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# On Intangible Cultural Heritage of Traditional Handicraft

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**Abstract:** Our country has very deep historical and cultural deposits, thousands of years of history and culture has left rich cultural heritage, these historical and cultural heritage reflect the history of our country thousands of years of development, is an important source of our culture confidence. Handicraft intangible cultural heritage is an important part of cultural heritage, but currently many intangible cultural heritage is being lost by people, which is a loss for our country, for its protection has gradually been paid attention to by the country and society. the protection and inheritance of intangible cultural heritage of traditional handicrafts cannot be separated from innovation. It is an effective protection measure to make intangible cultural heritage of handicrafts adapt to the development of the Times through innovation. Therefore, this paper will study the innovation and development of intangible cultural heritage of traditional handicrafts.

**Keywords:** Handicraft; Intangible cultural heritage; Innovation

## 1. INTRODUCTION

If the intangible cultural heritage of traditional handicrafts wants to be inherited continuously, it is important to adapt to the Times. Through innovation, more people will pay attention to these intangible cultural heritages of traditional handicrafts, so as to protect and inherit them. Traditional handicraft intangible cultural heritage has a very important significance to our country, it reflects the history and culture of the ancient people of our country, containing our country unique ideology, has a significant significance for the survival and development of ancient people. However, with the improvement of production technology at present, some traditional crafts no matter how fast they are being phased out by people, which causes the disappearance of traditional crafts class intangible cultural heritage in our country, which makes the traditional culture inheritance become incomplete. Therefore, we should actively explore the methods for protecting the inheritance of traditional crafts class intangible cultural heritage, and innovate against craft class intangible cultural heritage. Make it combine the characteristics of the Times, show a unique charm.

## 2. RESEARCH STATUS OF INTANGIBLE CULTURAL HERITAGE OF TRADITIONAL HANDICRAFTS

Intangible cultural heritage is the embodiment of the historical culture in a period of our country, reflecting a region or a nation's way of production and life. Among intangible cultural heritage, traditional handicraft is an

important part, but at present with the continuous development construction of our country, industrialization and the development of science and technology, the traditional handicraft is comparatively backward as far as modern industry is concerned, and the space for traditional handicraft to survive and development is being squeezed constantly, which caused some traditional handicraft to disappear gradually in the long history of our country. It is a loss to my country. the demand for production of traditional handicrafts continues to decrease, but traditional handicrafts still radiate unique charm. It is of great significance for our country to protect and inherit traditional handicrafts. Currently, the government and society pay more and more attention to traditional handicrafts, and the inheritance and innovation of intangible cultural heritage of traditional handicrafts has become a hot topic in the current society. Intangible cultural heritage has gradually come back into people's view [1].

At present, the intangible cultural heritage of traditional handicraft is in the stage of development. Many scholars and related personnel explore the protection, inheritance and innovation of intangible cultural heritage from the perspective of practicality and innovation. There are three main protection methods at present. First of all, we should strengthen the connection between traditional handicrafts and social life and production. the reason why some traditional handicrafts will disappear is, on the one hand, the lack of protection, but the more important reason is that they have been replaced by the current advanced productive forces. Modern industry has improved people's quality of life, and the products produced are more convenient and cost-effective. It is very important to strengthen the connection with social life and production. Through its own characteristics, it can expand the demand and make traditional handicraft return to the society through certain innovation. Secondly, many scholars have discussed the degree and direction of innovation of traditional handicrafts. Innovation will have a certain impact on the authenticity of traditional handicrafts. For this topic, it has always been believed that the authenticity of traditional handicrafts should be protected as much as possible during the innovation of traditional handicrafts. Third, it is the production and practice protection of intangible cultural heritage of traditional handicrafts. the current social cultural environment and cultural industry play a promoting role in the protection of intangible cultural heritage. Therefore, the optimization of social cultural

environment is the focus of the protection of intangible cultural heritage of traditional handicrafts.

