprises, establish a reward mechanism for teachers on board, and improve their practical ability at sea; The school should also properly reform the past teacher assessment system and construct a reasonable teacher incentive system and distribution system. Invite experienced leaders or business backbone of Marine departments to serve as visiting professors or practice instructors, and invite outstanding graduates to come back to the school for seminars and exchanges, so as to form an innovative and effective curriculum system. In addition, teachers should be reasonably arranged to conduct English professional training, and bilingual teaching of specialized courses should be encouraged, which can not only improve the oral English ability of professional teachers, but also the English ability of students, so as to improve the overall teaching quality.

3.2 Improve the practical teaching system and strengthen professional teaching

Perfecting the teaching system of navigation specialty plays an important role in enhancing students' practical technical ability. Schools must, therefore, the contents of the curriculum setting comprehensive consideration, to reasonable allocation of teaching links, abide by the basic principle of theory combining with practice teaching, so as to let students in the professional theory knowledge and practice of classroom teaching content, to learn with the theory of practice has proved, from the experiment to the training, finally to the practice teaching, The school can carry on the vocational technical training to the student through the relevant experimental course, in order to meet the student in the future work and the practice put forward the concrete request. In the process of teaching method reform, the corresponding practical teaching content should be improved at the same time to ensure the unity of theoretical knowledge and practical teaching content, and specific teaching requirements should be made for the practical content of each course and the practical training requirements of professional skills. In order to ensure the quality of teaching, when there are problems in practice, timely improvement should be made and the reasons

should be analyzed to avoid the same problems in the future. The teaching supervision department of the school should regularly conduct random lectures on theoretical and practical courses, and monitor the evaluation and monitoring of practical teaching and theoretical knowledge teaching in real time [2].

3.3 Increase capital investment of colleges and universities and update teaching equipment

The practical teaching equipment of navigation major is a necessary condition for students to learn the major. Only with enough practical teaching equipment can students' learning effect be guaranteed. Therefore, advanced practical teaching equipment is the fundamental to improve the quality of practical teaching, so as to cultivate professional technical personnel of navigation. The internship of students majoring in navigation on the ship is only an important part of the practical teaching, and the practical teaching in the campus is also very important to cultivate students' professional skills. Therefore, on the basis of seeking investment from education departments and competent departments, schools can also raise funds through social channels to repair the practical equipment of nautical major in time, so as to ensure the effect of practical learning for students. For long-term use, affect the practice effect of equipment timely replacement, and timely introduction of new practice teaching equipment. Teaching and experimental personnel in schools may also develop practical equipment by themselves to solve the shortage of practical teaching equipment.

4.CONCLUSION

To sum up, the teaching reform of Marine technology major in undergraduate colleges and universities is not a day's work, covering a wide range. Schools should carry out comprehensive reform and improvement of the current teaching system and standards, not only to develop relevant personnel training, but also to build a high-level double-qualified teaching team, innovative teaching quality evaluation, etc. These are also important guarantees for undergraduate colleges to improve the technical skills of navigation major. Only in this way can the development of professional skills be promoted and the requirements of new development of navigation major in the new era be met.

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Translation Of English Legal Texts From The Perspective Of Morris Semiotics

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Abstract: With the continuous improvement of China's international status, political, economic and cultural links with other countries are becoming more and more frequent, and legal exchanges between countries are inevitable. In this paper, Morris semiotics theory is analyzed, and under the guidance of this theory, English legal translation measures are expounded. It strives to break down the barriers of cultural communication between China and other countries and lay a solid foundation for international communication by using language symbols scientifically, paying attention to the correlation between language symbols, and paying attention to the reference meaning of symbols.

Key Words: Morris Semiotics; English Translation; Legal Text

1. INTRODUCTION

Under the background of economic globalization, the communication and connection between China and other countries are increasingly close, and the significance of the study of legal knowledge between countries is also more important. Due to the different cultural backgrounds and languages of different countries, the translation of legal texts brings great difficulties. In essence, the translation of legal text is the simultaneous translation of relevant legal terms, and the translation accuracy will have a direct impact on the quality of legal translation. Therefore, under the guidance of Morris' semiotics theory, novel and efficient methods should be adopted to accurately translate English legal texts.

2. OVERVIEW OF MORRIS SEMIOTICS THEORY

Symbols are all kinds of signs in human society. As the sum total of social relations, human beings play an important role in social life. Under the development of human society, language will change with the development of society, no longer passively accept and use linguistic symbols, but actively participate in the evolution of symbols. Morris explained social semiotics in essence. In his opinion, social symbols belong to a relationship. If symbols can be used to describe things, they have semantic relations, syntactic relations between description symbols and symbols, and grammatical relations between symbols and users. The communication between different languages cannot be separated from the support of translation. Fundamentally, translation is to change the information in the language sign system into another sign system, so that different systems can be exchanged. From a certain point of view, the translation based on semiotics is closer to the original meaning. In addition, from the perspective of semiotics, translation represents the intercultural communication of languages and takes the cultural information constituted by various

sign systems as the object. In this regard, the application of symbols in translation can promote the application of cultural functions and break down the communication barriers between different cultures [1].

3. TRANSLATION MEASURES OF ENGLISH LEGAL TEXTS UNDER MORRIS SEMIOTICS THEORY

3.1 Scientific use of linguistic symbols

The different social and cultural environments in different countries have certain influence on the pragmatic meaning. Therefore, localization should be emphasized in legal translation. For example, the legal subject limits the capacity of persons, if direct translation may make it difficult for foreign readers to understand, or misunderstanding. "Limited capacity" is a term that can be translated as "Limited capacity". In addition, it can also be combined with the actual translation situation to combine the three kinds of relations of language signs. For example, when translating "partnership," Partnership is to the established within the territory of China in accordance with this law by each A cooperative enterprise is not a legal person, but it can bear civil liabilities independently. A cooperative enterprise is not a legal person, but it can bear civil liabilities independently. By organically combining the three kinds of relations in language signs, the deep meaning of the legal concept can be clearly and properly expressed.

3.2 Pay attention to the correlation between language signs

For different language systems, there are certain differences between each other, so that the meaning of speech is also different. Take Chinese and English for example. In every English word, there is a consonant between the two vowels, and the consonant falls to the last syllable. Some English sentences have at least two words beginning with the same letter, but there is no such representation in Chinese. Compared with Chinese, there are no four tones in English, and there are some differences in syntax and word order. In legal translation, transliteration and interpretation are generally combined. Taking "tort" as an example, it appears frequently in intellectual property law. The key point of infringement is "behavior", which usually refers to the infringement of trademark, copyright, exclusive right, etc. It is better to translate it as "infringement of intellectual property rights" in translation, rather than directly translated as "infringement". The reason is that "tort" mainly infringes on the legal rights of citizens, and the infringed can claim compensation. Therefore, transliteration and interpretation should be combined in legal translation so that different legal terms can be properly transformed. In the translation of the text, we should also pay attention to the possible idioms, such as "rule of law", "country under

the rule of law" and other words, which can be translated as: The People's Republic of China implements The rule of law and creates a socialist country under The rule of law. In the sentence, the translation of "governing the country according to law" means "governing the country under the law". The original meaning of the phrase is to govern the country according to the law, which is easy to be misunderstood. This requires that the use of four-character words in the legal text should be strictly cautious and interpreted within the context of the whole sentence [2].

3.3 Pay attention to the signification of symbols

In the subjective and objective world, the referential meaning of linguistic signs refers to how to describe the objective world. In general, the referential meaning and the linguistic sign can expatiate the same meaning. For example, there is the word "justifiable self-defence" in the criminal law, which is translated as "Just Cause" but not as "Zheng dang fang wei". The reason is that when people read foreign novels, some names are often difficult to remember because they are transliterated and they are forgotten after reading them. Therefore, in legal translation, it is necessary to reflect the deep connotation of the term so that readers can clearly understand and grasp the connotation of the term, and then make an in-depth explanation of the term, that is, "Just Cause means that the acts are justified in". Due to the similarity of human social life, some legal terms can be found the same words in foreign cultures after translation. For example, "rights and obligations" in Chinese has the same effect as "human rights" in English after translation, so it can be seen that specific words can be translated into each other

in English-Chinese translation, and the reference meaning of symbols should be attached great importance to avoid affecting the meaning of the sentence itself [3].

4.CONCLUSION:

To sum up, economic exchanges between countries are becoming increasingly frequent at present. In order to avoid economic disputes, trade cooperation should be carried out under the corresponding legal protection, which requires translation of legal texts. Compared with conventional literary translation, legal translation is more rigorous. In this regard, under the guidance of Morris's semiotics theory, we can break the cultural exchanges between countries by using language signs scientifically, paying attention to the correlation between language signs and the reference meaning of signs, so as to combine translation and semiotics organically and improve the level and quality of legal translation in an overall way.

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Deep Learning and Visual Attention Technology Analysis Based on Accurate Image Understanding

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Abstract: Image understanding is an important aspect of image processing and its application. It mainly involves the recognition and detection of the target in the image, the relationship between the target in the image, and the understanding of the content of the image. It has been widely promoted and applied in practical work. For example, target recognition scene, understanding image, image segmentation and annotation. At present, China is in the information age, and the in-depth development of Internet technology also promotes the expansion of accurate image understanding. Based on this, this paper mainly analyzes deep learning and visual attention technology based on accurate image understanding.

Key Words: Accurate Image Understanding; Deep Learning; Visual Attention Technique

1. INTRODUCTION

The primary understanding of images mainly includes the recognition of the content in the image, the underlying visual information in the image, the color of the image, the degree of light and shade of the image and so on. Deep learning based on accurate image understanding has risen to the level of cognition and understanding, mainly including detection and recognition of targets in images, classification of images, retrieval of similar images, as well as answering questions by looking at pictures and writing by looking at pictures. Accurate understanding and deep learning of images can provide a high-level understanding of the content of images, and even describe the content of images. In the new situation, it is necessary to strengthen the deep learning of accurate image understanding and the innovation and analysis of visual attention technology.

2. DEEP LEARNING

2.1 The connotation and development of deep learning

Deep learning is to use deep neural network to solve complex problems based on big data and information technology. Compared with the previous shallow cognition, deep learning can enhance the understanding of things and understand the deeper connotation of things or images, which is more complex and diverse. Secondly, deep learning is an interdisciplinary involves the theory of probability and statistics in many areas, and the theory of algorithm complexity multi-discipline, can be implemented by computer simulation or human learning behavior, to be able to get more advanced knowledge and skills, reorganize has learned knowledge structure, improve their own performance and advantage. In the specific application process, deep learning can rely on

computers and large-scale data independently, without the need for manual intervention. In the precise image understanding, deep convolutional neural network can be used to automatically learn the deep content of the image, understand the characteristics of the image, and recognize the image. Thirdly, deep learning also has the feature of stratification. Through deep convolutional neural network, the image can be recognized from the low level to the middle level and then to the high level. Through the feature changes of layers, the original features in the image are input to the new space, so as to make the image recognition more accurate and accurate [1].

2.2 Deep Convolutional Neural Network

As an important part of deep learning, deep convolutional neural network is mainly used to process multi-dimensional data, such as color images of channels formed by 2D arrays composed of three pixels. In reality, the data processed are mostly multi-dimensional structures, which can be images or audio spectrum, signals or sequences. It has the characteristics of local connection, weight sharing, pooling and multi-layer network. In the initial use stage, the deep convolutional neural network will consist of the convolutional layer and the pooling layer, and the units of the convolutional layer will be organized in the feature graph, in which each unit will be locally connected with the previous one. Weight sharing means that in the same feature graph, the same filter is shared. According to the different features of layers, different filters can be used to accurately analyze and understand the image, collect the array data in the image, and clarify the local features in the image. The role of convolution layer is mainly to detect the content of the previous feature graph and connect it locally. The role of the pooling layer is mainly to combine the semantically similar features in the image, which can ensure the local deformation of the image, further reduce the parameters of the network and the computational load of the computer, and at the same time avoid excessive fitting of the image information.

2.3 Circulating neural network

Recurring neural network mainly inputs the historical information and external information that can be outputted by the network subconsciously as the current information of the network, which is particularly important in the fields of speech recognition or image acquisition and machine translation. Standard cycle of neural networks can map from the data in a sequence of the dynamic system, able to receive sound from image and network, statements, and video, and then to the output sequence can

also clear image of the hidden layer nodes, for the depth of understanding and learning, and timely analysis of data and information related to the output.

3. VISUAL ATTENTION TECHNIQUES

3.1 Thought of visual attention

When human beings observe an image, they can not analyze and understand the whole image at one time. Instead, they selectively analyze a certain content or a certain region of the image, select the information in the region, and then integrate the local regional information, thus forming the understanding of the whole image. Under the new situation, with the further development of Internet technology and information technology in our country, Numbers, images, video has become the main carrier of information transmission, to the processing and analysis of the information efficiently, and on the depth of image understanding and learning needs by adopting the technology of visual attention, to make use of visual attention mechanism to guide human for accurate understanding and analysis, Reasonable allocation of resources, processing of visual information, improve the speed of information screening and processing, to meet the needs of society and the market.

3.2 Visual attention mechanism

In the process of image understanding and analysis, human visual system will notice complex scenes, select a few areas of human interest as the focus of visual attention, and give priority to processing and analysis. Visual attention mechanisms can be divided into several types: The data-driven visual attention mechanism is a primary computing model. Its main principle is to extract various features of the image through input image, such as the color, illumination and orientation of the image, and form the display diagram of each feature on the computer, and then analyze and understand the display diagram. In general, there are multiple ICONS that need to be paid attention to in the display diagram. Through calculation and analysis, the main attention target is found out, and then the focus is shifted. This visual attention mechanism has the advantages of simple operation, fast processing speed and no specific task. It does not need human consciousness to control its processing process. It can independently process the extracted information, with many communication channels and fast information processing speed.

The task-driven visual attention mechanism mainly collects and understands images according to specific tasks. In the process of image acquisition, attention will be paid to the advanced features of the image, while the primary features of the image, such as color and brightness, are ignored. Mainly good at identifying image scenes in images, can effectively improve the efficiency of search and understanding, can quickly eliminate other interference items. Task driven visual attention mechanism is influenced and dominated by man's subjective consciousness, in the visual attention when they set out according to the consciousness of the people, according to the mission requirements of the conscious control of internal information processing, so that they can get which accords with the target of visual expectations, in the process of control processing of visual information processing speed is slow, Information transmission channels are relatively single, but task-driven visual attention mechanism can effectively reduce the amount of computer computation and improve the operating efficiency and computational efficiency of the computer [2].

4. CONCLUSION

To sum up, under the new situation, information technology has been deeply developed, and the related technologies of deep learning have also been comprehensively promoted and applied in the field of computer vision. It is necessary to continuously strengthen the analysis and innovation of deep learning and visual attention technology.

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Practical Research on The Training of Compound Foreign Language Teachers In Heilongjiang Province From The Perspective Of Esp Theory

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Abstract: English for Special Purpose (ESP) theory, as an important research field in applied linguistics, has made great progress in recent years. Many experts and teachers at home and abroad are actively exploring the possibility and feasibility of interdisciplinary research, and conducting theoretical research and practical attempts on it. Based on this, after a brief analysis of the origin and characteristics of ESP theory, this paper mainly discusses the cultivation strategies of foreign language teachers in Heilongjiang Province under the guidance of ESP theory, and points out the important role of business English in the cultivation of foreign language teachers.

Key Words: Esp Theory; Compound Talents; A Foreign Language Teacher

1. INTRODUCTION

With the human society entering the information age, the degree of economic globalization is deepening, and the competition and challenges from home and abroad are increasingly intensified. In order to occupy the active position in the increasingly fierce international competition, China must attach importance to and promote the development of education, which requires educators not only to deeply study the relevant theoretical knowledge, but also to constantly improve the level of teaching practice skills.

2. ESP THEORETICAL CONCEPTS

Theory of ESP English can be a "special use English" or "of English for special purposes", the theory was first put forward in the 1960s by western linguists [1], with the end of world war ii, the rapid development of world economy, science and technology changes with each passing day, the development of science and technology is promoting the extensive exchanges and cooperation with the world in various fields, The status of English as an international language has been strengthened, and in the process, the purpose of learning English has evolved from uniqueness to diversity. English teaching is gradually connected with the different needs of work, study and employment, and meets the different English learning goals of all kinds of employees. The emergence of ESP English is not only the need of global economic development, but also a major breakthrough in the development of linguistics.

2.1 Characteristics of ESP theory

ESP English theory has two salient features. First of all, there are adult learners, including professionals in

different disciplines, employees employed or trained in various categories, college students, ESP students who learn English with the purpose of using English as a means or tool for further vocational study or to accomplish different tasks more effectively. The essence of ESP English theory is to analyze and meet the different needs of different learners in order to improve the teaching effect.

3. PROBLEMS IN THE TEACHING OF FOREIGN LANGUAGE TALENTS IN HEILONGJIANG PROVINCE

3.1 Single talent training mode

Formulated by the Ministry of Education in colleges and universities teachers of English course "is the national guidelines of foreign language teaching at colleges and universities, the colleges and universities should according to oneself circumstance to adjust the specific implementation, although each college has its own personnel training mode, but mostly in the form of" instead of "model, in this unique foreign language talents cultivation mode, the competition between different types of colleges and universities foreign language graduates is very fierce.

3.2 The content of the textbook is outdated

Most foreign language schools and foreign language departments in our country have similar foreign language teaching, some of the curriculum is outdated, can not adapt to the needs of social development, which has brought many problems to the use of foreign language teachers in Heilongjiang. For example, the old textbooks have been used or there is no more suitable textbooks. In addition, teaching methods should be improved constantly to adapt to the development of the new situation.

3.3 Students lack comprehensive knowledge structure and language application ability

An important consequence of the single training mode of individual talents and outdated teaching materials is that students' knowledge structure is not comprehensive, language and other comprehensive skills can not be well used, and many foreign language teachers know nothing about other fields except the foreign language itself, let alone cultivate their abilities.

3.4 Insufficient research and application in the field of ESP

Traditional foreign language teachers and researchers in China often devote a lot of energy to the field of English teaching, while ESP English research is relatively less. As an important theoretical support for the cultivation of

interdisciplinary English talents, we lack the corresponding research and attention. How to better carry out ESP English research and put the research results into practice is a problem to be solved.

4. STRENGTHEN THE TRAINING OF VERSATILE TEACHERS

4.1 Do a good job in top-level design of talent training

Under the leadership of "characteristic, solid foundation, wide scope and strong ability", we should study seriously and do a good job of field investigation. Business English, as an important branch of ESP theory, has made great progress in the process of social and economic development and the globalization of trade. Universities have set up business English courses such as University of International Business and Economics, Guangdong University of Foreign Studies, Shanghai Institute of Foreign Trade, etc. These universities have their own characteristics in tourism English, foreign trade English, financial English, science and technology English, legal English and other aspects, which can be used for reference by other universities. The author's university has developed its own business English curriculum. In the author's practical teaching, through comparison, it is found that students have strengthened the study and practice of business knowledge on the basis of solid basic language knowledge, and achieved good results. This should be a highlight of our department's foreign language talents training.