### **3. INNOVATIVE DEVELOPMENT PATH OF INTANGIBLE CULTURAL HERITAGE OF TRADITIONAL HANDICRAFTS**

#### **3.1 Promoting the spread of intangible cultural heritage of traditional handicrafts in a coordinated manner**

In order to effectively protect the intangible heritage of traditional handicrafts, more people should first know about it. In the current era of the Internet, Internet technology should be actively used to let more people know about the intangible cultural heritage, so as to encourage more people to pay attention to the protection of the intangible cultural heritage. Relevant departments, as well as regional cultural and tourism departments, should attach importance to the use of Internet technology to spread the relevant contents of traditional handicraft intangible cultural heritage, investigate and study the local handicraft intangible cultural heritage, find out the stories behind traditional handicraft intangible cultural heritage, and make some short video programs by telling stories to realize the publicity of traditional handicraft intangible cultural heritage. For example, for some intangible cultural heritage of traditional handicrafts with little inheritance, relevant departments can start with contemporary representative figures and tell their stories through interviews, so that people can understand their adherence to these intangible cultural heritage, and ask them to introduce the traditional handicrafts they inherit in videos, so as to attract more people's attention. At the same time, network communication can also be used in more aspects. For example, Chu Chengwen and Chu Senrun, the inheritors of the porcelain carving technique in Chengwu County, combine their porcelain carving technique with the online e-commerce platform to publicize their products, and form a mature industrial chain with the e-commerce platform, which makes the porcelain carving technique radiate new vitality in the new era.

#### **3.2 Multi-integration to help cultivate innovative talents in traditional handicrafts**

For the protection of intangible cultural heritage of traditional handicrafts, we should not only pay attention to innovation, but also pay attention to the authenticity and protect the vitality of intangible cultural heritage of traditional handicrafts. For the protection of intangible cultural heritage, innovative talents are very important. Through the cultivation of innovative talents, the protection of traditional handicraft intangible cultural heritage can be promoted. Colleges and universities are important places for the cultivation of innovative talents for the protection of intangible cultural heritage of

traditional handicrafts. Therefore, colleges and universities should set up relevant courses according to the needs of the government and society, and invite professional talents to train students, so that students can have a certain understanding of intangible cultural heritage of traditional handicrafts and provide a steady flow of talents for the protection of intangible cultural heritage [2].

#### **3.3 Building a diversified and new intangible cultural heritage cultural ecological environment**

The protection of intangible cultural heritage of traditional handicrafts cannot be separated from practical protection. In order to realize long-term inheritance of intangible cultural heritage of traditional handicrafts, production practice is the key point. The innovation of intangible cultural heritage of traditional handicrafts should be considered from the aspects of social value and stakeholders, so as to enshrine unique value of intangible cultural heritage of traditional handicrafts and promote its inheritance and protection through social needs. For example, some regions combine traditional handicraft products with cultural innovation and local tourism to promote the demand for traditional handicraft products through tourism, thus realizing the protection of intangible cultural heritage of traditional handicraft.

### **4. CONCLUSION**

Traditional handicraft intangible cultural heritage is an important part of Chinese history and culture. The protection and inheritance of traditional handicraft intangible cultural heritage plays a positive role in carrying forward traditional culture and enhancing national confidence. Therefore, relevant units should attach importance to its protection, actively use Internet technology to spread it, let more people know about it, and cultivate innovative talents for the protection of traditional handicraft intangible cultural heritage. At the same time, it attaches importance to its industrial development and promotes its social value, so that the intangible heritage of traditional handicraft can be passed on for a long time.

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# A Study on the Leading Role Of "Red Culture" Short Videos in the Ideological and Political Values of College Students Under the Background of New Media

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**Abstract:** This article takes the intangible cultural heritage of Zibo as the research object, analyzes the current situation of integrated media dissemination of intangible cultural heritage in Zibo, and the impact of integrated media dissemination methods on the intangible cultural heritage of Zibo. Merge and summarize the types of intangible cultural heritage in Zibo, analyze the dissemination characteristics of the same type of intangible cultural heritage in Zibo, and create a diversified and three-dimensional integrated media dissemination method. Exploring the diversified dissemination paths of intangible cultural heritage in Zibo in the era of integrated media, in order to achieve the goal of protection, dissemination, and inheritance.

**Keywords:** Zibo Intangible Cultural Heritage; live telecast; Short video

## 1. INTRODUCTION

At present, China's communication environment has entered the era of integrated media. Integrated media uses digital network technology as a platform, fully integrating the advantages and commonalities of traditional and new media, so as to comprehensively enhance its function, value, and communication effect. the development of integrated media can provide hardware support and technical support for the dissemination of intangible cultural heritage, and will also promote significant changes in the survival environment, inheritance environment, and dissemination methods of intangible cultural heritage.

The protection and dissemination of intangible cultural heritage in Zibo is an unshirkable obligation and responsibility of the Chinese people. It is also an urgent need to promote national culture, inherit excellent traditional Chinese culture, enhance cultural confidence, and achieve the great rejuvenation of the Chinese nation.

## 2. THE NEW PATH OF ZIBO INTANGIBLE CULTURAL HERITAGE COMMUNICATION UNDER THE BACKGROUND OF INTEGRATED MEDIA

In the era of integrated media, it is necessary for us to deeply explore the cultural connotations of intangible cultural heritage in Zibo, utilize the communication advantages of the era of integrated media, establish new concepts, grasp new laws, explore new methods, respond to new opportunities and challenges in a way

that conforms to the times, and explore diverse communication channels, which will have a profound impact on the protection, dissemination, and inheritance of intangible cultural heritage in Zibo.

Firstly, it is conducive to protecting local cultural genes, thriving and revitalizing local intangible cultural heritage art. By studying the innovative communication mode of Zibo intangible cultural heritage in the era of financial media, we can change the one-way narrow information circulation mode that restricts its communication, open up the three-dimensional and diversified communication channels of intangible cultural heritage, and save the traditional local intangible cultural heritage that is gradually declining. In addition, with the empowerment of intelligent technologies such as artificial intelligence, virtual reality technology, and big data, combined with the aesthetic needs of modern audiences, a new path for the active inheritance of intangible cultural heritage in Zibo can be opened up.

Secondly, it provides a certain reference for the dissemination and development of numerous traditional intangible cultural heritage art forms. Through academic research and theoretical exploration of the diversified dissemination methods of intangible cultural heritage in Zibo in the era of integrated media, it can provide reference for the dissemination of other intangible cultural heritage arts, transform the phenomenon of traditional folk intangible cultural heritage art with fewer young audiences, fundamentally improve public recognition of the value and connotation of intangible cultural heritage, create a good atmosphere for intangible cultural heritage protection, and achieve innovative dissemination and sustainable development of local intangible cultural heritage.

From the research on the current situation of integrated media dissemination of intangible cultural heritage in Zibo, this paper summarizes and analyzes the dissemination characteristics of different types of intangible cultural heritage in Zibo, explores the implementation path of intangible cultural heritage in Zibo under the era of integrated media, and achieves the goal of protecting, spreading, and inheriting intangible cultural heritage in Zibo.

Combining the college and instant nature of media communication, short videos, microblogs, WeChat

official account and other forms of communication greatly meet the cultural needs of the audience, and can greatly improve the communication efficiency and effect of Zibo intangible cultural heritage. Combining the authority and accuracy of integrated media communication, enhancing the audience's love and loyalty, making the scope of Zibo intangible cultural heritage dissemination wider and the target audience more precise, and increasing the protection of Zibo intangible cultural heritage. At the same time, we will create both three-dimensional and immersive communication methods to make the audience feel as if they are in the audience, enhance their immersive experience, and make them love Zibo intangible cultural heritage, transforming from viewers to disseminators, and even inheritors.

In the era of integrated media, seizing the opportunity of the times and actively exploring diversified dissemination methods of intangible cultural heritage can attract more audiences, retain cultural roots, and inherit the soul of the nation.

Governments at all levels in China are strengthening their planning for media information and network environment, striving to achieve the integration of traditional and new media. Local governments are also actively developing integrated media technology to strengthen connections with the masses, facilitate the provision of more authentic social information and effective services to the grassroots masses, and strive to provide a high-quality media environment for the people.

### **3. EXECUTIVE SUMMARY**

With the rapid development of mobile internet technology, various new media technologies have

already integrated into people's daily lives and work, revolutionizing people's way of life and communication. At present, major operators are vigorously increasing the deployment of 5G networks, and the 5G technology developed by major communication companies around the world is gradually maturing. The era of "universal 5G" is approaching, and new media technology will inevitably usher in another major transformation. Short videos and live streaming have been popularized in people's production and life, bringing new opportunities for the development of integrated media, which will undergo a disruptive development. These newly emerging new media technologies complement traditional media and form an integrated media system, which is an important means of three-dimensional dissemination of intangible cultural heritage.