4.2 Gradually optimize and perfect the course system

We should optimize the existing major structure and curriculum offering, enhance its practicability and suitability, strengthen the combination of vocational knowledge transfer and qualification certification, and pay attention to the cultivation of students' comprehensive skills and multiple qualification certifications. Teachers should have the right guidance, and students should also predict and choose their own career direction, so that they can apply what they have learned to practice.

4.3 Create an atmosphere for inter-disciplinary teacher talent cultivation

Efforts should be made to create a learning ecology for the cultivation of interdisciplinary talents, increase the construction and utilization of language learning resources, and create a good language learning atmosphere to form a virtuous circle. Let English teachers really know that teaching English is not only to teach words, sentences and grammar, but also to analyze the culture of English, the resulting variants, so that students know what it is, but also to know its reasons.

4.4 Strengthen the combination of modern multimedia technology and curriculum

At present, multimedia is too simple to be used in many colleges and universities and is often used in class. However, many PPT courses have a single form and only serve as a tool for information presentation without giving full play to the role of multimedia. The combination of multimedia technology and stimulating student initiative, enabling students to start their own simulation company, has worked well.

In ESP teaching, the existing curriculum and supporting facilities in some universities need to be improved. Meanwhile, vocational training for teachers should be strengthened. At the same time, different goals should be set and research on teaching methods should be strengthened, so as to cultivate teachers who understand both business rules and the use of English in foreign countries [2].

4.5 Strengthen the teaching mode of "teacher-led, student-centered"

In our teaching practice, we should emphasize the openness, experience and participation of the curriculum. As a teacher, we should actively change our role and truly become the teacher, organizer and leader of the classroom. In the process of business English teaching, task-based teaching method and case teaching method are often adopted, and students are actively involved, so that good teaching results can be achieved.

4.6 Diversified talent evaluation methods

Complete as the key link in the process of teaching, teaching evaluation is often affects the learners' learning spirit and teachers team construction, traditional methods to evaluate teachers tend to score on the test or the final evaluation as the center, in the process of foreign language talents cultivation, should pay attention to the combination of behavior index and grade index evaluation method, encourage students to participate in classroom activities, The normative work runs through the standardization and embodiment of the evaluation process, and finally achieves the organic unity of the process and the result.

5. CONCLUSION

At present, the cultivation of foreign language talents in China is faced with severe challenges and development opportunities. We should renew our ideas and emancipate our minds in the training practice of composite foreign language teachers in Heilongjiang. The design of the talent training program should be guided by the social needs, form a foreign language talent training mode with its own characteristics, correctly handle the relationship between teaching and learning, expand the research in the field of ESP theory, actively explore the compound English talent training mode under the new situation, and strive to cultivate qualified foreign language talents.

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A Study On The Spirit Of Chinese Youth In The New Era Manifested In The Fight Against Epidemic Disease

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Abstract: This paper mainly studies the spirit of the Chinese youth in the new era of the fight against the epidemic. Starting from the spirit of struggle, dedication and the spirit of responsibility, it praises the Chinese youth in the new era and affirms its spirit.

Key Words: Fight Against The Epidemic; New Era; Chinese Youth Spirit

1. INTRODUCTION

In our country at the beginning of 2020, an outbreak of the new champions league for the whole party and all the people can realize in the key period of severe joint efforts, the practice of socialism new time spirit, solidarity, self-motivated, xi in the Standing Committee of the Political Bureau of the CPC Central Committee general secretary pointed out that in the new era on the fight against the new crown of epidemic situation, China's achievement is precious, Is the common effort of the party and the people, this achievement is in the party and the people bear dint, selfless dedication, hard work go all out under the guidance of the spirit of the practice, the spirit is the guide of action motivation, only under the guide of the spirit, combined with China's resistance to disease experience can really show great achievement in the struggle of resistance to disease.

2. THE FIGHTING SPIRIT IN THE FIGHT AGAINST THE EPIDEMIC

2.1 The fighting spirit of Chinese youth

Fighting spirit is a kind of inspiring spirit, historically, we fighting spirit in the midst of great spirit of the Chinese nation, in the path of life is constantly struggle spirit to create a positive attitude when people facing trouble, encourage people to press on, whether a person or a nation, inspired by heart and in the spirit, Only then can we devote ourselves to the practical cause. In the face of unknown difficulties, it is crucial to uphold a good mental state. In the difficult environment, we should choose the spirit of struggle to face the future and never give up. At the same time, the spirit of struggle is also a spirit of practical work. The Chinese nation has always advocated the spirit of practical work in the belief from ancient times to the present. It is also said in the "national language" that "vanity without substance is a shame." Therefore, the essence of the spirit of struggle is to use the Chinese youth to exert unremitting practical power [1].

2.2 Embodiment of the fighting spirit of Chinese youth in the fight against the epidemic

In this COVID-19 epidemic, under the leadership of the CPC Central Committee, all the secretarial staff were able

to actively respond to the call and fight bravely and tenacious in the fight against the epidemic, thus making great achievements. On the one hand, in the overall fight against the epidemic, Chinese youth contributed a very key force, as the main force in the new era. Youth team construction in disease resistance strength is unparalleled, and the actual practice of the Chinese spirit in a state of dare to dress, never give up the struggle adhere to in the first line of resistance to disease, respect for science in the struggle for resistance to disease, accurate disease resistant measures, will respect the law, attaches great importance to the scientific spirit of the actual practice of resistance to disease pathogens in the search for the job, keep moving forward, To look for to the concrete measures of pathogen infection control as a benchmark to protect people to make important contributions to the SEC for branch office, struggling to move forward, in the struggle for disease resistance, disease resistance front of young nurses in order to treat the infected patients day and night, risk one's life, the race with time, fight with the disease, treat an infected patients, After ten days and ten nights of hard work, the Huoshen Mountain Square Cabin Hospital has been built from the ground. Behind this is the fighting spirit of Chinese youth in the new era [2].

2.3 The practical significance of the spirit of fighting against the epidemic

For the development of the Chinese youth, general secretary of the new golden urn has stressed that the needs of young comprehensive cultivating fighting spirit, thus in their own ideal faith, strengthen, grasped the nettle of determination to win in the face of difficulties can be used to develop, for disease resistance struggle, strong fighting spirit means the actual carries forward the ambition of the country, with patriotism as the core requirement, For people all over the country, strive for the society, set up by the China youth struggle spirit is the sublimation of for their own quality, firmly set up the unremitting struggle for the motherland for people, thus can make great achievement in the struggle for resistance to disease, will the Chinese people out of hot water, the survey of the central committee of the communist party of China, in the full implementation of resistance to disease in the struggle, Staff involved in the fighting, mostly young people, in combination with the actual data, the comprehensive resources of wuhan anti epidemic disaster relief work of "after 90" and "00" after the large proportion, these young people in the face of new outbreaks in the face of great danger, courage, hard work, it is this fearless spirit actually improved the epidemic situation of our country [3].

3. THE SPIRIT OF RESPONSIBILITY IN THE FIGHT AGAINST THE EPIDEMIC

3.1 The spirit of responsibility of Chinese youth

China's youth that bear spirit is, in fact, a kind of self-confidence, this confidence to promote young people in the face of difficulties and hard to bear, brave as, actively grasped the nettle and bear spirit in always, no matter when and where, is the foundation of a confident, people and countries only build enough confidence to derive a sense of mission, strong determination to bash the outbreak, ACTS as the embodiment of the spirit is also responsible for affairs, in time of war, comrade MAO has been emphasized, want to win, will have to "do more practical work, less empty talk", the specific work in place, security in the every link of work earnestly, head of the bear, the construction of scientific and effective work, at the same time bear spirit when deal with affairs and also means the kokang resolute, Only by making an immediate decision and grasping the key moment to solve the dilemma can the subsequent work effect be exerted to the maximum [4].

3.2 Embodiment of Chinese youth's sense of responsibility in the fight against the epidemic

New crown outbreaks occur affects all the heart of the people's resistance to disease in the struggle, from the state to the individual, each member in the society in order to win the epidemic prevention to be completed, shoulder the task of the outbreak of, participating in the actual struggle, working together, mutual care, in this kind of everyone with a spirit of the bear environment, Led the whole nation, derived the outbreak of the determination to win at the beginning of the outbreak of epidemic and wuhan, the death toll continues to increase, its uncertainty prompt epidemic prevention and control bureau in our country is facing unprecedented challenges, in this environment, China's youth team take the lead in a disease resistant offensive, form a line up support team, go deep into the worst-hit areas in wuhan, Best treatment of infected patients, to carry out the detailed work, good for goodness, real practice of the concept of "the world rise and fall, fortunes", for disease resistance made great contributions in the struggle of started, after the outbreak, Xi, general secretary of the signing of hubei medical team in Beijing university for young staff to give reply, arduous praised the young generation in the letter, In the fight against the epidemic, the young generation's vigorous strength has been fully demonstrated by their brave and courageous spirit of responsibility.

3.3 The practical significance of the spirit of responsibility in fighting the epidemic

Bear spirit in the midst of war against plague Chinese youth is of great significance for the new era, the youth is the hope of national development and beams, the practice of the Chinese nation has long been a direct line of succession as spirit construction to strengthen the youth of the will, the resistance to disease struggle of youth to assume the responsibility of The Times, hone the growth in the martial arts of difficulties and obstacles, Finally formed the existence of the Chinese nation great, in thousands of years of history behind the road to a

perennial struggle history of the people with lofty ideals is to undertake the heavy burden of forward, in the new era, the Chinese people should be more practice that spirit, took over the baton of history, taking a perennial beliefs using their own flesh and blood as the future of our motherland contribute strength, In the COVID-19, we took the lead to protect our country, our society and the Chinese people.

4.SOLIDARITY IN THE FIGHT AGAINST THE EPIDEMIC

4.1 The spirit of unity among Chinese youth

The spirit of solidarity is the most important existence in the thousands of years of development of our country. Its profound connotation needs to be deeply excavated from many aspects, so as to master the whole spirit of solidarity. The spirit of solidarity is a form of the people's cohesion, which fully coheres together many strengths and beliefs in practice. This form condensation in a certain sense is established, based on the same goal and encourage the people in order to achieve the common vision and common efforts, solidarity as a link, to be scattered individuals together, form based on personal power of collective power, not only can improve the construction of personal power, will also be able to assign the collective power of the average person, To promote the division of labor in the collective, give full play to their own strengths will 1+1 to produce more than 2 effect, the spirit of unity is in the face of difficulties, rich in the Chinese traditional virtues of love and compassion, do not stand by, but do our best to give a helping hand.

4.2 Embodiment of the spirit of unity among Chinese youth in the fight against the epidemic

The spirit of unity in the fight against the epidemic is a reflection of the overall interests of the Chinese youth, is the way of doing things. Outbreak in wuhan, hubei, the tail from wagging the dog, the broad masses of the people abide by the rules and regulations made by national prevention and control of epidemic diseases, actively obey the general situation consciousness, active cooperate with heavy work, in a crisis, the wuhan city sealing measures were taken, the survival of the country's ethnic groups in the first place, the existence of wuhan as a transport hub city, Sealing city work will no doubt affect the public's work life, but for the sake of the overall situation of wuhan people to prevent the epidemic spread outward took out a strong man DuanWan determination and courage, struggle to overcome difficulties and wuhan people's solidarity Seine in cities, home quarantine, which can only be in the early stages of the outbreak, effective control of the speed of its spread, one party hard, In the fight against the epidemic in Wuhan, the sons and daughters of the Chinese people to support the disaster relief, in the face of the grim situation of the epidemic, the Chinese nation together in times of trouble, weal and woe, closely united together to help each other, and finally made remarkable results in the fight against the epidemic.

4.3 The practical significance of the spirit of anti-epidemic solidarity

Spirit of solidarity is the important spiritual value and disease resistance struggle is to provide the spirit of the

prevention and control of the situation for epidemic prevention, anti epidemic struggle for in the new era of Chinese youth can help each other mutual support, the construction of scientific and accurate prevention measures, and in this process is a spirit of solidarity, to fight against the disease to the national people's common goal so that they can unite as one, Comply with the requirements of the country, under the leadership of the party of adversity, control the spread of the epidemic, on the other hand, the resistance to disease in the struggle practice by the spirit of solidarity is the Chinese nation in the development of the great spirit, unity is strength of determination, the challenge to overcome the difficulties in the face of the Chinese nation crisis, a person's strength is small, In the face of the severe epidemic, only when these small forces are gathered together can the Chinese people have the determination and motivation to overcome the epidemic, build up the confidence in unity and unite as one, so as to exert greater cohesion and centripetal force in the fight against the epidemic and make contributions to the fight against the epidemic.

5.DEDICATION IN THE FIGHT AGAINST THE EPIDEMIC

5.1 Dedication of Chinese Youth

Content of Chinese national spirit is the most distinctive spiritual construction is pursues the spirit, no matter during the period, what kind of spirit of dedication of infected people has always been important features, in the history of the Chinese nation for thousands of years, the spirit of devotion is always the place of the Chinese people deeply rooted in the blood, the Chinese nation challenge among countless hardships on important connotation. The spirit of dedication contains the selfless love, which focuses on giving up the small family for everyone, regardless of gains and losses, and does not ask for any return. The selflessness is the most noble spirit of the Chinese nation, which is built without any selfishness, regardless of personal gains and losses in various circumstances. In the work of building the spirit of dedication in China for a long time, communist workers are the most selfless and dedicated collective. Marx once talked about the significance of dedication in communism, he said: "If we can choose to work for the human profession, then, any suffering and difficulties will not be weighed down by us, because behind us are the people, this is the sacrifice for all mankind." Marxism actually practices this point, and also introduced this lofty ideal construction to China.

5.2 The embodiment of Chinese youth's dedication in the fight against the epidemic

All people actually involved in the fight against disease in China team, united, for the prevention and control will be coronavirus actual contribution, and in this team, the China youth first, selfless dedication, show the name of the hero's sense of honor, selfless both sudden epidemic, psychological construction need to be fully involved in disease resistance struggle, in order to be able to research new crown at the root of the disease as soon as possible, Construction of effective solutions, our youth the main medical staff to reagent, with flesh and blood to fight will

be coronavirus, upriver of many medical staff from all over the country to aid to support the first line, the sacrifice of the ego life safety in order to ensure the life and health of the higher self, show a huge courage, of dedication, in the fight against the disease resistance Many medical workers are suffering from protective clothing, enduring goggles and muggy masks while treating patients for a long time. In an interview, a doctor said: "You can't cry with goggles on, otherwise the glasses will be wasted and medical resources will be wasted." They would rather endure the hot and pain, also not easy to take off the body is a symbol of the lifeline of protective clothing, epidemic prevention and control work steadily, stepped up new vaccine research and development, and in order to ensure the safety of the vaccine and effective, pour out a large number of young volunteers, the initiative to apply for the first batch of new vaccine inoculation, become a new outbreak of pathfinder, fighting It fully demonstrates the spirit of selfless dedication in the Chinese national spirit.

5.3 The practical significance of the spirit of anti-epidemic dedication

In the struggle for the resistance to disease, health professionals, police officers, community cadre personnel from all walks of life to be able to stand up, overcome epidemic situations, guard of the people's life and property security, in the new era of protests, a large number of youth mainstay play their light and heat, presented the one courageous fortitude, selfless dedication of the figure, While campaigning to become President in the critical period of survival, show belongs to the young people of vigorous youth, and this kind of spirit is worth the whole social learning, the development of each generation to be able to constantly move forward in to find our own dedication, to promote the development of a new era of youth to age trend combining with the development of their own struggle, fully, the basis of inheriting predecessors' the good spirit of Combined with practical activities to write a new dedication spirit, give dedication spirit a new characteristics of The Times.

6. CONCLUSION

Above all, will be coronavirus worldwide, not only for the Chinese people's life and health caused great threat, at the same time also caused a worldwide craze rages on, in this world has never faced severe challenges in front of all sorts of problems upon the people of the world, the coming of the outbreak, the people in the hospital with, shortage of medical resources, In such a difficult situation, the whole Party of China and the army led the people of the whole country to fight the COVID-19 with one heart and one mind, promote the overall deployment, strengthen the work of all personnel in the anti-epidemic work, and make the anti-epidemic air defense work smoothly carried out. The gradual stabilization of the epidemic situation in China is inseparable from the practice of the Chinese spirit under the leadership of the CPC.

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Study on the Gene of “Five Education” in Traditional Chinese Medicine Culture and Its Realization Path

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Abstract: Traditional Chinese medicine (TCM) culture gene has a very good guiding significance for the simultaneous development of paying equal attention to “Educating Five Domains Simultaneously”, the education of the whole staff and the development of personality. In view of the problems of researching culture, focusing value and promoting significance in the development of TCM, as well as the disconnection between cognition and behavior in “Five education”, the author explored the gene of “Five education” in Chinese medicine culture and its realization path from the following aspects: to do a good job in research, to refine the core value; doing the job of decoding, in order to mine gene of “Five education”; being diligent in practice and brave in innovation and so on.

Key words: Traditional Chinese medicine culture; Gene of “Five education”; Realization path.

1. THE NECESSITY OF STUDYING THE GENE OF FIVE EDUCATION IN TCM CULTURE

There are some unavoidable problems encountered in the development of TCM. For example, TCM memes have not been decoded well, and the effect of “living” and “using” them is not ideal in the process of excavation and discovery. The communication effect of traditional Chinese medicine culture is not ideal. In addition, in the process of moral, intellectual, physical, aesthetic, labor education, intellectual education occupies a dominant position, which results in missing the target of “five education” and the disconnection between cognition and behavior. Therefore, how to inherit, develop and make good use of the cultural value of traditional Chinese medicine and continuously improve the quality and quantity of training TCM talents is the inevitable requirement of self-inheritance and innovation of TCM culture.

Moreover, the cultural genes and core values of TCM, such as harmony between the heaven and human, people-oriented, dialectical treatment, and “prevention of diseases”, have a good guiding significance for the simultaneous development of “five education”, full staff education, and personality development. Hence, under the guidance of the government, the traditional Chinese medicine industry should innovate thinking and improve the quality of training TCM talents with excellent cultural genes, so as to further promote the creative transformation and innovative development of traditional Chinese medicine culture.

2. STUDY ON THE REALIZATION PATH OF THE GENE OF “FIVE EDUCATION” IN TCM CULTURE

2.1 Do well in research and summarize core values

TCM culture was conceived and developed in the fertile soil of Chinese culture, and is closely related to the extensive and profound Chinese culture. For TCM culture itself, its value and significance are reflected in many aspects. The moral values of TCM culture are demonstrated by the medical ethics of “great medical sincerity”, the clean government thought of “curing diseases”, and the life ideal of “nor for a good prime minister, then for a good doctor”. The four classics of Chinese medicine are the embodiment of its text and literary value. The holistic view of TCM culture and the value orientation of “harmony between the heaven and human” are the presentation of its aesthetic value. The dialectical and harmonious way of thinking and the concept of “harmony” embodied in the means of medication are the profound embodiment of its inner spirit. In a word, the essence of TCM culture is formed by the philosophical view of dialectical treatment of TCM culture, the foresight of “nip in the bud” and other values and meanings. Therefore, traditional Chinese medicine culture is the treasure of Chinese traditional culture, in fact, it is also a microcosm of Chinese culture.