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# Research On the Innovative Path of College Students' Educational Management Under the Principle of Unified Discipline

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**Abstract:** With the deepening reform and promotion of the education system, the innovation road of higher education is also being accelerated. the education management with college students as the main body is very important for guaranteeing social harmony and safeguarding students' rights and interests. In recent years, along with the development of education, our higher education problems appear day by day, at the same time face great challenges. In addition, most colleges and universities also have problems such as poor quality of managers, uneven degree of social cognition and unbalanced resources, which brings great pressure to educational administrators in colleges and universities. In this paper, under the principle of unified discipline, the innovation of college students' educational management path is deeply analyzed and studied.

**Keywords:** Discipline unity principle; Colleges and universities; College students education management; Innovation path

## 1. INTRODUCTION

In recent years, the colleges and universities in our country have taken the comprehensive coordinated development as the foundation guarantee to strengthen the construction of the perfect student education management system. With the continuous development of education, the number of applicants for the college entrance examination continues to grow. In order to quickly adapt to the development of the Times and meet the needs of the industry, many colleges and universities began to vigorously expand the scale of talent recruitment. On the basis of promoting the development of college education, many educational problems are also increasingly emerging. In the context of the rapid development of society and economy, college students' awareness of laws and regulations and personal beliefs become increasingly abrupt. In the face of this situation, the rigid management mode of the past is no longer in line with the management and teaching of modern colleges and universities. Instead, according to the current educational management mode of colleges and universities and the characteristics of college students, we are required to put forward the principle of unified discipline to realize the path innovation of education management, comprehensively expand the scope of education management, and improve the level of education management.

## 2. SCREENING "DUAL IDENTITY" IS HIGH-QUALITY EDUCATION ADMINISTRATORS

The main institutions of student education management in colleges and universities are divided into two aspects: school and college. On the one hand, for the career of managers, the current college student management personnel are not correct in thinking, just to manage affairs and participate in various activities, and fail to pay attention to the related activities in education and teaching. the lack of contact with students leads to the inability of managers to truly understand students' individual thoughts and behaviors. As a result, the people-oriented management concept has not been fully implemented into daily management activities and the practical role of educational management cannot be played [1]. In addition, the communication between teachers and students is increasing day by day, and they can understand the needs and personal ideas of students in daily classroom teaching, but they rarely provide students with opportunities to participate in the management of university education, which cannot mobilize the enthusiasm of students. On the other hand, from the quality of managers as a breakthrough, around their work experience, education, career planning and other aspects, fully reflects the uneven quality of managers. As for teachers, they are generally highly educated, so that the overall comprehensive quality level is also higher than that of managers. In the teaching of Chinese classical academy system, the personnel in charge of students are generally teachers with excellent talents of both middle and German. Therefore, aiming at the current education administrators of Chinese colleges and universities, high-quality education administrators with "double identity" are always our goal. This kind of manager status can not only improve the professional accomplishment and comprehensive level of the teaching practitioners, but also lay a certain foundation for the moral quality and knowledge of the managers, so as to guarantee the quality of the entire education management. Thus, in the daily process of college student education management, administrators should clearly understand students' actual learning status and behavior, help teachers achieve the purpose of teaching students according to each student's learning level and situation, completely break through the space and time restrictions of traditional education management, and present a humanized model of student education management.