These values and meanings contained in the essence of TCM culture constitute the internal basis for self-inheritance of traditional Chinese medicine culture and the internal motivation for innovation. People in Chinese medicine should give full play to the positive role and initiative, excavate its intrinsic essence condensed its value connotation in the cultural and historical relics, and carry forward, development and innovation of the culture of TCM culture vitality in practice, make it adapted to the development of Chinese new era, and the socialist core values.

2.2 Do a good job in decoding and mining the “five education” gene

Chinese medicine meme decoding is a big project, which requires not only the government's strategic top-level design, but also the Chinese medicine institutions to carry out in-depth and detailed research and sorting work.

At the National Education Conference, General Secretary Xi pointed out: “to train the all-round development of moral, intellectual, physical, aesthetic and labor of socialist builders and successors”, “On Deepening Education and Teaching Reform and Comprehensively Improving the Quality of Compulsory Education” further requires: “adhere to the moral, intellectual, physical, aesthetic and labor of the ‘five education’, comprehensive development of quality education”.

At present, the phenomenon of attaching more importance to intellectual education than other education still exists; For TCM, the phenomenon of emphasizing specialty over culture still exists. And we know TCM meme is an important guarantee for the ideological education of TCM specialty, the training of TCM talents and the healthy development of TCM cause. Therefore, great attention should be paid to excavating the gene of "five education" in TCM culture and exploring its realization path.

The cultural genes of traditional Chinese medicine contain abundant "five education" gene: "medical treatment should not be trusted without benevolence, honesty and credibility" are the requirements for the lofty moral character of talents of Chinese medicine; "If one is well versed in the law among heaven, earth and human beings are called TCM talents" reflects the high importance of intellectual education; Guiding technique, Wuqinxi, Ba Duan Jin and so on are all good prescriptions of traditional Chinese medicine physical health. The beauty of TCM is manifested by the harmonious beauty of "nature corresponding to man" and the balance beauty of yin-yang and five elements. The legend of Shen Nong tasting a hundred herbs is a true portrayal of the origin of traditional Chinese medicine in productive labor.

The decoding of Chinese medicine cultural gene will provide theoretical support for inheriting, carrying forward, developing and innovating the "five education" gene of Chinese medicine culture and condensing the spirit of the university of Chinese medicine. In the decoding process, not only must dig and discover its excellent gene, and, must have the courage to explore, in the actual work "use" rise, make these excellent gene "live" rise, for the cultivation of all-round development of high-quality practical talents to provide feasible measures. 2.3 Be diligent in practice and brave in innovation, and actively explore the realization path of "Five education" To clarify the context and rules of traditional Chinese medicine culture inheritance, promotion, development and innovation, and to provide a theoretical basis for carrying out traditional Chinese medicine culture inheritance and innovation in the contemporary era.

2.3.1 Find the right breakthrough point to improve the practical effect of "five education" simultaneously

The inheritance and innovation of the "five education" gene of traditional Chinese medicine should find the right breakthrough point in the process of integrating into the practice of the new era so as to improve the practical effect.

2.3.1.1 Establish concepts and improve education quality First of all, we should change the idea that educating people is the job of an ideological and political worker. Secondly, educators should be familiar with the value connotation of morality, intelligence, body, beauty and labor contained in traditional Chinese medicine culture and establish the concept of cultural education and "five education" on the premise of understanding the education law, following the law of talent growth, and understanding the physical and mental development law and ideological characteristics of the education object. At the same time, we should make use of the latest research results of modern pedagogy and psychology. Only in this way can

we inherit, develop and make good use of traditional Chinese medicine and further improve the quality of training TCM professionals.

2.3.1.2 Create atmosphere and strengthen imperceptible effect

Through material culture and spiritual culture construction, such as: The botanical garden with the cultural characteristics of traditional Chinese medicine, the education base, cultural icon, etc., and revealing the brand building of campus culture of TCM, etc., education places full of rich culture of Chinese medicine, education material everywhere, everyone is immersed in the atmosphere nourished by traditional Chinese medicine culture at all times and everywhere, so as to achieve the effect of implicit education imperceptible.

2.3.1.3 Make good use of classroom and play the role of collaborative education

Improve teachers' cultural literacy, cultural education consciousness, in order to strengthen curriculum and cultural fusion; Make good use of classroom teaching as the main channel, give full play to the teachers' initiative such as the teachers of basic course, specialized courses, education courses, physical education, and counselors, headteachers, tutors and experts, make them study in-depth, find a proper breakthrough point with the culture of Chinese medicine, give play to the role of curriculum coordination in education, in order to achieve an organic integration with the construction of socialist culture with Chinese characteristics and the construction of socialist core value system in the new era.

2.3.2 Build a platform to stimulate the vitality of "mass entrepreneurship and innovation" of TCM culture

2.3.2.1 Build a cultural platform and open the navigation function. On the basis of understanding the ideological trend of education objects, pay close attention to the common demand, combined with the new era of socialist culture with Chinese characteristics, set up cultural navigation activities to lead education objects healthy growth and all-round development, and by setting up Chinese medicine culture propaganda, training, cultural exchange, reports, lecture, cultural BBS and commemorative activities, etc., excavate the cultural connotation and condense the university spirit and core values, so that the education objects have a comprehensive understanding of TCM culture.

At the same time, through the construction of traditional Chinese medicine cultural discipline, school history hall, propaganda and education base, combining inheriting tradition with carrying forward the spirit of The Times, to further enrich the spiritual home, to achieve the goal of "five education" simultaneously.

2.3.2.2 Build a practice platform and expand service functions. According to the cultural characteristics of traditional Chinese medicine and the needs of education Objects, we will expand the functions of cultural services through voluntary services, social practices, second classes and internships. Through the way of emphasizing practice and experience, the education object is regarded as the active promoter of the gene of "five education" in Chinese medicine culture, and their initiative and

enthusiasm are fully mobilized and exerted. We will use scientific and modern means and methods to carry forward the cultural genes of TCM and practice the core socialist values in all aspects of the learning, life and management of the education recipients, so as to enhance the practical effect of "five education" simultaneously.

This activity, from the moral, intellectual, physical, aesthetic, labor and other aspects provide a platform to serve the society with culture to of education objects, so that they realize their self-value in serving the society; At the same time, the creative transformation and innovative development of TCM culture are further promoted through the combination of theory and practice.

2.3 Innovative development promote the process of "mass entrepreneurship and innovation" of TCM culture

We will strengthen the development of TCM platforms, such as multimedia and the Internet, as well as the innovation of TCM carriers, and strengthen TCM science popularization, cultural and news publicity through online and offline channels to enhance the Chinese people's cultural literacy in TCM. The promotion of TCM cultural industry, cultural tourism, the projects and bases on nourishing of life, and so on, will enable the whole people to share the fruits of TCM cultural "mass entrepreneurship and innovation".

Expand the path of Chinese medicine culture upholding integrity and innovation. While protecting the intellectual property rights of traditional Chinese medicine culture, accelerate the construction of traditional Chinese medicine culture digitization, industrialization and informatization, and build an internationally competitive digital industrial cluster of traditional Chinese medicine.

Widening the channel of the international spread of TCM culture, make it deeply integrate into the joint construction of One Belt And One Road, take an active part in the endeavor to build a community with a shared future for mankind, let TCM culture and cultural achievements benefit the people of the countries along the Belt and Road; Carrying forward the good genes of TCM culture through cultural exchanges, continue to promote the creative transformation and development of TCM culture.

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Study On The Dominant Factors Affecting Parents' Choice Of Garden

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Abstract: It is a common problem for parents to choose kindergartens for school-age children. Through the analysis of existing factors on influencing parents' choice of kindergartens by using literature method, it is found that teachers are the leading factors influencing parents' choice of kindergartens. And the corresponding suggestions are put forward to preschool teachers, kindergartens and society on aspects of parents' concern in teachers.

Key Words: Teachers; The Kindergarten; Dominant Factor; Parents

1. INTRODUCTION

"Educational choice exists in the whole process of education." [1] Parents' choice of kindergarten is a phenomenon in educational choice, which itself has educational value tendency and is influenced by parents' own background, children's characteristics and kindergarten conditions.

2. QUESTION RAISED

"In childhood, parents have the right and obligation to pay attention to their children's education and choose a good educational environment for them. Choosing quality education is the goal of parents." Parents usually choose kindergartens for their children with a certain tendency of educational value, that is, what is the most important for the children's growth. Parents have their own educational values and judgments on how to choose kindergartens for their children. [2] What is the tendency of parents to choose kindergartens and what is the dominant factor among many influencing factors?

3. ANALYSIS OF THE LEADING FACTORS INFLUENCING PARENTS' CHOICE OF KINDERGARTEN

A review of CNKI literature on kindergarten selection shows that there are 55 articles on the theme of kindergarten selection or kindergarten selection in the past 10 years:

Table 1 The three leading factors of landscape selection in different places

region	First	second	third
Baotou, Inner Mongolia	Teachers'	convenient	security
tianjin	Image of kindergarten\reputation	Teachers'	Kindergarten Management
Zhejiang jinhua	Environment and Equipment	Teachers'	Curriculum content and educational philosophy
Lanzhou , gansu province	Environment and Equipment	Teachers'	cost
Jiyuan City, Henan Province	charge	Environment and Equipment	Teachers'
Hubei wuhan wuchang	cost	Environment and Equipment	Teachers'

Around the above about the influence factors of choosing garden survey research literature found that about the influence factors of choosing garden around the city there are eight major categories: environmental equipment, teachers, convenience, individual demand and characteristic of the kindergarten, kindergarten fees, curriculum, kindergarten image and education concept [5],

2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
2	10	6	8	5	5	7	5	6	1

Qin Xufang and Zhang Xiaoxu's study on the influencing factors of children's parents' preference for choosing kindergartens in Baotou City shows that the first three factors parents consider in choosing kindergartens are teachers, convenience and safety management. Zhai Yan and Xiao Yanhong's Research on Kindergarten Education Selection Based on Parent Description ranked the top three among the kindergartens selected by parents in terms of their image, reputation, teachers' team and kindergarten management. Hai-zhen wu in the "80 after" the investigation of parents choose the garden view - in jinhua city, zhejiang province, for example, 10 of zhejiang jinhua kindergarten (private) five public and five research, the results showed that factors influencing the "80 after" parents choose the garden, the top three is the environment and equipment, teaching staff, curriculum content and the education idea. Xiao Can's investigation and analysis in Research on Influencing Factors of Kindergarten Choice by Parents of Young Children -- A Case Study of Wuchang District concluded that the overall status of influencing factors for parents' choice of kindergartens (ranked in order of importance) ranked the top three: cost, environment and equipment, and teachers. In Wang Shunmei's Survey and Research on the Leading Factors of Parents' Choice of Kindergarten in Lanzhou, the research shows that environmental equipment, teachers and costs rank top three. Li Fangfang and He Shuangwen found in the investigation of factors influencing parents' choice of kindergartens in Jiyuan City, Henan Province that "among the factors influencing parents' choice of kindergartens, fees, environment, equipment and teachers rank the top three, the fourth is the kindergartens themselves, and the fifth is the teaching content and methods. [6]

but in the main influence factors and differences, in table 1, After sorting out the investigation and research on the selection of gardens in six cities or districts, it is found that the factors influencing the selection of gardens rank the top three in order of importance, including teachers, that is, teachers are the most frequent among all the

influencing factors, followed by environment and equipment, and the last is cost.

4. CONCLUSION

Through literature analysis, teachers are the most concerned factor for parents to choose kindergartens. Parents generally believe that preschool teachers are very important for children's growth and development, and have an important influence on the formation of children's good character and the cultivation of healthy mind. What aspects of teachers do parents care about? In summary, they include:

Professional philosophy and ethics: teachers' attitude towards children is the most important. They should be loving, patient, careful and responsible. No sarcasm, sarcasm, discrimination against children, do not corporal punishment or disguised corporal punishment children. [7] It is specifically reflected in the attention to children's health, safety, diet, habit formation and mood.

Teacher turnover: In addition, parents are more concerned about the mobility of kindergarten teachers. When a parent mentioned the choice of kindergarten for their children, "Although a kindergarten is a provincial model park, the mobility of teachers is large, which is not good for the growth of children and reflects the management problems of the kindergarten". We know that the work of teachers is unstable. It will directly affect the safe attachment and trust between teachers and children, thus affecting the physical and mental development of children.

The teacher-child ratio: Parents are also concerned about the teacher-child ratio. Parents do not want too many children in the class. It is difficult for teachers to deal with too many children in the class, and it is easier for teachers to use simple and brutal methods, even corporal punishment.

Teacher Experience: Parents tend to prefer experienced teachers. However, if the teacher is young and inexperienced but optimistic and caring for children, parents are more likely to prefer them.

Relationship between teachers and children: harmonious relationship with children, and with maternal love to move the emotion to treat children, properly handle the relationship between children, children and teachers. If the children tell their parents that they like the kindergarten and their teachers, the parents usually approve the kindergarten and its teachers, and let the children continue to study in the kindergarten, which will form a good reputation for the development of the kindergarten. On the whole, a harmonious relationship between teachers and children will promote the formation of a good garden atmosphere.

5. ADVICE

As a leading factor affecting parents' choice of kindergartens, teachers are closely related to kindergarten management. It is suggested that kindergarten management should:

5.1 Take measures to retain teachers, especially excellent teachers, reduce the flow of teachers, reduce the negative impact of the flow on children, and reduce the loss of manpower in kindergartens.

5.2 Ensure the quality of education care and control the class size of kindergartens. Oversize class size will also affect the quality of education care of teachers. It is understood that in the implementation of two education and one insurance, the class size of some kindergartens is about 20-30 people, while some kindergartens even reach 50-60 people. In accordance with the Kindergarten Work Regulations, the scale of the kindergarten should be conducive to the physical and mental health of children. Among them, the 11th requirement of kindergarten class arrangement is easy to manage. The number of each class in the kindergarten is generally: small class 25 people, middle class 30 people, large class 35 people, mixed class 30 people. It is suggested that the kindergarten should allocate the class number according to the rules so as to better implement the work of childcare and education.

5.3 Establish a good evaluation system and learning model, constantly improve teachers' professional and moral quality, and standardize teachers' education methods. Guided by the four basic concepts in China's Professional Standards for Kindergarten Teachers (child-centered, teachers' ethics first, ability first, and lifelong learning), Make preschool teachers truly become the supporters, cooperators, instructors, model exemplars, life in the "mother" and learners, researchers, and effectively improve the quality of preschool teachers.

5.4 Help preschool teachers establish a correct view of children.

5.5 Strengthen the training of teachers. Promote the improvement of preschool teachers' professional quality through diversified training methods, such as mentor-apprentice pairing, kindergarten-based research and training, post training at all levels (such as series of lectures by experts, principals and key teachers) and educational education.

The improvement of the level of teachers not only depends on the management of kindergartens but also depends on the society in the process of training preschool teachers strictly in accordance with professional standards to effectively improve the professional level of preschool teachers. The improvement of teachers' level is inseparable from the conscious action of all preschool teachers. Teachers, as the dominant factor influencing parents' choice of kindergartens, hope to provide guidance for parents in the process of choosing kindergartens.

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Teaching Management Reform And Practice Of Art Design Specialty In Higher Vocational Colleges Under The New Situation

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Abstract: With the new era of education reform and development, domestic education industry to strengthen the education and management of students, increase the teaching concept and mode of innovation, help to improve students' professional level and the comprehensive quality, and promote the development of high quality of education industry, the education of art design specialty in higher vocational colleges management, teachers need to considering the current situation of social change, And the integration of education with professional knowledge is easy to drive the enthusiasm of students, so as to promote the innovative development of professional education. Based on this, this paper mainly aimed at higher vocational art design professional education related analysis.

Key Words: New Situation; Higher Vocational Education. Art Design Major; Teaching Management; Reform; Practice

1. INTRODUCTION

At present, under the influence of social and economic level as a whole, the quality of people's living standards and received a significant boost, urging people to fully improve material life and social ideology, leading to more people and the environment of life aesthetic requirements, which reflects the art design specialty in higher vocational colleges education development and role of the important reasons. For the promotion of higher vocational education, educational administration departments and leaders need to pay more attention to various factors such as teaching resources, teaching quality and teachers, so as to encourage teachers to carry out educational communication according to the characteristics of The Times, which is conducive to the realization of the educational development goal of professional talent training in higher vocational colleges.

2. TEACHING CHARACTERISTICS OF ART DESIGN MAJORS IN HIGHER VOCATIONAL COLLEGES

2.1 Teachers and students have prominent personality characteristics

For teachers and students majoring in art design has its unique features, and other professional teachers and students has obvious difference, mainly embodied in the professional teacher's personality is more bold and unrestrained, and believe in the ideals and freedom, pay attention to professional skills in the process of practical teaching of effective training and education, do not take the education guidance of theoretical knowledge, And art design class students have more differences in

characteristics, but also because of the artistic design specialized KaoXue aspects of academic requirement is lower, led to more high quality of university students to take an examination and choose art design specialty, so students grasp of the art skill level is uneven, and then to the system of art education in higher vocational colleges has increased the difficulty and challenge, It is not conducive to the high-quality development of art education in higher vocational colleges [1].

2.2 Teaching methods and assessment and evaluation system have unique characteristics

Art design specialty in higher vocational colleges of education, the emphasis is on personalized training men for profession, at the same time, in the aspect of teaching methods and evaluation is a huge difference with other professional, according to the relevant professional teachers, art class teaching form of arrangement is more professional, at the same time in the process of education development will adopt the sectional, small class teaching mode, Among them, the course system is highly progressive and systematic, which encourages students to gradually increase their understanding and understanding of the major contents [2].

2.3 There is a close connection between professional education courses, and the arrangement of experimental and practical training courses should be increased

Art design specialty in higher vocational colleges education development of the course, with strong progressive and systematic advantage, in the process of teachers in classroom lessons, need to involve review of last class, education on new knowledge, as well as the education of the stanza lesson preparation and basic lay, which increases the coherence between professional class and comprehensive, And then improve the professional level of students. At the same time, for the development of professional education, teachers can increase the offering of practical training courses and require comprehensive training of students' professional skills under the specific environment and requirements of students, which is conducive to improving students' professional quality and professional quality and enhancing their ability to receive and adapt to new things [3].

3.FORMULATE RELEVANT MEASURES FOR THE EDUCATION DEVELOPMENT AND REFORM OF ART DESIGN MAJORS IN HIGHER VOCATIONAL COLLEGES

3.1 Strengthen the innovative research on teaching management concepts and build a professional teaching management mechanism

About modern art design specialty in higher vocational colleges of education research, increase the innovation management of teaching management, teachers can change the traditional teaching goal, follow the development of new era to guide the modernization development of the education, the art design specialty in the process of teaching Settings, focus on related to cultivate students' innovative consciousness and artistic personality, Contribute to the achievement of art education career development goals. As for the relevant construction of teaching management mechanism, educational administration departments and teachers should increase the key management of majors, deepen their own respect psychology and increase the application of diversified teaching modes, so as to reflect the effectiveness and integration of education development [4].