### **3. ESTABLISH A SOUND FORMAL AND INFORMAL SYSTEM**

The formal and informal system is the two main system modes of our university students' educational management. The establishment of formal system needs to rely on the explicit national regulations and rules and regulations. In the concrete implementation process, it is constantly emphasized that all levels of management should strictly follow; There is a distinct difference between the informal system and the formal system, that is, the content is unclear and the corresponding rules are based on moral, emotional and self-conscious discipline. At the strong request of the Ministry of Education of colleges and universities, formal and informal systems have been issued in accordance with relevant national regulations. Campus guidelines and student manuals of colleges and universities clearly show the current national policies and guidelines. During the period of management system established by colleges and universities, they only pay attention to the essential needs of managers, and often ignore the main needs of students [2]. This directly shows that the establishment of such a management system is easy to increase the contradiction between administrators and students, which lies in the strictness of student education management and the diversity and flexibility of student group needs. In practice, most students' educational management focuses on theoretical courses, leading to the continuous lack of extracurricular practical education activities, and the existing educational management system is difficult to help students achieve as soon as possible. On the one hand, the professional role of "dual identity" education administrators can understand the actual needs of students. To this extent, colleges and universities can analyze and think about the essential needs of students from the perspective of administrators, construct sound management contents scientifically, and meet the current educational management system of colleges and universities. On the other hand, in the process of formulating student education management system, colleges and universities make up for each other in terms of content based on the current situation of education and teaching. Therefore, in the process of student education management, considering the feasibility of education and teaching, we should carry out the student education management system reasonably, promote each other in the process of implementation, and gradually optimize and perfect the college student education management system.

### **4. IMPROVE THE IMPLEMENTATION MECHANISM AND MEANS**

With the rapid development and advancement of the Times, the cultural level is also constantly improving. In the process of students' education management in universities, the management has far exceeded the main position of education teaching, which aroused the importance of the majority of universities in our country. At present, the college student education administration department still adopts the traditional reward and

punishment mechanism to strictly teach and manage the students. At the same time, the students' education and teaching activities often take the classroom as the main place to carry out ideological education and knowledge imparting, completely lack of diversified practical education activities. Students' educational management and teaching and education activities lack of correlation in essence, which not only become the two main lines of colleges and universities, but also present two parallel lines to some extent. Therefore, under the principle of unified discipline, the practice of student education management in colleges and universities not only requires the joint assistance of administrators at all levels of the school and college, but also delivers all the spiritual management and content to students through corresponding practical educational activities. The means of student education management not only revolve around the management system, but also combine with practical education and teaching activities. Nowadays, the educational management methods of Chinese college students are not distinct, lack of innovation, and fail to truly reflect the humanistic color. In addition, the student body is not fully displayed, which brings disadvantages to the cultivation of students' educational management spirit. Therefore, college student education management departments should increase innovation in management means, combine rigid management system with flexible management system, and further improve the education and teaching management system [3].

### **5. CONCLUSION**

There is a substantial difference between the educational management mode of college students and the nine-year compulsory education. The former has multiple characteristics. Based on the principle of unified discipline, this paper mainly helps students establish correct values, encourages students to work hard together, and forms the teaching mode of teachers and friends. In the process of carrying out college education management, it is of great significance to advocate the concept of people-oriented education, to help college students realize self-improvement in the environment of continuous encouragement, and to establish good core values over time.

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# The Construction of Music Literacy System in Higher Vocational Colleges and Universities Under the Perspective Of "Three-Whole Education"

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**Abstract:** With the reform and innovation of China's education, the education and teaching methods of many subjects have undergone great changes, among which music education in higher education institutions is a content of great concern. Under the education concept of "three comprehensive education", music education in higher education institutions has higher requirements. In this paper, the author analyzes the problems of music teaching in higher education institutions in the context of "three-wide education" and discusses the countermeasures to build music literacy education system in higher education institutions in the context of "three-wide education".

**Keywords:** "Three comprehensive education"; Higher vocational institutions; Music literacy; Education system; Countermeasures

## 1. INTRODUCTION

"Three-Whole Education" is an important education method carried out by China's education department in recent years to strengthen the ideological and political work of colleges and universities, which focuses on whole-person education, full education and all-round education. In the process of education and teaching in various regions of China, music courses in higher education institutions are important for the improvement of students' quality and physical and mental health development, and music also has an important position in art teaching, so it is important to build a quality system of music in higher education institutions under the vision of "three-wide education" to promote the overall development of students in higher education institutions.

## 2. PROBLEMS OF MUSIC TEACHING IN HIGHER VOCATIONAL COLLEGES UNDER THE PERSPECTIVE OF "THREE COMPREHENSIVE EDUCATION"

2.1 Large number of students and wide range of categories make music education work more difficult. At present, the music courses in higher vocational institutions in China are designed for complicated types of students, which leads to the quality and efficiency of music education work is not very high, for example, the students studying music in higher vocational institutions come from all over the country, and there are also some foreign students, which makes the music education

teaching work in higher vocational institutions more difficult, and it is impossible to develop a scientific and reasonable music education system. This situation makes it difficult to carry out music education in higher education institutions, and it is impossible to develop a scientific and reasonable music education system.

2.2 The process of music education is long and the effectiveness of the work is difficult to manage

The formation and cultivation of students' moral quality is not a one-time thing, and the process of cultivating them will also cost a lot of human, material and energy, especially in such a demanding subject as music, if the teaching of music is long, it will not only increase the difficulty of nurturing work, but also make it impossible to manage the effectiveness of music nurturing work, which will eventually lead to the effect of music nurturing not meeting the relevant requirements [1]. (3) the scope of education is wider.

2.3 The scope of education is wide and the resources are limited

In the process of carrying out "three-wide education", higher education institutions need not only to carry out full education and full education, but also to realize all-round education, which requires a wide range of education. In addition, the rapid development of information technology has made the information dissemination between countries faster and faster, so the music teaching includes traditional music, classical music, rock music, pop music and other types of music, and to carry out the "three comprehensive education" work in so many types of music, not only requires music teachers to have certain teaching ability, but also requires teachers to prepare sufficient teaching resources, but At present, music education resources in higher education institutions are limited, which makes it difficult to carry out education work [2].

## 3. MEASURES TO BUILD MUSIC LITERACY EDUCATION SYSTEM IN HIGHER EDUCATION INSTITUTIONS UNDER THE PERSPECTIVE OF "THREE COMPREHENSIVE EDUCATION"

"Music teachers in higher vocational institutions need to clarify the teaching objectives in the context of "three-wide education". All of these require the music teachers of higher education institutions to think about all aspects of the education goals.

### 3.1 Digging deeper into music materials and elaborately designing curriculum education methods

"In order to help music teachers in higher education institutions better carry out education activities, they need to change the music teaching mode as soon as possible, fully explore the contents of music teaching materials, improve students' knowledge of the curriculum, and design a standardized and scientific music teaching method for students through the combination of moral, aesthetic, ideological and moral education and music teaching. We should design a standardized and scientific music teaching system to promote the all-round development of students in higher vocational colleges. For example, at the present stage of music teaching in higher vocational colleges and universities, the ideological concepts and philosophies conveyed in western classical music works are incompatible with the Chinese values of socialist development, leading to the emergence of more and more decadent music in China's popular music, which has a great impact on the ideology, three views, morality and quality of young students in China, and if such behavior continues to be allowed to develop, it will not only fail to help students in higher vocational colleges and universities. If we continue to let this kind of behavior develop, it will not only fail to help students in higher education institutions grow up healthily, but also affect the learning of students' music knowledge. Therefore, music teachers in higher education institutions should carefully design the course contents for students, especially for the selection of music works, they need to conduct a lot of screening and research, as far as possible, they should not choose music works with strong religious colors, and strengthen the aesthetic interpretation of western music works. Secondly, the connection between history and culture should be strengthened in the study of traditional Chinese music content, so that students can develop a sense of national mission and responsibility in the context of increasing their national culture.

### 3.2 Carrying out diversified music teaching to improve students' interest in learning

In the process of carrying out music education teaching in higher education institutions, it is also necessary for music teachers to innovate practical contents, which can not only create a relaxed and pleasant classroom atmosphere for students, but also improve students' interest in music learning. However, in the process of building music learning atmosphere, teachers should actively communicate with students, such as conducting student seminars and online questionnaires to understand students' opinions on music learning. In addition music teachers need to actively understand the teaching styles of music teachers in other faculties, such as what thinking content other teachers choose and how the music process is designed [3]. Secondly, music teachers should strengthen the improvement and innovation of classroom teaching forms, such as

carrying out flipped classroom teaching, micro-video teaching, multimedia teaching, online and offline integration teaching, etc. Through these information-based teaching methods not only can improve students' learning initiative, but also can enrich students' learning resources. For example, when enjoying certain songs, students can identify songs through mobile music software, and in the process of guiding students to understand music songs, students can collect relevant music resources by themselves, and due to the complexity, complexity and differences of online resources, students can be guided to discuss these knowledge contents, and eventually help students understand the ideology and emotions contained in music, and achieve the students can be guided to discuss these knowledge contents, and eventually help them understand the ideology and emotion contained in music, and achieve the teaching of music literacy in a subtle way.