3.2 Adhere to the core concept of people-oriented teaching and increase the innovation of teaching operation and management mode

For art design specialty in higher vocational colleges of education, schools and teachers need to adhere to the people-centered teaching core concepts, to deepen the service consciousness of teachers and schools teaching, implement appropriate monitoring the content of the professional education, reasonable effective scheduling, coordination, and promote the development of high quality of professional education career. One of the art design specialty teaching design, teachers can pass on the basis of the characteristics of the professional, adopt flexible teaching mode of operation and management, can according to the venue, practice, carry on the scientific course arrangement, the teaching design theme can increase students' learning enthusiasm, or the teacher can according to the students on the basis of difference, Selecting hierarchical teaching method to carry out structured education management can effectively promote students' individualized and differentiated development.

3.3 Increase the key optimization management of the teaching staff and build a professional teaching team

As for the education development of art and design majors in higher vocational colleges, schools need to pay attention to the construction of teachers. Because art and design majors are highly professional and targeted, teachers need to introduce comprehensive high-quality teachers, who can play an important role in guiding and guiding students' professional education. It plays an important role in promoting the development of higher vocational education system. In the process of the actual development of professional education, schools need to increase the development of teacher training, enterprise temporary training and other activities according to the professional technology, so that teachers can have a comprehensive understanding of the development status

of the profession in the society under the new situation, which plays an important role in the professional teaching and training of students.

3.4 Strengthen the key monitoring of teaching quality and build a scientific teaching evaluation and feedback system
For art design specialty in higher vocational colleges of education development, teachers can be used to increase the teaching quality monitoring, and the application of teaching evaluation feedback system, help to improve the teaching level and quality, and increase the development of professional education in higher vocational colleges, to promote the efficiency of the quality of education career and play a role. The application of teaching evaluation and feedback system facilitates the two-way communication between teachers and students, and can provide important information for the design of teachers' teaching plans.

4. CONCLUSION

In conclusion, driven by the innovative development of social economy and The Times, higher vocational colleges in China need to strengthen the research on the innovation and optimization of teaching concepts and models, pay attention to the training of students' professional skills and comprehensive quality, so as to realize the comprehensive development of students. For effective development of art design class professional education, educational administration departments and teachers to strengthen the research of teaching management concept, adhere to the people-centered concept, strengthen the construction of teaching staff, increase the quality of teaching monitoring and so on, helps to promote the business of professional education reform and modernization, promote the comprehensive development of the education.

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Practice And Exploration Of How To Tell China's Anti-Epidemic Stories In English Under The Ideological And Political Background Of The Course

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Abstract: With the further improvement of college talent training outline, college education for English classroom teaching has put forward new requirements, not only to pay attention to the improvement of students' professional skills, for the students' ideological quality also to carry on the deep improvement. Based on the significance of anti-epidemic stories in college English classroom teaching, this paper analyzes the practical path of telling anti-epidemic stories well in English, which provides a reference for the improvement of English classroom level under the background of ideological and political courses.

Key Words: Chinese Protest Stories; College English Class; Ideological And Political Background Of The Course

1. INTRODUCTION

In light of struggle with the outbreak, the resistance to disease from all walks of life work with passionate, general secretary of the life is supreme, the spirit of the common fate summary for the spirit of resistance to disease, the presence of disease resistant spirit embodies the crisis of the Chinese people's fighting spirit and unity of strength, in college English classroom, teachers through into the outbreak during a touching story, At the same time of promoting the dissemination of protest spirit, the mission and responsibility of college students should be fully trained.

2. THE SIGNIFICANCE OF THE STORY OF CHINA'S ANTI-EPIDEMIC IN COLLEGE ENGLISH TEACHING

In 2020, the sudden outbreak spread to the world, so a struggle against the virus and death battle on a global scale, people began a desperate battle with the disease, in the struggle, the Chinese people show the height of the national centripetal force and cohesion, to the health of the global governance contributed enormous strength [1]. The anti-epidemic spirit is a very good teaching model, which can promote students' physical and mental development in English teaching in colleges and universities. First of all, in the course of the construction of the ideological background, the teaching work of college students are more inclined to for the cultivation of the students thought, therefore, through the story of the epidemic, the students to establish correct outlook on life and values, and further strengthen their sense of social responsibility, enhancing students grow up essential thought foundation. Secondly, for English classroom teaching goal, to foster the students'

international vision, and language communication ability is the key, through the story of anti epidemic diseases, more conducive to further deepen the connection between the Chinese and international students, to help students play English discipline foundation at the same time, promote them more spontaneously in cross-cultural communication transmission of Chinese culture, Build a sense of national identity and cultural confidence. Finally, teaching relevant epidemic stories and anti-epidemic knowledge in English teaching classes in colleges and universities can further enhance students' understanding of anti-epidemic work. It can not only promote the spread of anti-epidemic knowledge, but also play a certain role in the implementation of anti-epidemic work.

3.THE WAY TO TEACH ANTI-EPIDEMIC STORIES IN ENGLISH UNDER THE IDEOLOGICAL AND POLITICAL BACKGROUND OF THE COURSE

3.1 Highlight the guidance of ideas

First of all, the key to telling good anti-epidemic stories in the classroom is to highlight the guidance of values. On the one hand, since a long time, English teaching is just focus on the students professional skills and English and American literature connoisseurship ability enhancement, and neglect the development of the localization of English teaching, using the ideological background of teaching view, teachers in colleges and universities should fully realize the ultimate goal of education is the meaning of education, and in the English class through the introduction of disease resistance story, To arouse the students to think about the relationship between home and country and humanistic feelings. On the other hand, teachers should pay attention to the teaching content to fully integrate the teaching theme and avoid the separation between the theme and the content, which is not conducive to the deepening of students' emotions. It is necessary to plan the whole teaching before class, do the preparatory work well, actively integrate the teaching methods of other excellent teachers, and improve the level of teaching design.

3.2 Integration of teaching content

English as a language discipline, its itself has certain ideological attribute, therefore, the construction of English subject teaching and thought to be in harmony are an organic whole, in practical teaching, teachers should pay attention to the teaching contents and class planning and setting an artful blend, so as to improve the thought lead value of college English classroom. On the one hand,

teachers can make use of the way of text integration to make students feel the charm of anti-epidemic heroes in class. For example, in the reading appreciation class, the English reading text adapted from the story of Academician Zhong Nanshan who still went to fight against the epidemic at the age of 70 can help students build a strong sense of social responsibility and deeply imprint the spirit of fighting against the epidemic in their hearts. English anti-epidemic news can also be added to the listening practice to help students understand the current situation of global health governance, and further contrast with the current anti-epidemic work in China, so as to strengthen their national confidence and national pride. On the other hand, teachers can use vocabulary teaching method to help students sort out more words related to the epidemic, and then draw out the anti-epidemic stories behind them, so that students can understand the anti-epidemic stories, and further strengthen the accumulation of vocabulary.

3.3 Application of anti-epidemic cases

In the process of anti-epidemic work, China has born many heroes who have made great contributions silently. They come from all corners of the country and all walks of life, but they have only one belief in their hearts -- fighting against the epidemic and working together as a nation. Their stories are of great value to the development of teaching work. On the one hand, teachers should pay attention to the analysis of these typical cases in class, and introduce these touching stories to students in an interactive way in English, so as to strengthen students' oral practice and expression ability. On the other hand, the teacher can also use the multimedia teaching way, play in the classroom and outbreak related English movie or data, through these more visualizations of audio, video, images, data, the students can further cause emotional resonance of the heart, in the exercise of the students listening ability at the same time, to help them fight disease spirit further understanding [2].

3.4 Diversification of classroom Settings

Rich classroom Settings can not only stimulate students' learning enthusiasm and enthusiasm, but also greatly improve classroom efficiency. Therefore, college English teachers should fully improve the level and diversity of classroom Settings to help students further establish correct values. On the one hand, teachers should make full use of multimedia teaching resources and publish discussions about the spirit of the epidemic on the classroom teaching software, so that students can speak bravely on the platform according to their own ideas, so as to improve students' enthusiasm for classroom

participation and help them understand the spirit of fighting the epidemic deeply. At the same time, teachers can also make full use of online classes to tell the story of China's anti-epidemic in English for students through the live broadcast platform. Such novel teaching method can further stimulate students' interest in learning. , on the other hand, teachers can also organize some speech activities in the classroom, the students are divided into several groups, let the group discussion and exchange of opinions between, according to the different theme Settings, let the students to teach them to front of the spirit of resistance to disease, to improve the status of the students at the same time, help students to further improve their oral English skills.

4. THE CONCLUSION

To sum up, under the ideological and political background of courses, colleges and universities pay great attention to the improvement of students' ideology. Fully integrating the current anti-epidemic spirit and adding anti-epidemic examples in English teaching in colleges and universities can further improve the value of ideological guidance in English classes in colleges and universities. Teachers should pay attention to the guidance of ideas, the integration of teaching content, the application of anti-epidemic examples, the diversification of classroom Settings and other aspects of the work, so as to help students to improve their personality and comprehensive development.

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The Application Of Role-Play Teaching In Primary School English Reading Teaching

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Abstract: The role-playing method was first proposed by Van Nistelrooy Schiff in "The Role-Playing on Social Value." Role-playing was originally used as a method of psychological rehabilitation and gradually became a classroom teaching mode with the development of society. In elementary school, children develop rapidly in intelligence, body, emotion, and social behavior. Exploring the application of role-playing in primary school English teaching will help us improve the teaching design and implementation process of primary school English role-playing.

Key words: Role-play teaching method; Primary school; English teaching design; Effective strategy

1. INTRODUCTION

As a new teaching method, role-playing has been widely used in English teaching in primary and secondary schools. Has a good effect, in using role-playing teaching method, not only promoted the class more interesting and let students have a deeper understanding and engagement, to cultivate the students' interest in learning, improve learning initiative at the same time, increase the students' cooperation and communication ability, cultivate students' communicative awareness, also greatly improving the quality of reading.

2. RESEARCH STATUS OF ROLE-PLAY AT HOME AND ABROAD

Role-playing classes have been studied abroad for a long time. England is the first country to incorporate cosplay into class. Such teaching methods emphasize role play. Certain languages and acts surround cosplay. The language under cosplay has a special and realistic meaning. Words are closely linked to the role and play the role of a painting dragon.

The appearance of the audiovisual method enriched the connotation of the role-playing teaching method, which was first used in France. The audiovisual method makes students' sensory participation more direct and teaching methods more diversified. It emphasizes the use of silent slides, audio movies, and other multimedia equipment.[1]The emergence of the audiovisual method promotes the further development of role-playing teaching.

In China, the research on the English role-playing teaching method began in the 1920s put forward the theory of English role-playing teaching in China. And believes that the ability of language to respond to role play and the response of language to role-play are the essences of language learning. And believes that English role play can be divided into real, realistic, and fake English. Next further developed role-playing teaching. Under the current situation of indoctrination teaching, inspired by the role-

playing teaching of foreign languages, Explored role-playing education through the research on the essence of the excellent culture of the Chinese nation.

3.THE FEASIBILITY ANALYSIS OF ROLE-PLAY IN ENGLISH READING IN PRIMARY SCHOOL

As the knowledge is updated, the educational content is also updated. Reading lessons requires innovation, and teachers must move forward with the times. Therefore, teachers need to continue learning and update their teaching methods. The scene teaching method opened the window for teachers' reading education. We helped teachers carry out concrete scene education during class and provided more productive ways to create scenes. These new ideas help teachers develop their professional qualities.

The best stimulus to learning is to be interested in learning materials. Students' interest in learning comes from two aspects: instinctive tendency, the other is external stimulation. Although it is excellent for students to like a certain subject spontaneously, many times, students have no strong interest in learning. At this time, external stimulation is particularly important. If external stimulation wants to arouse students' interest, this kind of external stimulation needs to be combined with students' physical and mental characteristics. The students can make full use of the role-playing teaching method to arouse their enthusiasm for learning.[2] In role-playing, students can give full play to their initiative and lead their learning, Which is good for motivating students to learn. Once students are interested in learning, they will keep a positive attitude towards learning and study in a happy mood.

4.APLICATION OF ROLE-PLAY IN PRIMARY SCHOOL ENGLISH READING TEACHING

A new edition of the elementary school English textbook published by Jiangsu Education Press was chosen for this study. This teaching material is published by Yilin Press and is an English teaching material starting from the third grade of compulsory education. Elementary school English teaching materials consider the characteristics of the physical and mental development of elementary school students. Some of the materials selected in the teaching materials are lively and interesting. Some are close to life. Meets the overall goals of the elementary school English course. Students can use English comprehensively. Intelligence and non-intelligence will be strengthened, and the comprehensive humanities will be improved. Students' listening, speaking, reading, writing, and translation skills have improved overall. The storytime and animation time in the teaching materials are all relatively complete, and it is a story of a state of affairs. Through cosplay, students will develop their listening,

speaking, reading, and writing skills and effectively acquire the knowledge learned in the classroom. In this research, cosplay materials are selected by the following methods.

The content should be interesting. The difficulty level is just right. Studying English is not a leap but a process of accumulating. American linguist states that new language learners need lively and entertaining language input in his linguistic input hypothesis. Consider the student's physical and mental characteristics and the student's learning situation. The difficulty of creating a role should be shallow to heavy. Teachers change from supporting students to releasing students by changing from the role of "director" to the role of "viewer" and "commentary" like students who do not participate in acting. Second, the choice of materials is closer to the student. Secondly, the selection of materials requires activation of thinking, which is close to the text. There are many interesting stories in the English textbooks of Translated Yilin Elementary School. The third part is closely related to life and has a positive influence. The role of English in elementary school should reflect life by playing the selection of teaching materials.

Make students clear knowledge skills, students listen, read and write to further improve, master new words and sentence patterns, consolidate students' basic knowledge from the foundation. The Process Process and methods used in this Process Process for students to understand the meaning of story-time and be able to imitate and perform, have the correct pronunciation, intonation, and expression, and be able to introduce where you use words accurately, emotional attitude and values are also important to better master the spoken language.

5. THE SIGNIFICANCE OF ROLE-PLAY IN PRIMARY SCHOOL ENGLISH TEACHING

The biggest difference between role-playing and traditional teaching is that it can truly realize the educational concept of students as the main body. In traditional teaching, teachers constantly instill knowledge and ideas into students, students just listen passively, and students' dominant position is erased. Role-playing requires students to participate in every aspect of classroom activities actively. In such a classroom, they can assign tasks autonomously and cooperate consciously according to the requirements and guidance of teachers, give full play to their intelligence relatively freely, and truly realize the transformation of classroom subject from teachers to students.

The new curriculum constantly emphasizes the need to "for the development of each student" and adhere to the "people-oriented" educational ideology. The focus of this ideology in English teaching is to ensure the student's dominant position in the classroom and fully develop the

student's personality. Students in the classroom are knowledge receivers and explorers, researchers, practitioners, and innovators. In the current stage of English teaching, although teachers no longer blindly instill knowledge and allow students to passively accept knowledge, once they enter the primary school English classroom, they will find that these phenomena still exist more or less. Undoubtedly, for English teaching, students' vocabulary and grammar knowledge are the top priority. Massive vocabulary and solid grammar can lay a solid foundation for students' next stage of English learning. However, if only listening and writing are emphasized instead of speaking and reading, students' English language ability will not be improved, and students will not obtain corresponding role development. To this end, the new curriculum standard English from the formulation of the curriculum objectives, the implementation of the teaching process to the final evaluation of the teaching quality, in all aspects of the English teaching process to ensure the main status of students as much as possible. The role-playing teaching method fully reflects this point. Due to its fun, interactive, and performance, the classroom is an ocean of knowledge and a playground for students. Students enjoy themselves on the stage of "role-playing." Here, every student can find a role that suits him. Role-playing can not only satisfy students' needs for belonging and love, but teachers can also see the progress and changes of each student, and at the same time, face up to their shortcomings in teaching. Therefore, this "stage" has also become a place where teachers and students learn from each other and students learn from each other.

6. CONCLUSION

The role-playing method has developed from the initial psychological treatment method to the present and has become a popular teaching method in the education industry. Nowadays, role-playing is very common in primary school English classes. It can improve the enthusiasm of primary school students in learning English, cultivate their interest in English, and gradually improve students' foreign language proficiency. Role-playing is a very effective teaching method in today's classroom, enhancing students' language expression ability.

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On the Mechanism of the Establishment of Physical Education Teaching System in Colleges and Universities from the Perspective of "Five Cultivations Simultaneously"

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Abstract: "Five education simultaneously", has become the basic trend of China's education reform and development in the new era. The "five education simultaneously" proposed in the new era has the unique needs of The Times; It lays a foundation for the establishment of the working system of physical education in colleges and universities.

Key words: Five Education simultaneously; Physical education teaching; Work system creation

1. INTRODUCTION

Education is an important task of the state and the Party, and we must adhere to the guidance of Marxism. At the National Education Conference, it clarified the fundamental goal of education, which is to train socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor, which provides a fundamental guideline for the implementation of the fundamental task of cultivating people by virtue. "A socialist builder and successor should be well-developed morally, intellectually, physically, aesthetically, and with hard work. They should have a noble moral character, innovative thinking, healthy body, good aesthetic appreciation, and good habits of work." The convening of the National Education Conference marks that China's talent training education system has entered the stage of comprehensive development of "five education simultaneously" of morality, intelligence, body, beauty and labor. As the "lifeline" of all other work in colleges and universities, physical education teaching should actively adapt to the new situation and new requirements of the construction of the education system of "five education simultaneously", actively explore the system and mechanism of the innovation and development of physical education teaching, and strive to construct an integrated physical education teaching system.

2. PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF "FIVE EDUCATION SIMULTANEOUSLY"

2.1 The education system emphasizes moral education as the primary and fundamental, and requires physical education to be placed in a prominent position. "Moral education" plays a primary role in the education system, and is the core and foundation of talent training in colleges and universities, which aims to carry out the fundamental task of moral education in colleges and universities. From the core point of improving the ability of talent cultivation,

the position, function and value of physical education work are very outstanding, and it has a great "lifeline" function in the development of higher education in our country.

2.2 "Education and" education system emphasizes the intellectual education as the key and key, for sports teaching work through combining with intellectual education in "education and" occupies a considerable proportion of the education system, some universities there are "intellectual education, moral education, sports, education teaching work and teaching work still exists the phenomenon of" two pieces of skin ". The educational value of physical education and the elements of physical education contained in the professional courses of each discipline are not utilized enough, the teaching of specialized courses is not deeply penetrated and integrated with dialectical materialism and historical materialism, and the educational function of physical education is not fully exerted. Teaching material compilation, classroom teaching practice, practical training and other links of teaching objectives and physical education objectives organic combination is not close enough. In the new era, intellectual education in the education system of "five education simultaneously" is the education of scientific and cultural knowledge and skills that integrates the elements of physical education teaching. To strengthen and improve the physical education teaching in colleges and universities, it is required to promote the deep integration and innovation of physical education teaching and education teaching.