## 4. CONCLUSION

To sum up, in this paper, I have analyzed the problems of music teaching in higher education institutions under the perspective of "three-wide education", such as the large number of people and wide categories, the difficulty of music education, the long process of music education, the difficulty of managing the effectiveness of the work, the wide scope of education, and the limited resources, etc., and discussed the countermeasures to build a music literacy education system by digging deeper into music materials, carefully designing curriculum education methods, carrying out diversified music teaching, and improving students' interest in learning. It also discusses the countermeasures for constructing music literacy education system, such as carefully designing curriculum education methods, carrying out diversified music teaching and improving students' interest in learning, in the hope of bringing help to music teachers in relevant higher education institutions.

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# Innovative Research on the Education Model of Joining the Communist Party of China for Vocational College Students

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**Abstract:** This paper aims to study and explore the methods and paths of the training and education of active applicants in universities, draw on the task-driven project teaching concept in curriculum design, and make innovative exploration and practice in how to improve the self-education effect of active applicants.

**Keywords:** Higher vocational college; College students; Party membership; Education mode

## 1. INTRODUCE

College students party member is the advanced molecular vocational college students, is also the communist party of China added an important source of fresh "blood", their party spirit cultivation and comprehensive quality is not only related to the contemporary college students group quality, more related to the overall quality of the party, pays special attention to the college students party quality is equivalent to seize the main aspects of the quality construction of the party members [1]. Therefore, how to cultivate and bring up a group of young marxists and reliable successors with firm ideals and beliefs, virtue and talents, and the values of "loyalty, honesty, fairness and decency, seeking truth from facts and integrity" is an important proposition and major subject that higher educators across the country must think and answer well.

## 2. ANALYSIS OF THE CURRENT SITUATION OF PARTY MEMBERSHIP EDUCATION FOR STUDENTS IN HIGHER VOCATIONAL COLLEGES

As a "quasi-pass" for the training and development of party members, party membership education is an important way for party organizations in higher vocational colleges to play their political influence, and provides a key guarantee for the development of party members in college students [2]. However, at present about higher vocational students to join the party education training the important work, most or focus on how to regulate the development process and grass-roots party organizations how to carry out party class group education training point of view, lack of flexibility and pertinence, students self education is not enough, easy to cause "cauldron effect", is not conducive to the cultivation of high quality college students party members [3]. At the same time, compared with the four-year schooling system of ordinary undergraduate colleges, students in higher vocational colleges are affected by the short-term factors of

concentrated school time, which increases the difficulty of educating students to join the party [4].

Therefore, this subject to study this problem, the system design of "the enlightenment education to join the party-the party applicant education-the party activists education-development object-probationary party member education-party member education-party school education" each stage, the whole process of higher vocational students to join the party education training the new mode, for the party member development in higher vocational colleges students provide reference education mode, cultivate college students set up the correct ideal faith, improve the quality of college students party member training.

## 3. RESEARCH ON THE PATH AND METHOD OF REALIZING THE SELF-TEACHING OF ACTIVE APPLICANTS IN HIGHER VOCATIONAL COLLEGES

The author focus on research and practice in the process of how to do the party education training students self education path and method, to explore the party activists how to improve the service consciousness and ability for teachers and students, how to "work" path and method, so that the school party school and branch concentrated training education and the party activists self education complement each other, in a planned way to carry out the party activists party spirit cultivation and party spirit exercise activities. To this end, the author and relevant personnel carried out the active party members self-teaching "ten one" work project.

## 4. SPECIFIC CONTENTS OF THE "TEN ONE" WORK PROJECT OF PARTY MEMBERSHIP EDUCATION

4.1 Systematically study the Constitution of the Communist Party of China, from the formulation of the Second CPC Congress of the Party Constitution to the twentieth revision of the Party Constitution, to guide active applicants to firmly establish the concept that the Party Constitution is the fundamental law of the Party.