2.3 The education system of "Five Simultaneously Promoting Education" emphasizes that physical education, beauty and labor should go hand in hand, and requires physical education teaching to take the initiative to integrate and innovate physical education, aesthetic education and labor education. In the education system of "Five Simultaneously Promoting Education", especially in the talent training system of colleges and universities, all of them are the shortcomings and weaknesses of education. On the one hand, through the organic integration of physical education work, effectively enhance the effectiveness of physical education; On the other hand, we should make full use of physical education means and resources to further promote the connotation development and quality improvement of physical education teaching.

2.4 In the field of higher education to promote "education and" under the background of environment, sports

teaching as an important part of university personnel training education system, not only to organic blend in its education system, should also be khalid ents as the key link, through the education teaching process, realize overall comprehensive education all the way, Efforts to create a new situation our country higher education enterprise development, fully highlighted the new era of sports teaching reform the innovation, the connotation of development and quality improvement, must build the integration of the sports teaching system, the formation of educational main body many linkage, educate move multi-pronged, brand innovation pattern of "big education" work. Second, the mechanism exploration of the establishment of college physical education teaching system from the perspective of "five education simultaneously"

2.4.1 Colleges and universities should focus on the construction of the education system of "five education simultaneously", especially the physical education teaching work system, and strive to form the institutional leading mechanism of physical education teaching work, so as to provide action guidance for the establishment of the physical education teaching work system. We will form a policy and institutional system that connects all levels.

2.4.2 Strengthen the system coverage to form a lateral to the side work support system. Physical education in colleges and universities involves many aspects, and its operation mechanism is not smooth, which will inevitably reduce the practical effect of physical education. Colleges and universities should combine all aspects and links of physical education teaching work, formulate a series of physical education teaching system, realize the full coverage of the work content, and make the system between the horizontal connection, mutual coupling, complement each other.

2.4.3 Strengthen the implementation of the practice and form a sense of education action. Promote the implementation of policies and systems of physical education work, so that each education subject has the mission consciousness of moral education, and form the action consciousness of carrying out physical education work.

2.4.4 Strengthen overall planning and promote the construction of physical education teaching resources integration mechanism. The innovation and development of physical education work cannot be separated from the excavation and utilization of various physical education education resources and elements in the education system of "five education simultaneously". Only the high quality professional physical education work team can realize the high level of physical education work. It includes sports teaching and education management cadres, professional teachers who are responsible for the ideological and political construction of the curriculum, as well as academic groups, trade associations and social institutions related to sports teaching. The process of the integration and coordination of the main resources of the education inside and outside the university is the process of the effective convergence of the endogenous motivation and external thrust in the physical education teaching work in

colleges and universities.

Third, strengthen the work supervision, the construction physical education teaching work evaluation examination mechanism

The systematic construction and deepening development of college physical education teaching system under the education system of "five education simultaneously" of morality, intelligence, physique, beauty and labor are inseparable not only from the all-round design of the system system, but also from the evaluation and supervision of specific work, so colleges and universities should establish a relatively perfect evaluation and examination mechanism of ideological and political work. 2.5 Insist on placing physical education teaching in an important position, and further make it clear that the secretary of the Party Committee of the university is the first responsible person for physical education teaching and bears leadership responsibility; The principal and other team members are directly responsible for the performance of "Party and government responsibilities, one post and two responsibilities". Through the supervision of the responsibility and direct responsibility of the school's leading group, we should strengthen the organization, leadership and work guidance of the construction of the physical education teaching work system.

2.6 Strengthen the supervision of the program and plan, and formulate the schedule and roadmap. To carry out the supervision of physical education teaching work, the first thing is to supervise its program and plan. Only by relatively perfect and comprehensive and systematic work planning, through the supervision of physical education teaching work program and plan, the school and each functional department, each talent training unit can steadily promote the physical education work.

2.7 Strengthen the supervision of work implementation and improve the accountability mechanism. Colleges and universities should adhere to the concept of "promoting construction and reform by evaluation", and take the evaluation results as important indicators for the assessment of leading groups, the reporting of leading cadres, the annual performance assessment of faculty and staff, the promotion of professional titles, the evaluation of excellence, the evaluation of excellence and the award and financial assistance. Through the physical education teaching work evaluation and on this basis, the evaluation and reward, supervision and accountability, and constantly enhance the understanding of the importance of college physical education teaching, with the assessment as a means, to build a comprehensive physical education teaching system of all staff, the whole process and all aspects of education.

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A Brief Analysis of Narrative Techniques in Jia Zhangke's Films

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Abstract: As a leading figure in the sixth generation of economic development. Under the new situation brought Chinese directors, Jia Zhangke has formed his own unique by the "abnormal changes" of his hometown Fenyang, Jia artistic value pursuit and film narrative style under the special Zhangke unreservedly shows his infinite love and background and environment of economic and social affection for this hometown, which is also clearly and development. Through the film narrative style and language fully reflected in his later works. Civilian to change this style embodied in many films, such as *Xiao Wu*, *Platform*, kind of unique Angle became an important characteristic Ren Xiaoyao, *Good Man in the Three Gorges*, *A Touch of Sin* of his film and television works, film and television works and so on, this paper explores the unique narrative technique for the healthy growth of each individual attention, as well of their film and television works, as well as the internal as little sensitized, joys and sorrows are benefited from the relationship between them and the modern documentary film unique Angle of shooting method, to the Chinese movie script and which contains the concept of culture has brought the profound influence.

Key Words: Jia Zhangke; Documentary Film; Narrative Style; Civilian Perspective

1. INTRODUCTION

Jia he is indispensable to Chinese sixth generation of Chinese the traces of Italian neo-realism are obvious, which film director of a film director, is also a director of the China promotes the overall narrative style and expression style has one of the director of international influence, his film style of his early film and television works to gradually change. function between traditional business and contemporary art, For example, the extensive use of follow-up photography has a unique artistic creation and scientific interpretation of lens and the unabashedly emotional display of modern the film narrative art style and technique of expression, From rural background figures are the result of their own style the beginning to the end, he insisted on his own unique style and the creation of the neo-realistic artistic style.

of modern film creation. Each of Jia Zhangke's films has 3. ANTI-DRAMATIC NARRATIVE STRUCTURE

unique and referential value in today's international film From the perspective of film narratology, the narrative industry in China, among which the correct selection of film works of Jia Zhangke's series of films are characterized by shooting objects and the true recognition and loving care of a variety of narrative language styles with Chinese the selected shooting objects are difficult for most film characteristics. The various plot structures, narrative lines, directors to achieve. The reason why his films are so space-time background construction and the selected controversial lies in the fact that the historical value of the narrative language are set in the series. All of them are film itself has just been confirmed from the side. Based on the very different from the traditional narrative language theory of film narratology, this paper investigates the styles and forms of previous Chinese series films. narrative techniques and techniques of Jia Zhangke's series of In the film *Platform*, the director hopes to show the development and change of daily life in small cities in inland China over the past decade through the transformation of the lives of Cui Mingliang and Zhang Jun. Jia Zhangke chose the story plot with the significance of *The Times* to describe, and he reduced the narrative time to the story time to achieve the goal of deep metaphor. In the film and television series *The World*, the main character, Zhao Xiaotao, searches for Band-Aids with others in a short storyline, which only takes six minutes to show. This expression may be a metaphor for Jia Zhangke, who used it in the film to show that after the hero left his hometown to become a migrant worker, they were constantly traumatized and frustrated as the little people in this bustling city. In other works, the presentation of time is also more complicated. For example, one film uses interviews with multiple people who experience the events in the past 50 years. The speech combined with the voice of director Jia Zhangke when he was interviewed created a kind of time crossover and confusion for the audience, making it difficult to distinguish the reality from

films in detail.

2. JIA ZHANGKE'S FILM CREATION BACKGROUND

Taking *Xiao Wu* as an example, this film fully shows the real daily life of a farmer by means of documentary film. At the same time, it also shows the emotional collision and cultural alternation between this small person on the edge of social economy and the big background of this rapidly changing era. As for Jia Zhangke's series of films, they show a unique narrative style of individualism because of the compassion and patriotism, the documentary shooting method and the perspective of the common people. In the process of in-depth analysis of the story style of Jia Zhangke's films, it is not difficult to find that it has an inseparable close connection with the film era and the early experience background of Jia Zhangke's films.

On the one hand, it is the huge impact and influence brought by China's reform and opening up. Undeniably, the rapid growth of Jia Zhangke, or most of the sixth generation of film directors, also began with the experience of China's reform and opening up and rapid

the past.

In addition, Jia Zhangke is also keenly aware of the importance of space in the performance of film stories, so the delicate construction of space has become a unique stylistic feature of his films. His representative works, "Hometown Trilogy", are all set in small counties. The films "Xiao Wu" and "Platform" show the living environment and landscape of the small county of Fenyang, Shanxi Province. The film "Ren Xiaoyao" is set in Datong, Shanxi Province, to begin the development of the story. In addition, he chose small county towns that were almost transitive from agricultural civilization to cities. These small county towns were combined with agricultural society, thus forming agricultural society. Closeback and open are two different states of life, and the blend between them also implies the contradiction and integration between traditional Chinese society and modern society. Jia's preference for the spatial narrative of small counties not only shows the features of small towns in China during the transition period, but also shows the documentary and humanistic care contained in the film.

4. UNCONTEXTUALIZED STRUCTURAL ARRANGEMENT

It is hard to find strong dramatic conflict in Jia's films, all because he holds life to its richness, disorder and contingency. His life experience in the county has exerted an indelible influence on the overall style and perspective of the films he created and directed. In Jia's eyes, social life is random and unregulated, with few romances, but there is a certain internal logic to the quiet, unstructured life. This idea leads him to form a linear structure similar to prose, and shows the random and disordered linearity of life, which is also one of the important characteristics of Jia Zhangke's film narrative style.

In addition, Jia Zhangke integrates a variety of narrative clues and makes a bold narrative structure. In his films, there is no trace of dramatic plots and intense dramatic conflicts. He brings the most complicated and even irregular aspects of human life to the big screen and shows them to the audience. In Jia's opinion, it is not so important

whether a good story is presented or not. What is important is that a film can create a certain atmosphere, and the atmosphere created can trigger a certain feeling and experience for the audience. The movie Xiao Wu, for example, has no twists and turns in the plot, no complete plot links, and no dramatic contradictions to derive its development. It just unfolds naturally in the chronological order of everyday life.

5. CONCLUSION

Jia zhangke's film and television works, presents a kind of strongly criticize the ideology of Chinese realist colour, jia zhangke shelter in real life, in a very common point of view, from the perspective of reflect personal daily life, expressing his sensitive visual tactility of real life, for a little over concern and compassion. He used the most direct, the most close to life, the true way showed little Maya angelou, love, hate sadness, with a full of the rational exploration and even is a variety of images with a nature of overturning fantasy art style, accurately captures the most sensitive part of humanity, but also completely finished his establishment of the whole movie image style. Although the character character and story structure of each film and television works directed by Jia Zhangke are different, we can still see that his film and television works show an anti-dramatic character image feature. And these narrative methods and structures make these films and television works have a stronger objective documentary reality.

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This Paper Discusses The Problems And Measures Of Rural Labor And Social Security

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Abstract: With the continuous deepening of the process of social and economic system construction, China's rural management structure adjustment and development has reached a good working state, rural labor and social security has played an important role in promoting. However, due to the large population base and large population, there are still many problems in rural labor and social security work. This paper discusses the problems and measures of rural labor and social security work.

Key Words: Rural Labor; Social Security, There Are Problems; The Measures

1. THE MAIN PROBLEMS EXISTING IN RURAL LABOR AND SOCIAL SECURITY WORK

As an important source for farmers to survive and create economic income, rural land is the basic condition to maintain the normal life of farmers. At present, with the continuous advancement of the new rural construction process, there have been a lot of unreasonable land expropriation phenomenon in rural areas, leading to the loss of most rural farmers' land, which seriously affects the normal life of farmers in the future to a certain extent. At the same time, the lack of land acquisition and rural infrastructure construction, social welfare protection and other imperfect, making the life of most farmers in rural areas can not be guaranteed, the phenomenon of left-behind children and the elderly is increasingly aggravating. In addition, in the process of new rural construction and urbanization construction, there are still great challenges to the implementation of "agriculture, rural areas and farmers" issues, the construction of social security system is relatively simple, and farmers are in the boundary of social marginalization that has been ignored [1]. In order to maintain normal living expenses and survival security, a lot of farmers have to go out to work, the situation of farmers is very unbearable, not only the land was requisitions, did not have a life security, but also can not get the social welfare treatment of the same as the city dweller, once unemployed, completely lost survival security. These problems in rural labor and social security have seriously affected the healthy and stable development of the society, and have many adverse effects on the comprehensive construction of new countryside and the promotion of urban-rural integration.

3. IMPORTANT MEASURES TO STRENGTHEN RURAL LABOR AND SOCIAL SECURITY WORK

3.1 Adhere to the people-oriented working principle and deepen land reform

Current social background, in order to effectively adapt to the development of our social economy construction strategic target, effectively achieve the grand goal of social modernization in the land reform and rural

construction work progress, work need to adhere to the people-centered concept, deepening the land reform process, to fully solve the problem of rural land requisition in China to lay the good foundation conditions. First of all, it is necessary to strengthen the effective definition of rural land ownership, use right and contract right, and do a good job in matters related to the division of work functions and responsibilities, so as to avoid and reduce the phenomenon of inconsistent rights and responsibilities as far as possible [2]. Secondly, it is necessary to strengthen the division and definition of the rights, obligations and responsibilities of both sides of the land contract, and constantly improve the rural land contract transfer system to protect the economic interests of the land contractor to the greatest extent. Finally, it is necessary to strengthen the basic and comprehensive maintenance of farmers in the land transfer, and actively strengthen the publicity and reading of land contract, land contract management and land transfer in rural areas, so as to provide a solid and reliable guarantee for the legitimate rights and interests of farmers to the greatest extent.

3.2 Establish and improve the rural land compensation mechanism

In order to effectively solve the problem of rural land compensation, we need to start from the following two aspects. First of all, for the farmers whose land is expropriated, adequate and reasonable compensation funds for land expropriation should be provided, and appropriate job placement should be carried out for the land expropriated, so as to effectively ensure that farmers can have a fixed source of economic income and maximize the protection of farmers' long-term economic income and their own development needs [3]. Secondly, the welfare treatment of farmers in rural labor and social security should be improved, and the social welfare treatment of land-lost farmers should be guaranteed to the maximum with urban residents, so that they can enjoy the basic conditions and basic abilities of urban life at the same level as urban residents, and the traditional concepts and consciousness of farmers should be comprehensively strengthened. From the ideological source to effectively solve the rural land-lost farmers urban life and development security, for the comprehensive implementation of the integration of urban and rural development to create a good basic conditions.

3.3 Continuously improve and strengthen the relevant systems of social security work

With the continuous development and progress of China's social and economic level, the process of urbanization has stepped into a relatively mature stage. Due to the excessive and rapid development, the proportion of agriculture, industry and service industry is seriously not

coordinated, which has many adverse effects on the healthy and sustainable development of agriculture. The main performance is: the agricultural arable land area is less and less, the farmer owns the land quantity to reduce gradually. This is mainly due to the excessive occupation of agricultural arable land in the process of urbanization construction, which affects the development of agriculture by many factors and even forms a kind of intensified social contradictions, which seriously restricts the level of social economic development and the pace of construction to a certain extent. In order to effectively alleviate the current situation of the agricultural land area have, need to constantly improve and optimize the system of rural labor and social security system, give full play to the farmers and landless farmers group in the construction of new rural cooperative medical care system and the main body status, effective to the farmers' pension problem, life safeguard, relief and other aspects of the social security system, To comprehensively improve the living problems of rural population, effectively protect the basic living conditions of farmers to create a good space.

3.4 Strengthen farmers' consciousness of safeguarding their rights, and let farmers learn to use magic weapons to safeguard their legitimate rights and interests

Farmers' consciousness of safeguarding their rights plays a positive role in promoting the quality and efficiency of rural labor and social security work. In order to enhance farmers' consciousness of safeguarding their rights in a real sense, it is necessary to strengthen government functions, increase the popularization and education of land acquisition, land transfer and other related knowledge, and let farmers understand more comprehensive knowledge of land use and occupation. At the same time, farmers themselves also need to constantly improve their own knowledge reserves, adopt modern, diversified and networked means to enrich the scope of land acquisition, rights and obligations enjoyed and other aspects of knowledge content, and constantly improve farmers to use their own knowledge reserves and legal weapons to safeguard their legitimate rights and interests. In this process, leading cadres in rural areas can effectively expand farmers' understanding of land acquisition knowledge and content by providing special advisory

desks, banners and legal advice. Volunteers can distribute some publicity resources to farmers, provide free consultation and other services, and give detailed answers to questions such as how to maintain rights, rights and how to protect rights [4]. In the process of improving their self-knowledge reserve, farmers can supplement their knowledge with the help of rich network resources to effectively strengthen the normalization of the work of "legal aid for the benefit of the people", which lays a reliable basis for comprehensively enhancing farmers' consciousness and ability of safeguarding their rights according to law and improving farmers' awareness of legal aid in society.

4. CONCLUSION

To sum up, labor and social security work in rural areas, as an important work focus of governments at all levels, still have many problems to be solved in the process of implementation. Related staff to update their work ethic, follow the direction of social development and construction target, the actual situation of rural farmers as the main basis to carry out the work of land expropriation, adhere to the principle of with text, effectively promote the deepening development of land reform, to speed up the construction of new rural comprehensive provide a reliable guarantee.

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Study On The Model Of Wisdom Classroom Teaching In Law Clinic-- On The Prospect Of Wisdom Education

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Abstract: the development of the information construction for the teaching in college and universities has created a modern hardware environment, the teaching mode of legal clinic also has broken the traditional time and space limit, through online autonomous learning, use Internet tools for retrieval, improving their found the problem, the ability to analyze and solve problems. The design and implementation of the law clinic wisdom classroom teaching mode should be student-centered, highlighting the main position of students.

Key Words: Legal Clinic; Wisdom Classroom; Education Wisdom

1.INTRODUCTION

With the continuous development of the Internet, artificial intelligence, information construction of colleges and universities create modern hardware environment for the development of teaching, the teaching mode of legal clinic also has broken the traditional time and space limit, through online autonomous learning, use Internet tools for retrieval, improving their found the problem, the ability to analyze and solve problems, It will lay a solid foundation for future judicial practice.

2. THE INTRODUCTION OF WISDOM CLASSROOM

Under the guidance of advanced information design, intelligent classroom has become a vane of global education reform. "Smart classroom refers to the use of intelligent information technologies such as artificial intelligence, big data, cloud computing and the Internet of Things to create intelligent and efficient classrooms guided by advanced learning theories and for the purpose of promoting the development of students' core literacy. Through the creation of network, data, interactive, intelligent learning environment, support online and offline integration, in-class and after-class integration, virtual reality integration of the full scene teaching application; Promote the innovation of the teaching model of subject wisdom, truly realize personalized learning and teaching according to their aptitude, and promote the development of learners from knowledge to wisdom." Wu Xiaoru, Liu Bangqi, Yuan Tingting. A New Generation of Smart Classroom: Concept, Platform and Architecture [J]. China Electronic Education, 2019(3).

Smart Classroom is promoting the high-quality development of higher education with a new concept of smart education. With its advantages of intelligent teaching resources, flexible communication and interaction, and timely teaching evaluation and feedback, it has effectively promoted the systematization of students'

absorption of knowledge and transformed students from passive role of receiving knowledge into active subjects of active research.

In legal education, legal clinic teaching and theory teaching, and cultivate students' legal practical application oriented, because of the online teaching staff configuration have further consolidation, compression spending, rich source and so on many advantage case, helps to break through the limitations of existing legal clinic, also helps to promote the reform of teaching smoothly.

3. TEACHING DESIGN OF WISDOM CLASSROOM IN LAW CLINIC

The law clinic in the wisdom classroom design should first highlight the central position of students.

3.1 Pre-class preparation stage

Before class, teachers distribute teaching resources and set up and release learning tasks according to the teaching plan and teaching objectives. Students independently learn the teaching syllabus, teaching plans, teaching courseware, teaching cases and other resources published by teachers on the teaching platform, and complete the tasks published by teachers by searching relevant theoretical knowledge, works or papers, laws, judicial interpretations, judgments, guiding cases, etc. Teachers can adjust the teaching plan according to big data statistics, constantly optimize the teaching model and improve the teaching efficiency. Legal clinic wisdom classroom can use the platform mainly Superstar learning platform, rain classroom platform, Tencent QQ classroom platform and so on.

3.2 Teaching stage in class

As an important part of the wisdom class, the in-class teaching stage is the interactive class for students. The teacher focuses on answering the questions students encounter in the preview, and carries out simulation training through scenario design, discussion and other modes according to the cases assigned by the teacher.

Most of the summaries and doubts in the pre-class learning of the in-class teaching of the wisdom classroom can be solved in the effective interaction in the class. Therefore, in-class teaching can often be seen as an extension of pre-class learning. Students are the main body of learning, and teachers are the guides and helpers of students.

The important characteristic of the legal clinic classroom is that it can create a certain situation, give students a certain professional role, and let all students participate in it. The process of interaction has changed the situation that

only a few students participate in the discussion and other students look on, which greatly enhances the participation consciousness of all students.

The teacher will summarize the students' simulated training, further consolidate the key points of knowledge, sort out the knowledge structure, and explain and summarize the difficult points, doubts and controversial points in the teaching content. Students can also evaluate each other, and the process of evaluation is also a process of self-improvement.

3.3 After class interaction stage

After class, teachers receive students' feedback in time through tests, homework and training reports, and conduct teaching design, key explanation, and tutorial and answer questions based on students' needs, changing the situation that there is no interaction between teachers and students in the traditional classroom after class. The teacher marks the performance of the students' tasks according to the assessment criteria, so as to improve the quality of the students' tasks. Students can also make full use of after-class time to finish learning independently, consolidating and strengthening the knowledge they have learned. Teachers can also comment and answer the specific questions in the tasks submitted by students on the platform, and students can also express their feelings about learning on the platform.

4. INFORMATION EVALUATION OF WISDOM CLASS IN LAW CLINIC

The evaluation is helpful to clarify the problems existing in the application of intelligent classroom in education, and then better explore the relationship between "information-teacher-student" and other system elements as well as the law of system evolution, so as to finally build a new education system that includes intelligent learning and interactive learning.

From the evaluation index point of view, as a teacher, understand the relevant technology of the wisdom classroom and the teaching application of the wisdom classroom function platform and software, understand the wisdom classroom in the application of legal clinic education advantages and disadvantages; Teachers can carry out the design, implementation and evaluation of the teaching activities of the intelligent classroom, and can cooperate the man-machine teaching. Teachers can make use of artificial intelligence technology to expand and extend professional subject issues, promote professional development, become professional teachers, and realize the ethics and data security issues brought by artificial intelligence technology.

As a student, I am able to define problems, abstract modeling, organize data, integrate resources and use algorithms to build problem solutions, and transfer the processes and methods used to solve problems with computers. Able to understand the computer operation rules, can carry on the logical abstraction to the actual problem; Can understand the basic principle and application of artificial intelligence technology, and can use artificial intelligence technology reasonably.

From the perspective of internal information environment indicators, intelligent classroom can find rules from

learning data, provide an effective learning path for students to model, and analyze students' learning situation; Able to diagnose and analyze learning disabilities; Able to recognize and process verbal information of teachers and students, and to recognize information such as images and videos; Can provide teachers with learning situation analysis, learning evaluation report, etc.; It can provide teachers with resource and course management, online teaching and research, decision-making assistance services; It can provide learners with resources push, intelligent search, learning process data recording and other services, providing learners with online learning space.

From the perspective of teaching information index, intelligent classroom can present well-structured knowledge with clearly defined standards, norms and answers, so as to ensure that students can acquire well-structured subject knowledge. It can provide cases in the real world where goals are not clearly defined, controllable parameters, variables are few, and there is no accepted answer, so that students can gain the experience of knowledge transfer and creative problem solving.

5. OUTLOOK ON WISDOM EDUCATION WITH WISDOM CLASSROOM AS THE CORE

Wisdom education emphasizes the differences among learners and pays attention to the overall development and improvement of learners. Individual differences determine the difference of individual needs, and "teaching students in accordance with their aptitude" is the goal of intelligent education. [[[Pires J, Cota M P, Rocha, et al. Towards a New Approach of Learning: Learn by Thinking Extending the Paradigm Through Cognitive Learning and Artificial Intelligence Methods to Improve Special Education Needs[G]. Rocha Reis L. Studies in Computational Intelligence. Cham: Springer International Publishing, 2018.]]]

Wisdom classroom is the classroom that promotes the students to change their knowledge into wisdom and wisdom development. Therefore, three-dimensional, intelligent learning environment is the wisdom of the classroom should mean. The biggest advantage and characteristic of intelligent learning space is that learners can be comfortably immersed in the intelligent environment supported by technology, allowing learners to study independently at any time, anywhere and selectively according to their own development needs. [[Zhu Zhiting. New Development of Intelligent Education: From Flipped Classroom to Intelligent Classroom and Intelligent Learning Space [J]. Open Education Research, 2016(1).]

In class related platform under the support of wisdom, carrier information technology combined with the teaching situation of intelligent interactive service platform, for students' autonomous learning, personalized learning, cooperative learning and interactive provided meet the demand of diversified teaching activities such as precision push digital learning resources, so that teachers and students, between students, man-machine communication between more freedom and diversity.

In terms of technology application, under the guidance of

the concept of intelligent education, teaching should adhere to the strategy of "platform support, technology lead, environment support", and make full use of all kinds of information technology to create an intelligent and efficient classroom. Smart classroom uses intelligent retrieval, evaluation, push, interaction and other technologies to gradually build a network, data, intelligent and interactive learning environment, so as to stimulate students' interest in learning, promote the improvement of their learning ability, and tap their creative potential.

In terms of environmental support, on the basis of building smart classrooms, schools should further expand the multi-field and multi-form applications of smart classroom teaching, support online and offline, virtual and real, in-class and after-class full scenes of teaching and learning applications, and strive to achieve precision teaching, personalized learning and intelligent evaluation. The application of wisdom education in all fields, all scenes and the whole process in practice should be realized.

In terms of organization and management, the wisdom of the depth of the learning environment shows the management and teaching integration, intelligent decision-making and control activities in the process of classroom teaching, is based on a large amount of data information and scientific learning resources and learning process, information collection and control management of digital resources, such as sharing information can make learners more quickly, more efficiently and collaborative learning. It can also make the teaching and learning process more accurate and intelligent feedback, so that the guidance of teachers becomes more targeted.

On the one hand, intelligent classroom can provide a place for students to learn everywhere; on the other hand, it can also provide students with personalized and precise services that everyone can learn, so as to realize the perfect integration of the two. Adhering to a student-centered approach, Smart Classroom provides high-quality

educational services for students of different levels and types, which can promote students to learn actively, release their potential and develop in an all-round way.

In the future, intelligent education, as a reform of education mode, will affect the development process of educational informatization and change the original form of education and teaching. Classroom will be endowed with more intelligent connotation, coordinate the common needs of education information construction, fit the development strategy of intelligent education, and build intelligent education to promote the development of students, which has become the inevitable requirement of the development of modern education in colleges and universities.

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William Wordsworth And The Reforms Of British Copyright Law In The Nineteenth Century

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Abstract: The term “copyright” stemmed from the emergence of the print culture and the history of copyright law started with early privileges and monopolies granted to printers of books. Copyright law not only standardizes the relationship between authors and publishers, but also interferes in the relationship between the two. Therefore, the author in Britain will frequently find himself displaced in the rapid proliferation of print culture and its growing and assorted reading public. During his sixty-five-year poetic career, William Wordsworth (1770---1850), a major English Romantic poet, was actively engaged in the reforms of British copyright law. Through his hardball negotiations with publishers concerning the ownership of copyright and his maneuvering both in and out of Parliament in support of M. P. Thomas Noon Talfourd (1795 — 1854) in a public campaign to largely extend copyright terms from the 1830s to 1840s, Wordsworth realized his self-definition and self-construction as a professional poet. Wordsworth's concern for the reforms of British copyright law boils down to the very issue, that he wanted to defend the literary paternity as a literary father by maintaining control of his works' copyright, and thereby refine the taste of the reading public and realize his utmost pursuit of literary values.

Key Words: Copyright Law; Britain; William Wordsworth; Author

1.INTRODUCTION

Copyright generates with the invention of the printing press and a larger reading public and lasts usually only for a limited time which may vary by country and time. As a legal term, its origins in Britain were from a response to printers' monopolies at the beginning of the eighteenth century. Copyright law not only standardizes the relationship between authors and publishers, but also interferes in the relationship between the two. John Feather argues that the author is a “comparative latecomer” in the history of copyright laws in Britain, while “the starting point” as is the case in France or other European countries where the law was influenced by the Napoleonic Code. Therefore, the author in Britain will frequently find himself displaced in the rapid proliferation of print culture and its growing and assorted reading public. On the one hand, he wants to establish a professional identity and retains a certain range of autonomy over his original works; on the other hand, there seemingly always exists obscurity and isolation progressively along with his authorial situation. This paper is particularly concerned with the relationship between the authors and the

publishers of books in the early half of the 19th century in Britain, and examines what anxieties and struggles a self-claimed author has suffered in the face of the reforms of copyright law, taking William Wordsworth (1770---1850), a major English Romantic poet as a typical example.

2.THE HISTORY OF COPYRIGHT LAW IN BRITAIN

The term “copyright” stemmed from the emergence of the print culture and the invention of the printing press so much so that the history of copyright law started with early privileges and monopolies granted to printers of books. Since the printing press was introduced to England by William Caxton in 1476, early copyright privileges were called “monopolies,” particularly during the reign of Queen Elizabeth, who frequently gave grants of monopolies in articles of common use, such as salt, leather, coal, soap, cards, beer, and wine. The practice was in force until *The Statute of Monopolies* (notable as the first statutory expression of English patent law) was enacted in 1623, ending most monopolies, with certain exceptions, such as patents; after 1623, grants of Letters patent to publishers became common.

Government and church in Britain encouraged printing for the sake of propaganda and religion since printing allowed for multiple exact copies of books and religious works, which enabled wide circulation of ideas and information. However, books of dissent and criticism could also spread rapidly. Formed in 1403, the Worshipful Company of Stationers and Newspaper Makers, a collective organization known as a gild, held a monopoly over the publishing industry and was officially responsible for setting and enforcing regulations ever since it received a Royal Charter in 1557 in which writ “the Company’s role was to regulate and discipline the industry, define proper conduct and maintain its own corporate privileges.” The Stationers' Company maintained a dominant position over publishing in seventeenth-century England. A century later, the Parliament of England passed an act called *The Licensing of the Press Act* in the year 1662, with its long title as *An Act for preventing the frequent Abuses in printing seditious treasonable and unlicensed Books and Pamphlets and for regulating of Printing and Printing Presses*. This act lies in effort to regulate the unlicensed copying of books and protect the interests of the members of the Stationers' Company, mostly, the printers, the publishers and the booksellers.

Controversy over perpetual copyright is combined with anti-monopoly tradition which could date back to the sixteenth century. The Act was originally limited to two

years. Printing presses were not allowed to be set up without notice to the Stationers' Company. Severe penalties by fine and imprisonment were denounced against offenders. The act was regularly renewed at certain intervals. On the expiration of the *Licensing Act* in 1692, it was continued till the end of the existing session of parliament. Under the effect of *The Licensing of the Press Act*, the power to print and the responsibility to censor books was held in the hands of the Stationers' Company. This privilege enabled the publishers to acquire excessive economic gains, which ignited the public's protest more and more severely. In 1693, John Locke wrote to his friend, Edward Clarke, a Member of Parliament, urging him to speak in Parliament for the interests of the public at large, saying that "ignorant and lazy stationers" claimed the text of the classical Latin works was theirs and failed to provide "fairer and more correct editions", this would be a big loss to the circulation of knowledge and the enlightenment of the public.

Since the act has to be renewed every two years, the public, especially the authors raised oppositions towards the act. In 1694, Parliament refused to renew *The Licensing Act*, putting the Stationers' Company's exclusive right in printing to a stop. Furious stationers petitioned Parliament for the old licensing system, if not, a new bill, and when that failed they argued that authors had a natural and inherent right of ownership in what they wrote (knowing there was little an author could do with such rights other than sell the manuscript to a publisher). However, this argument convinced the Parliament and the first copyright act was granted Royal Assent on 5 April 1710, that is, *The Statute of Anne*, also known as *The Copyright Act 1710* due to its passage during the reign of Queen Anne. With significant amendments, the new act stipulated a copyright term of 14 years, with a provision for another 14-year term, during which only the author and the printers had the right to license their works whether the author's creations could be published or not provided that the author was still living. Following this, the work's copyright would expire, with the material falling into the public domain.

However, as Mark Rose has realized, "although the influence of anti-monopoly and Enlightenment ideas on the *Statute of Anne* is clear, the Statute is a sketchy document that did not in itself directly contribute much to the development of a discourse of the public domain." Following the establishment of the *Statute of Anne*, the ownership of works belonged to an author (rather than to printers or publishers). Nonetheless, there had been relatively little success in weakening the hold of the Stationers' Company over the publishing industry. *Millar v Taylor* (1769) is an English court decision that held there is a perpetual common law copyright and that no works ever enter the public domain. It represented a major victory for the bookseller monopolies. Lord Mansfield, the great Chief Justice of the Court of King's Bench formulated the classic statement of the author's natural right in the case of *Millar*:

From this argument-because it is just, that an author should reap the pecuniary profits of his own ingenuity and labour. It is just, that another should not use his name,

without his consent. It is fit that he should judge when to publish, or whether he ever will publish. It is fit he should not only choose the time, but the manner of publication; how many; what volume; what print. It is fit, he should choose to whose care he will trust the accuracy and correctness of the impression; in whose honesty he will confide, not to foist in additions: with other reasonings of the same effect.

Some lords and judges generally showed old-fashioned contempt for literary commerce, and anachronistic criticism of the very idea of professional authorship as well as a derisive blow at dirty booksellers by saying that "science and learning are in their nature *publica juris*, and they ought to be as free and general as air or water". For instance, the most prominent opponent of the common-law right was Justice Joseph Yates, who cast the sole dissenting vote in *Millar* and later used a similar phrase in his minority opinion in *Millar*, "[W]hen an author prints and publishes his work, he lays it entirely open to the public, as much as when an owner of a piece of land lays it open into the highway". They assumed that glory is absolutely the reward of knowledge, and literary geniuses like Shakespeare and Milton didn't care about money at all. The argument has provoked sarcasm on the notion that men of letters ought not to become concerned about profits of their works. The poet Robert Southey openly asked a question, "upon what principle, with what justice, or under what pretext of public good, are men of letters deprived of a perpetual property in the produce of their own labours, when all other persons enjoy it as their indefeasible right?" Glory could not provide a livelihood since Milton's posterity had died in poverty and that Shakespeare's were still living in poverty.

The Statute of Anne remained in force until *The Copyright Act 1842* replaced it. Under the statute, copyright was for the first time bestowed upon authors rather than publishers. However, the effect of the statute upon the authors was very limited, since the publishers still owned the privilege of reprinting, publishing and selling of the books whose authors sold the manuscript most frequently with a modest sum of money in order to earn a living. Though the booksellers used to claim that an author enjoyed a perpetual common-law right of property in his or her work, this property right was transferred to the bookseller by deed when the work was sold. And the statutory right was simply a supplement to the common-law right, and that right lasted forever.

The Copyright Act 1842 repealed *The Statute of Anne*, and provided that in future the copyright of every book published in the lifetime of its author would endure for the remainder of the author's life and for a further seven years after their death. If this period was less than forty-two years from the first publication, then the copyright would persist for a full forty-two years regardless of the date of their death. Any work published after the author's death would remain the copyright of the owner of the manuscript for the same forty-two year period. It was another expansion from the *Copyright Act 1814* which set a copyright term of either 28 years, or the natural life of the author if this was longer.

3.LITERARY PROPERTY AND WORDSWORTH'S AUTHORSHIP

As one of the representatives of British Romantic poetry, William Wordsworth was ardently engaged in the reforms of contemporary copyright law since he has published many poetic works which generally did not arouse much interest at that time, even though he remained a formidable presence in his later years and became Poet Laureate in 1843. Lee Erickson claimed that William Wordsworth was "the most concerned about his poetry as property, the most tenacious in retaining his copyrights, and, perhaps, the most disappointed in his expectations for the sales of his work of the Romantic poets". And he disclosed an almost paranoid fear that poets were at the mercy of a hostile reading-public as Lucy Newlyn observed. It boiled down to the issue, according to Wordsworth, the present copyright legal system failed to provide due payments and protect talented authors from the commercial print culture's persecution.

Dating back to March, 1798, Wordsworth has demonstrated his worry and fear against the printing market, "There is little need to advise me against publishing; it is a thing which I dread as much as death itself." For poets like William Blake, S.T. Coleridge and William Wordsworth, the reading and publishing currency were far more satisfying. Blake, almost the only reader and publisher of his works, said, "Wisdom is sold in the desolate market where none come to buy." And Coleridge believed that "the amateurs of literature collectively were erected into a municipality of judges", and all those who were able to read were supposed to judge. According to Coleridge, "the multitudinous PUBLIC...sits nominal despot in the throne of criticism." Thus Wordsworth announced his determination as a professional poet, "every author, as far as he is great and at the same time *original*, has had the task of *creating* the taste by which he is to be enjoyed; so has it been, so will it continue to be." Stepping into the eighteenth century, the publishing became even more hostile towards poetry. By 1830 almost all publishers rejected to publish poetry. John Murray declined all manuscripts of poetry after Byron's death in 1826; Longman said "nobody wants poetry now", and encouraged authors to write cookbooks instead of volumes of verse; John Taylor wrote to John Clare in 1830 saying that his firm "was no longer a publisher of poetry"; and Smith, Elder told Clare in the same year that they would publish poetry only at the author's risk.

Confronted with the hostile attitudes from the publishers and the commercialization of literary marketplace, Wordsworth definitely felt uneasy about his professional career as a poet. In 1791 Wordsworth received his BA degree from Cambridge University. Instead of following a career path as a clergy in a substantial church which supported many authors, he chose to devote his genius to a profession which was socially undefined and marginal. Wordsworth exerted great efforts to enhance the author's

authority and ownership over his published works in a marketplace where words turned out commodities. One the one hand, he explicitly demonstrated his dislike towards the degraded commercialization of the print culture. In the "Preface" to *Lyrical Ballads*, he condemned that the works of Shakespeare and Milton, "are driven into neglect by frantic novels, sickly and stupid German Tragedies, and deluges of idle and extravagant stories in verse". (1:129, 131). On the other hand, Wordsworth's "professionalized anti-commercialism does not rhetorically dissociate him from literary property and profits" as Scott Hess observes, instead, he "makes strong claims to literary property" and "shows an uncharacteristically strong interest in maintaining copyrights from his publishers".

Wordsworth's intense attention to copyright proves of his strong claims to literary property, arguing that such property is innately accompanied by the genius of true authors and inevitably contained in the self-construction of a professional identity. His earliest concern about the reforms of British copyright law was recorded in a letter written to Richard Sharp on Sep. 27th 1808, Wordsworth mentioned there were two subjects discussed in Parliament and the second one is "Copyright of Authors", *I am told that it is proposed to extend the right from 14 years, as it now stands, after the decease of authors, till 28. This I think far too short a period; at least I am sure that it requires much more than that length of time to establish the reputation of original productions, both in Philosophy and Poetry, and to bring them consequently into such circulation that the authors, in the Persons of their Heirs or posterity, can in any degree be benefited, I mean in a pecuniary point of view, for the trouble they must have taken to produce the works. The law, as it now stands, merely consults the interest of the useful drudges in Literature, or of flimsy and shallow writers, whose works are upon a level with the taste and knowledge of the age, while men of real power, who go before their age, are deprived of all hope of their families being benefited by their exertions.*

Ever since he stepped into his writing path, Wordsworth embraced the literary marketplace and carefully negotiated with publishers. In two of 1799 letters to Joseph Cottle, for instance, he both asked specifically "what number [of the books] have been sold" and inquired about the ownership of the copyright, while at the same time he planned to drop the "Rime of the Ancyent Marinere" from subsequent editions of *Lyrical Ballads* because he believes it has hurt sales. In a letter to Longman about the 1800 edition of *Lyrical Ballads*, he audaciously stipulated the exact financial terms and insisted upon the reversion of the copyright to himself, meanwhile, he offered a proposal to promote the book by "sending a few copies to the amount of half a dozen or so to persons of eminence either in Letters or in the state". Wordsworth later wrote to his brother Richard that after the final sale of the edition, saying that "the copyright will revert to me, and I shall take care to know precisely, upon what terms a Bookseller can afford to take it, and he shall not have it a farthing under. These last two editions, I have

sold for 1 [sic] third less than they were worth". In negotiations with Edward Moxon, the exclusive publisher of Wordsworth's poetic works since 1830s, he spared no effort to maximize his profits and maintain the copyright of his editions of the collected poems. According to Scott Hess, he rejected an offer of 2/3 of the profits from sales and retention of copyright (which would have come to £771 in profit), and a month later signing a contract for £1000 outright in addition to retaining copyright.

Wordsworth far long ago realized that his poetic diction and aesthetic tastes were unpopular among the reading public. On the title page of his 1800 edition of *Lyrical Ballads*, he quoted Virgil's remark, "Quam nihil ad genium, Papiniane, tuum!" which roughly means that the tastes or opinions of the genius have nothing to do with you. Indeed, Wordsworth complained about the bad reception of his poetry several times, saying that he now has become "a losing concern to the Trade" as in a letter of Wordsworth to Thomas Forbes Kelsall on 30 Oct. 1833. Truly he must have suffered from disappointment frequently, but he consistently held a strong belief that talented authors shall create the taste, by which he shall be appreciated. In the letter to Sir George Beaumont, Wordsworth proclaimed as follows, "every great Poet is a Teacher; I wish to be considered as a Teacher or as nothing." Definitely he was highly concerned with sales and profits. However, if he decided to challenge popular tastes of the general public, an author was faced with the prospect of seeing his works achieve a rewarding sale slowly, so slowly sometimes that his copyrights would expire at the moment when his work could be considered economically successful.

Nevertheless, Wordsworth showed but little interest in Sir Egerton Brydges's campaign for copyright reform in 1814 when the term of copyright was extended to a period of twenty-eight years or the life of the author, whichever was the longer. That the term of copyright established in 1814 was hardly adequate for writers like Wordsworth who looked for their reward to posterity rather than to the marketplace. It was presumably natural that Wordsworth's interest in the status quo of copyright became stronger in accordance with his age and the popularity of his poetry and his letters during the middle years and later years showed an increasing awareness of what he felt to be the inequity of English copyright.

In a letter to J. Forbes Mitchell in April, 21st 1819, discussing the reputation of Robert Burns, he complained that "the wrongs of literary men are crying out for redress on all sides." And he believed that "the exaction of copies of newly published Works for certain Libraries" is "a trifling evil compared with the restrictions imposed upon the duration of Copyright, which in respect to Works profound in philosophy, or elevated, abstract, and refined in imagination". In terms of the issue why an author who died young should have the prospect before him of his children being left to languish in poverty while booksellers are reveling in luxury upon gains derived from the works of the author, he directly pointed out the reason lies in the "unjust" and "oppressive" laws and thus strongly appealed to the reform of the copyright law. In a

letter written to John Gardner on April 5th, 1830, Wordsworth expressed bitter dissatisfaction towards "the short duration of copyright" allowed by the law, "That law at present acts as a premium upon meritocracy, by tempting authors to aim only at immediate effect." And again in a letter John Gardner on May 19th, 1830, he continued to condemn "the extreme injustice of the Law of copyright", "When an author dies, such of his Works as have been twice 14 years before the Public are public property, and that his heirs have no pecuniary interest in anything that he may leave behind, beyond the same period. ... I do sincerely hope and trust that the Law in this point will one day or other be brought nearer to justice and reason." And then he simply took his own poems as an example, "Many of my Poems have been upwards of 30 years subject to criticism, and are disputed about as keenly as ever, and appear to be read much more. In face thirty years are no adequate test for works of Imagination, even from second or third-rate writers, much less from those of the first order, as we see in the instances of Shakespeare and Milton." Robert Southey makes a similar complaint: "The descendants of Milton died in poverty. The descendants of Shakespeare are living in poverty." They "should not have been deprived," he adds, "of their proper and natural inheritance".

And gradually he actively advocated the amendments and reforms of British copyright law and played a leading role maneuvering both in and out of Parliament in support of M. P. Thomas Noon Talfourd (1795—1854) in a public campaign to largely extend copyright terms from the 1830s to 1840s. Talfourd, too, invoked Camden's remark about glory.

When the opponents of literary property speak of glory as the reward of genius, they make an ungenerous use of the very nobleness of its impulses, and show how little they have profited by its high example.... The liberality of genius is surely ill urged as an excuse for our ungrateful denial of its rights.... Were our Shakespeare and Milton less the ornaments of their country, less the benefactors of mankind?

In the House of Commons, Talfourd introduced a copyright Bill in 1837 for the sake of an extension of copyright from twenty-eight years to sixty years after the author's death. The bill clearly aimed at the welfare of authors of real power and he ultimate object, is "to insure to authors of the highest and most enduring merit a larger share in the fruits of their own industry and genius than our law now accords them." While Wordsworth has been honored as the greatest living poet by Talfourd, the two shared similar literary and political ideas, according to John Feather, Wordsworth was the immediate inspiration for the 1837 Bill. Talfourd has quoted many Wordsworthian idioms and key phrases from the "Preface" to *Lyrical Ballads* and other essays in the defense of the bill, which Wordsworth himself was not disgruntled at all. Instead, he wrote to his daughter in 1837, "the notice the Sergeant took of me ... will tend to swell the stream of my reputation and so widen the circulation of my works; for the good of readers I hope." Thanks to the eloquence of Talfourd and the reputation of Wordsworth, the

Parliament unanimously passed the bill without any opposition on May 18th and will go into effect after it received the Royal Assent on June 20th. But the dissolution of Parliament in 1837 following the death of William IV meant that it had to be reintroduced in the new Parliament in 1838. By that time, the bill met with strong opposition. Talfourd reintroduced it again in 1839, 1840 and 1841.

It finally became law in 1842, albeit in modified form as a poor compromise, and at a time when Talfourd was not in Parliament. In these five years of energetic campaign, Wordsworth worked assiduously to support the bill by letters to the press, the editors, and friends and foes alike, interviews and sonnets, and even an official petition since the bill met with more and more opposition from the publishers (chiefly Thomas Tegg) that acquired substantial gains on cheap reprints of books whose copyrights had expired. In a pamphlet published in 1837, Tegg put forward three major objections to challenge the bill in the following four years: 1) "The end proposed by the Law of Copyright is the same as that in the case of Patents for mechanical inventions...namely, public advantage; not individual reward ...and it is a great question whether civilization is more promoted by literature than by those arts which conduce to the convenience and comfort of mankind"; 2) copyright creates an "author's monopoly, "thus raising the price of books and limiting their circulation; and 3) authors receive under the present law equitable reward. Wordsworth already established a comparatively systematic poetic theory at that time and refuted the above-mentioned objections firmly in turn. He pronounced that the argument that literary works were inferior to mechanical inventions and thus were not supposed to be endowed with due protection was altogether fallacious. Early in the year 1802, Wordsworth claimed in the "Preface" to *Lyrical Ballads* that the object of poetry is truth, something not individual and local, but general and operative. Poetry can educate the minds of human beings and purify and exalt their hearts. In terms of the statement that the monopoly of the author or his descendants would limit the circulation of books, he argued that such limitation would run counter to human nature and material interests, for who would not be in favor of the situation where a predecessor shed glory on his name and increase the patrimony of his heirs? And in refuting the point that authors receive "equitable retribution", he cited Southey, Coleridge, and himself as typical examples:

A conscientious Author, who had a family to maintain, and a prospect of descendants, would regard the additional labour bestowed upon any considerable work he might have in hand, in the light of an insurance of money, upon his own life for the benefit of his issue, and he would be animated in his efforts accordingly, and would cheerfully undergo present privation for such future recompense. Deny it to him, and you unfeelingly leave a weight upon his spirits, which must deaden his exertions; or you force him to turn his faculties (unless he is unjust to those whom both nature and law require that he should provide for) to inferior employments ...

4. AN AUTHOR VS. A FATHER

In fact, nothing horrified Talfourd's literary allies more than the thought that a great author's descendants might fall on hard times and live in ignorant exile from the literary culture which ought to be one of their greatest inheritances. As Wordsworth declared in one of his "forty or more" letters on copyright of 1838: "The question here is not one of wealth; but whether it be not unfeeling and unjust to rob laborious authors who are content to sacrifice present reward, of the hope that some thing might proceed in future from their labours, which would contribute to prevent their children or more remote descendants from sinking in society, even to the point perhaps, that, for want of education they should be unable to understand the least recondite of their own ancestor's works." Undoubtedly, Wordsworth linked literary property with the professional superiority and intellectual dignity of the true poet's labour so much so that works of real power is "that species of property which has the highest claim to protection". Society needed to provide sufficient rewards for their aptitudes, liberated their potentials from the hack writing and quick projects. For him, this is a waste of their talents and the regression of the culture and civilization.

The hardball lobbying of *The Copyright Act 1842* signifies that an original author, on the one hand, is a metaphysical and cultural entity of literary production; on the other hand, an economic agent with absolute interests to protect. Richard G. Swartz identifies it with the "intermeshed" yet mutually self-deconstructing economies of *paternity* and *patrimony*. The author, as Wordsworth and Talfourd proclaimed, was "a father-a literal as well as literary, cultural father". Profoundly, Wordsworth held a belief that "there is an essential identity between the maker and the work, the paternal origin and the text/child". And it is for sure that the author, in terms of Romantic poets, is original and produces literary works with superior merit, thus establishes his own identity as a father/producer since he has created something that has never been told and sold. And lesser works, or hack writing, are simply copies of cheap plots and quick products of sheer literary marketplace. An ambitious father is unlikely to get rid of his sense of paternal obligations, in other words, the father wants to establish an inheritance for his children and future generations. Therefore, the paternal labours compel the father to attach great importance to pecuniary considerations. The concept of author involves cultural, social and economic dimensions. The law must ensure the author that his children shall reap the material gains of his labour some day in the future after he dies. It would be unreasonable to let the ancestor's works enter into the public domain and extorted by the greedy publishers and booksellers. And the author's paternity depends upon the law's ability to recognize the author/father as the source of the text/child.

An author, like some other professionals, has a natural right to the product of his labor that enables both the text and authorship itself to become assimilated into the world of ordinary commodities. The modern concept of the author as proprietor finds its cradle within the common law, in particular, in the eighteenth-century British struggle over recognition and objection of *Statute of Anne*,

and that the reform of copyright law, in return, progressed the development of authorship as a market phenomenon. Wordsworth wanted to construct his vocational identity and authority as a poet by extending the term of literary property since the commercial print culture has clearly become the mainstream context of literary production by the end of the eighteenth century. The collisions between the commercialization of print culture and the author's vocational ambitions somehow were not irreconcilable because the author's professional capability longs for the recognition of the literary marketplace so that he can earn his living and fulfill his vocational responsibilities. How we translate the terms and conditions of British authorship into the Chinese context without misinterpreting the historical origins and cultural consequences of Chinese copyright law deserves further thinking.

5.CONCLUSION

We cannot deny that Wordsworth at least partly writes for fame or material gains. But there is no doubt that his interest in the reforms of copyright law was more than selfish and had its roots in what was, in effect, a struggle for survival of literature of quality in an age demanding quantity and a debate essentially on the values of literature. Wordsworth's self-definition and self-construction as a professional poet is closely bound up with the reform of British copyright law. His poetic oeuvre, through the literary property, established a direct link with his professional identity. Susan Eilenberg claims that he associated his poetic oeuvre as a kind of poetic "second self", which would live on and maintain his identity after his death as long as he maintained control of his works' copyright. His engagement in the reforms of British copyright law reflected his determination to defend the literary paternity, his attention to refine the taste of the reading public and his utmost pursuit of literary values. Wordsworth's poetry is widely read and ultimately considered classical nowadays, which exactly justifies his literary beliefs and intellectual convictions during his lifetime.

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The Effect Of Emotion Priming On Decision-Making Behavior Of College Students

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Abstract To explore the effect of emotion priming on decision-making behavior of college students, 30 college students were choosed to demonstrate the influence of negative emotion on decision-making is obvious for humans; The male have more influence on decision-making than the female in emotional situation.

Key Words Emotion, Emotion Priming, Decision-Making Behavior

1. INTRODUCTION

According to related reports, the number of cars has been increasing in recent years, and drivers' awareness of traffic safety has also been increasing. Although the number of traffic accidents is decreasing, the number of casualties in a single traffic accident is increasing. Cheng Jing (2016) discover that human factors in traffic activities are an important factor in causing traffic accidents. Ulleberg and Rumdmo (2003) analyzed the data of 2041 traffic accidents and found that human factors accounted for about 95% of traffic accidents, which supports Cheng Jing's theory. Chen Linyuan (2014) pointed out that the driver is the core of the driving, and the car moves based on human operation, so the driver's driving behavior determines the state of the car's movement. Xu Jianxiang (2020) believes that emotion is the significant factors that affect driving decisions. So decision-making occupies a crucial part of human production and life, and has involved many disciplines such as psychology, management, and economics. Yu Guangyuan proposed that "decision is making decisions."

People's emotional world is rich, which have joy, angry, sorrow, and some complicated emotions for example happy and Jealousy. Generally speaking, We divide emotion into two dimensions, positive emotions and negative emotions. evey Gross and Levenson (1993) proposed that emotions are biologically based reactions that organize an individual's responses to important events. In the experiment, emotions include positive emotions and negative emotions. In terms of emotional initiation, Murphy and Zajonc (1993) believe that emotional reactions can occur with minimal stimulation and that they can therefore precede and alter subsequent cognitions. The material for emotional initiation is video.

2. METHOD

2.1. Study population

This research randomly selected 15 male and 15 female at the colleges in November 2020 to March 2021., and posted the brief information of this study without the purpose of experiment, Experimenter will give out some snacks as compensation after the study.

2.2. Study design

To study the changes of decision-making in different emotional situation, this research choose within-subjects design. Independent variable have three levels, (1) non-emotion priming (2) positive emotion priming (3) negative emotion priming. The dependent variable contain two condition which was risky behaviors and conservative behaviors.

2.3. Study

2.4. Study procedure

According to the three types of the subject, there are three stages in the experiment and each two stages have a interval, which conducted in a quiet room through psychopy3 (version 2021.1.2).

The study contain two stages, in the first step, the researcher play emotion priming video to different humans, in the second step, the experimenter present 10 decision-making questions.

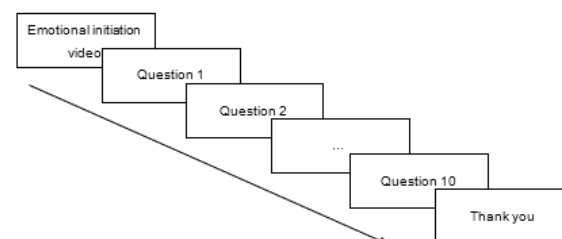


Figure 1 Experimental procedure, note: video will not be played when negative emotions are activated

2.5. Statistical analyses

According to the relevant data, the study analysis decision-making behavior choices in different emotional situation. Through experiments, and then we imported the choices of questions into SPSS (version 21.0) for conversion and analysis.

3. RESULTS

3.1. Chi-square test of emotional priming and decision-making behavior

Setting the non-emotional activation phase as the control group, and the positive emotion priming condition and the negative emotion priming condition as the experimental group.

The chi-square test was performed on the number of different decision-making behaviors, and it was found that the number of conservative behaviors in positive emotions was less than the number of conservative behaviors in non-emotional condition, the number of risk-taking behaviors in positive emotions was higher than the number of risk-taking behaviors in non-emotional condition, and those in negative emotional condition, the number of conservative behaviors is more than that of non-emotional condition, and the number of risky

behaviors in negative emotional condition is less than that of non-emotional initiation condition. (See Table 1)

Table 1 Emotional activation state × decision-making behavior cross-tabulation

Group	Decision-making behavior		Total	p
	Conservative	Risky		
Emotionless initiation	112(37.33%)	188(62.67%)	300	0.737
Positive emotion priming	116(38.67%)	184(61.33%)	300	
Negative emotion priming	146(48.67%)	154(51.33%)	300	
Total	374	526	900	

(*:<0.05, **<0.01)

3.2. Repeated Analysis of Variance on the Influence of Emotion on Decision

The emotion priming condition have three levels, we need back testing to examine which emotion type has more obvious influence on decision-making(See Table 2).

Table 2 Post-inspection of the influence of emotional priming on decision-making behavior

Emotional priming type		Mean difference (I-J)	Standard Error	p ^b
Emotionless initiation	Positive emotion priming	0.13	0.3	0.65
	Negative emotion priming	1.13*	0.36	0.004
Positive emotion priming	Emotionless initiation	-0.13	0.3	0.65
	Negative emotion priming	1.00*	0.4	0.02
Negative emotion priming	Emotionless initiation	-1.13*	0.36	0.004

Table 3 Emotion × Decision Behavior Cross Tabulation of Male and Female

Group		Decision-making behavior		Total	p
		Conservative	Risky		
Emotionless initiation	the male	86 (57.3%)	64 (42.67%)	150	0.096
	the female	100 (66.67%)	50 (33.34%)	150	
Positive emotion priming	the male	93 (62%)	57(38%)	150	0.813
	the female	91(60.67%)	59(39.33%)	150	
Negative emotion priming	the male	73 (48.67%)	77 (51.33%)	150	0.817
	the female	79 (52.67%)	71 (47.33%)	150	
Total		514	386	900	

4.DISCUSSION

4.1. The influence of emotion on decision-making behavior

This research uses the presentation of video to spur the emotional situation of the subjects ,and then write down the behavior of decision-making. The study discover that the decision-making behavior in the negative emotional situation is more conservative. The author agree with the point of Kou Yu and Tang Lingling (2004), they believe that individuals will pay more attention on environment and other people in positive emotional situation, on the contrary, individuals are prior to pay attention on themselves in negative emotional situation. The results of this study are not consistent with these studies.maybe the participant are only 30, the number of the subject is not enough, and they cannot respond correctly to the real situation. In addition, during the epidemic, some participants conducted online experiments via the Internet, which may have some influence on the experimental results.

4.2. Gender differences

Positive emotion priming -1.00* 0.4 0.02

(Based on estimated marginal mean, b: adjustment for multiple comparisons: least significant difference (equivalent to no adjustment)

3.3. Gender differences

According to the result of chi-square analysis on the gender factors (See Table 3). The female are more inclined to take risky behaviors than male in non-emotional situation. The male are more inclined to take risky behavior than the female in the positive emotional situation. The male are more inclined to conservation decision-making than the female in negative emotion situation, and the female are inclined to risky behaviors. That is to say, the female are incline to choose risky decision-making in three emotion situation(non) on the contrary, the male's diccetion-making change with emotional changes.

In previous experiments, most studies have focused on the impact of emotions to decision-making, especially different gender have the different decision-making in emotional situation, this study found that the female in different emotional condition have a tendency to choose risky decision-making, supporting Hu Yan's conclusion. Hu Yan believes that emotions are not the main factors interfering with women's decision-making (2007), It is speculated that many female students have more positive cognition to make decision in nowadays, with the development of their higher education level.

4.3. Limitations of the research and Research Outlook

In the preparation stage of the experiment, the reliability and validity of the emotion priming materials are not tested, and it is not accurate to evaluate whether the priming materials can really spur the corresponding emotions. And compare with the experiment using video emotion material to observe whether the experiment is more effective.

5.CONCLUSION

In this study, an empirical study of emotions initiated by

short videos, we discover that male tend to make conservative decisions, and the female make less risky decision-making choices in negative emotional situation than those in non-emotional situation.

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Design Of a New Type of Vibrating Screening Machine

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Abstract: This time I designed a new type of vibrating screening machine with a screening capacity of 70t/h . Based on the principles of energy conservation, environmental protection, low consumption and high energy, and the design orientation of simplicity and durability, I combined the overall frame structure of the vibrating screen with The layout has been re-planned, and the design and selection of components have been optimized and improved, including the design and installation of the screen box and screen surface of the vibrating screen, the selection and design of the vibrating motor, and the design of the support scheme. The screening machine can be more versatile and efficient.

Keywords: Vibrating Screener; Energy Saving; Environmental Protection; High Efficiency Screening; Vibrating Motor; Eccentric Block Simplification

1.INTRODUCTION

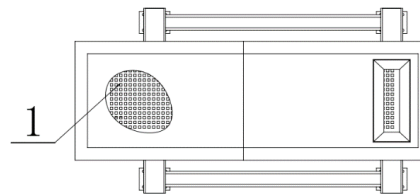
The overall frame structure of the new type of vibrating screening machine designed this time is simpler and clearer, making the function of the screening machine more specialized. The main function of the screening machine is to screen materials of different particle sizes, so there is no need to consider other than screening. other aspects. This simplification can also bring many advantages. Only the screening function is considered, so that the screening efficiency is basically guaranteed. Perhaps the screening efficiency is not as high as other existing types of screening machines, but its simple structure makes the manufacturing cost extremely low. This makes up for the shortcomings; and the simple structure makes the screening machine more solid and durable, with a lower failure rate, even if there is a failure, the failure analysis is simpler, and the maintenance cost is low; a single use function can also simplify the operation of the operator and use it. Simple and easy to use; when used in conjunction with an automated production line, one operator can monitor and operate multiple devices at the same time. From another point of view, simplification can become generalization and basic transformability, because the screening machine designed this time only has the function of screening materials, so as long as it is a material that meets the screening conditions, it can be used for processing. For screening and grading, if you want to increase the function or strengthen the screening capacity, a simple structure can well meet the transformation requirements, and the overall frame structure can be further designed and conceived according to the overall requirements[1-3].

2.MACHINE COMPOSITION

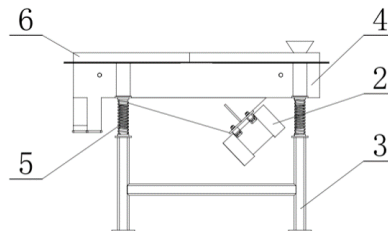
The vibrating screening machine is composed of four parts,

which are the supporting part, the main body of the screening, the exciting part and other parts.

The support part of the screening machine is generally composed of two parts: the support body and the vibration isolation device. There are generally two types of support methods for the supporting body of the screening machine: the hanging type and the seat type. The screener designed this time has a simple structure, and the screener model is small, so it adopts a seat-type support method, which takes up less vertical space for installation. The base is the load-bearing position of the main body of the screening machine. The seat type installation is not only suitable for small models, but also has the advantages of low cost, convenient installation, and small site requirements. The base does not require a large installation space during installation. The base is generally fixed on the concrete floor with large bolts, so that the overall equipment has good stability and balance during operation; the base does not require high technology and precision , Easy to manufacture.



Picture 1



Picture 2

1 Square hole screen 2 Vibration motor 3 Base 4 Screen frame 5 Damping spring 6 Split screen cover

The vibration isolation device is located between the screen box and the base, and uses four shock-absorbing springs. The existence of the shock-absorbing springs can greatly buffer and absorb shocks, reducing the impact of the screening machine on the ground when it is working.

The main body of the screen is composed of a screen box and an internal screen and its corresponding accessories. The screen box of the vibrating screen is the main body of the screen. A screen box consists of two parts, the screen frame and the connected screen. The screen frame is composed of four parts: side plates, beams, reinforcing plates and cross braces.

The screen surface is the newest working part of the entire vibrating screen. Its overall performance not only affects the production efficiency and the working speed of the screen, but also affects the service life of the vibrating screen. The basic requirements of the screening machine for the screen surface are: sufficient strength, the largest effective area, corrosion resistance, wear resistance, the largest opening rate, the screen hole is not easy to be blocked, and the chance of encountering the screen hole when the material is moving many. The former requirement affects the reliability and service life of the work, and the latter three requirements are related to the working effect of the sieve. The opening ratio of the screen surface is the ratio of the total area of the screen hole to the area of the screen surface, expressed as a percentage. The larger the opening rate, the more opportunities for particles to pass through the sieve each time they come into contact with the sieve surface, thereby improving the productivity per unit area and the screening efficiency.

The vibration motor is an excitation source that perfectly integrates the power source and the vibration source. This design uses a vibration motor with an internal eccentric mass to provide the excitation force.

3. INNOVATIVE DESIGN

The design, I mainly four-point innovation: First, re-planning of the overall architecture of the screening machine, under the premise to ensure that the screening effect of the screening machine will bear greatly simplifies configuration; the second is the sieve screen surface The hole was redesigned, and the previous circular hole was designed into a square hole; the third is to replace the matching motor used in the previous excitation source with a vibration motor with an eccentric mass, and the energy consumption is greatly reduced, but The screening efficiency and screening quality can still be satisfied; fourth, the former open screening body is designed as a

closed screen box, and the material is input from the opening of the screen cover, and the screening process of the material is completely isolated. The dust pollutants generated during the screening process are enclosed in the screen box, which is more environmentally friendly and cleaner to use.

4. TO SUM UP

4.1 The principle of the vibrating screen is to rely on the vibration force generated by the rotation of the eccentric block in the vibrating motor to drive the screen to vibrate.

4.2 The vibrating screening machine will produce a lot of dust when it is working, which will cause health problems and environmental pollution to the staff. The screening machine designed this time can be solved by the cooperation of the screen box and the screen cover.

4.3 Since the screen hole diameter is fixed, the particle size of the material that can be screened is also fixed, so the approximate particle size of the input material should be controlled to ensure the screening efficiency and screening quality of the screening machine.

4.4 For hard materials such as stones, the wear of the screen surface is very serious, so it is necessary to shorten the inspection cycle of the screen surface.

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How To Avoid Frequent Sports Public Opinion Events in the 5G Era--Take Short Videos as An Example

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Abstract: Short video has gradually become the main channel of information dissemination, public opinion and hot topics. Sports public opinion refers to that the spread of a new media make a sports event break out a topic and forms the field of public opinion which contains a variety of views, comments and opinions in a relatively short period of time. By analyzing the effect of short video on sports public opinion, this paper finds out the problems exposed by short video at the present stage, and finally gets the path to avoid the harm of short video on sports public opinion. In the era of 5G, the dissemination of public opinion is more convenient. Short video is the main channel and booster of public opinion events, and it is also a more favorable supervisor. Through the problems exposed by the development of short video at the present stage, the path to deal with the harm of short video on sports public opinion is constructed, so as to provide guiding significance for the re-emergence of public opinion events. Through literature analysis and comparative analysis methods, this paper finds that short video is the main channel and booster of public opinion dissemination, and short video is the supervisor of public opinion. However, at present, the subject matter of short video is relatively concentrated and the content is homogenized. What's more, the thinking ability of users is eroded and the situation of following the trend is frequent. According to the research results, the article puts forward suggestions for the relevant departments to supervise and guide the dissemination of sports public opinion information. We improve the comprehensive quality of short videos, and build a good path for public opinion. And establish a public opinion monitoring and early warning system to avoid the loss of public opinion. In addition, we will promote the sharing of patriotic feelings based on sports public opinion. Short sports video has both advantages and disadvantages to the development of sports public opinion. The risks and hazards brought by sports public opinion should be avoided and provide countermeasures and lessons for future sports public opinion events.

Keywords: Short Video; Sports Public Opinion; Early Warning System

1. INTRODUCTION

New media refers to the form of communication that uses digital technology to provide information and services to

users through terminals such as computers and mobile phones. In the 1G era, it is the wireless mobile phone call. The 2G SMS era is the text transmission. The 3G era is the text and picture transmission. And the 4G era is the short video and live broadcast transmission. The update of mobile communication technology has caused a huge change in the media. In the new media of the Internet, short video appears. Short video is short video, which is characterized by short time and the length of video is controlled within 5 minutes. It belongs to a mode of Internet content transmission. With the popularity of mobile terminals and the arrival of the 5G era, short videos are favored by various platforms and audience, and sports short videos also develop. In the 5G era, the pace of informatization is accelerating, the global distance is shrinking, and the distance between people is becoming shorter, which also causes the dissemination of public opinion convenient.

2. THE EFFECT OF APP SHORT VIDEO ON SPORTS PUBLIC OPINION

Short video is the main channel and booster of the public opinion dissemination. According to the 2020 Research Report on China's Internet Audio-Visual Development, by June 2020, the number of Chinese netizens was 940 million, and the number of online audio-visual users had reached 901 million. Among them, the number of short video users reached 818 million, accounting for 87.0 percent of the total Internet users. From the above data, it can be seen that short video continues to "lead" in the forefront of new media. Among them, 818 million users spend an average of 110 minutes on it every day. From the data point of view, short video shows its huge development potential. In addition, in the first half of 2020, the entertainment demand of Internet users shifted from offline to online because of the COVID-19 epidemic, which led to the further growth of the utilization rate of Internet APP and the number of users. Now it is no longer the era of traffic, it can be seen that the main information sources of the audience are almost all from the Internet. Short video is a rising star and the main channel of public opinion communication. At the same time, short video is also the supervisor of sports public opinion. The spread of short video breaks the boundary of time and space. Short video is an inheritance and extension of traditional media's supervision of public opinion, and it is also more timely and more powerful than traditional supervision of public

opinion.

3. PROBLEMS EXPOSED AT THE CURRENT STAGE OF THE DEVELOPMENT OF APP SHORT VIDEO

3.1 Short videos have concentrated themes and homogenized content

With the development of short videos, although the content quality of some short videos has been greatly improved compared with before, some homogenization still occurs. Homogeneity refers to the same kinds of different brands of goods on performance, appearance and even marketing tool to imitate each other, so that gradually the phenomenon of convergence appears. In market competition behaviors on the basis of commodity homogenization is called "homogenized competition". It can refer to a field of type, production methods, production process, and similar content being delivered of all kinds of information phenomenon. Similarly, the phenomenon of homogenization also exists in sports short videos, and the imitation phenomenon is more serious. The first reason for this situation is that the deepest part of human nature is more likely to like those popular, common or even vulgar contents, which enables the latter to get rapid dissemination and then attract a large amount of traffic. The second reason is that the limitations of UGC model are gradually revealed. UGC model refers to user-generated content, but individual creators are ultimately limited in creativity and energy, and it is difficult to produce high-quality content that can be deposited continuously. When we open short video platforms such as TikTok and Kuaishou, and it is found that short video platforms focus on highly homogeneous content such as funny, interesting and vulgar interior. Finally, the relevant departments have strengthened the supervision of short video content, and the living space of low-quality drainage content is further compressed, making the serious problem of homogenization of content in the short video industry more prominent.

3.2 Users' ability to think is eroded, and they follow the trend frequently

Due to the short video time is generally controlled within 15 seconds to 5 minutes, so the time length is short and some users lack of thinking and imitate the video that they think can attract people's attention to earn traffic. Nowadays, the influence of individual users is as great as the mainstream media. The advantages of new media in information are strong timeliness, communication and interactivity. Timeliness is the preservative of news. If there is no timeliness, the news will become the old news. Now, people enter the mainstream society, they are surrounded by information from all kinds of channels every day. And the audience's demand for information is increasing. As a result, a matter will be enlarged by small things. The audience has also evolved into "media people", expressing their views and opinions on various platforms, so it forms a network of public opinions. The information transmitted by its "media people" on the platform is not as slow or as powerful as the mainstream media. On the contrary, it is better than the mainstream media, and the network information is overwhelming. But after careful consideration, it is found that plenty of information is

posted by a lot of audience who follows the trend.

4. THE WAY TO AVOID THE HARM OF APP SHORT VIDEO ON SPORTS PUBLIC OPINION

4.1 Improve the comprehensive quality of short videos and build a good path for public opinion

Only by creating high-quality products, analyzing the audience's interests and needs, and constantly summarizing experience can we establish a strong support for the positive energy development direction of sports public opinion. If you want to impress the audience, make the audience love your work, or let the public opinion get a reasonable control, you need to improve the quality of the products, because the quality is the "cornerstone". Only in this way can we catch the attention of the audience by bringing forth the new and innovating on the basis of retaining our own individuality, producing products that are different from the public, making remarks that are different from the public, and making content that others cannot make. The audience, the class and everyone's interests are different, so the feature content being produced and people's comments are different. Only for different classes and making different remarks can we grasp the psychology of different consumers with targeted, so as to guide the direction of public opinion and establish a good path for public opinion.

4.2 Establish a public opinion monitoring and early warning system to avoid the loss of sports public opinion

Public opinion monitoring and early warning system is a powerful backstage support. The establishment of public opinion monitoring and early warning system can carry out crisis warning, so that the sports public opinion can get a controllable range and will not cause serious consequences. Therefore, it is particularly important to establish a public opinion monitoring and early warning system for data analysis. The trend of sports public opinion can be predicted in advance, so as to formulate the corresponding early warning program. When we are establishing the public opinion monitoring and early warning system, information screening should be carried out. Due to the timeliness of the Internet, the data information is too large, the quality of the content is uneven, and some false information or information with serious personal color will be in flood. Everyone has a different ability to distinguish public opinion, because the guidance of some mainstream media is too strong, it will separate the audience from the original thoughts and join the team of public opinion. Thus, it is very important to establish a public opinion monitoring and early warning system and an early warning program.

4.3 Promote patriotic sentiment sharing based on sports public opinion

Emotion evolution has four periods, which are beginning, diffusion, climax and subsidence. National sentiment promotes the development of sports public opinion. In the process of emotional transmission, the outbreak of common emotions and the enhancement of emotional appeal will increase collective excitement and social infection. When the topic is extended to the national sovereignty or national interests, and national emotion will inspire the emotion of the audience. So the Internet

becomes a channel and an entrance into their individual feelings of the audience, and the influx of personal feelings make the Internet become a field of public opinion.

In the Internet, it is easy to cause the emotional resonance. Xinjiang cotton is a good example, which has been labeled with patriotism. It further promotes the in-depth development of patriotic feelings.

5. CONCLUSION

5G era is the era of the Internet of Things. It can be found that short sports videos are the main channel and booster for the dissemination of public opinions through the effect of short sports video on sports public opinion. By searching keywords, we can get the information we want. Through the uploading of short sports videos, we can vent our personal feelings and opinions and promote the dissemination of public opinions. Short video is the supervisor of public opinion, and has the advantage of cross-time public opinion supervision. It can be spread through the Internet and break the boundary of time and space. It is also more timely than the traditional public opinion supervision. At present, the problems exposed in the development stage of short video are that the subject matter of short video is relatively concentrated, and the content is homogenized. Besides, the imitation phenomenon is emerging in an endless stream. The homogenization phenomenon is becoming more and more serious. The user's thinking ability is eroded and the situation of following the trend is frequent. All kinds of information on various websites is overspread, but after careful consideration, it is found that many people are following the trend.

According to these problems, the paper puts forward suggestions for how to avoid the frequent occurrence of sports public opinion events in the 5G era from three perspectives. First of all, it is necessary to improve the comprehensive quality of short videos and build a good path for public opinion. Furthermore, taking the essence and discarding the dross from traditional media and bringing out the new and reforming the old is also important. Seize different consumer psychology to guide the direction of public opinion. Secondly, formulating an early warning system, establishing an early warning scheme, and avoiding the loss of public opinion can make a prediction of the trend of sports public opinion in advance. So we can develop the corresponding early warning scheme. Therefore, it is very important to establish a public opinion monitoring and early warning system and establish an early warning scheme. Thirdly, promote the sharing of patriotic feelings based on sports public opinion. As the emotional drive of the audience in China is caused by various factors, national emotion plays an important part in promoting the development of events. When the topic is extended to national sovereignty or national interests, it will arouse the emotional resonance of the audience, while the Internet is a field of public opinion, it can promote patriotic emotional sharing.

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