4.2 Study a classic of the excellent Chinese traditional culture, write the reading experience, share and exchange in the class meeting, and deeply understand the contemporary and practical significance of the combination of Marxism and Chinese traditional culture.

4.3 Read a book on the history of the Party, feel the centenary history of the Communist Party of China, and firm the determination to "listen to the Party and follow the Party".

4.4 Earnestly study the spirit of General Secretary Xi Jinping's series of important speeches. We will guide active applicants to maintain a high degree of unity with the CPC Central Committee politically, ideologically, and in action, and firmly establish the lofty ideal of communism and the common ideal of socialism with Chinese characteristics.

4.5 Do a practical work for teachers and students. We will put the education and practice of the Party's mass line into the conscious actions of active applicants.

4.6 Make friends with an outstanding graduate party member. Understand the growth track of graduate party members, and learn from the process of joining the Party of outstanding graduate party members.

4.7 To mark the vanguard and exemplary role of a party member, take the party members around him as examples, firm political ideals and beliefs, further correct the motivation of joining the Party, clarify the identity of active party members, and play a positive role in all aspects.

4.8 Tell a story of enterprise development. Help active applicants to build up professional confidence and professional mission.

4.9 Actively participate in volunteers and public welfare activities to improve the ability to serve the people wholeheartedly; and practice the purposes of the Party with practical actions.

4.10 Active members of the Party-second branch secretary party class, feel the strength and warmth of the organization, enhance the organizational discipline.

4.11 Make a contribution to the construction of a beautiful dormitory, guide the active applicants to start from small things, start from the things around, play a vanguard role, the unity of knowledge and action.

## 5. CONCLUSION

After more than two years of research and practice, Designed the "initiation education of party membership-education of active applicants-education of development object- probationary party member

education- party member education- education of party members", Form a task-driven and project-based work plan for self-education of Party activists, Help to better help students to carry out ideological and political education, the subtle influence on the world outlook, outlook on life and values of higher vocational college students, Cultivate students to establish correct ideals and beliefs, At the same time, it is also conducive to further improving the party building work concept of higher vocational college students, Enrich the theoretical courses of students' Party membership education and training, It is also of great significance to strengthen the ideological and political education in vocational colleges and promote the construction of campus culture in vocational colleges. Finally, cultivate a good party spirit cultivation and firm ideal faith of vocational students party members.

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# Research on Tibetan Buddhist Culture in "Zhan Dui"

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**Abstract:** Tibetan Buddhism is the universal belief in Tibet, Tibetan Buddhism either have a very important influence in the lives of local people mentally, and in the theocratic regime, while Tibetan Buddhism politics and history have had a significant impact. Loy works basically revolve around Tibet started inevitable inseparable from Tibetan Buddhism, A to work "Zhan Dui" a piece of history is a plain case of possession of this land to conduct research and writing, both in the historical material still has the folklore figure in Tibetan Buddhism, and Tibetan Buddhism, the content on the objective existence of both the history and folklore of the local content of Tibetan Buddhism, as well as during the Loy and departure from religion to religion for historical and practical thinking. This article will be "Zhan Dui" as the center, from the knowledge of Tibetan Buddhist culture and local legends of the book, A to ponder for which other aspects of Tibetan Buddhism, discusses "Zhan Dui" book of Tibetan Buddhist culture. We can say that literature not only by geography, natural environment, culture and history of religion influence in Alai's novel, Tibetan Buddhist culture as a fusion of geography, natural and religious influence of the author, but also affect the author's novels. Influence of Tibetan Buddhism is not only reflected in the reality of life, but also into the literature.

**Keywords:** A Lai; Zhan Dui; Tibetan Buddhism

## 1. THIS NOVEL BRINGS RELIGIOUS THINKING INTO HISTORICAL REFLECTION

"Zhan Dui" is a non-fiction literary work, which records the ups and downs of the "Iron Pimple" tribe Zhan Dui's two hundred years of history, in which the author quotes a lot of historical materials and writes this book in an "academic way". At the same time, adding folklore and the author's own subjective will, it shows the Tibetan legend of this small place, and brings together the author's thinking on the history and modernization of Tibetan politics, religion, and culture. A work of literary imagination. the origin of the name Zhandui itself is related to Tibetan Buddhism. It is said that when the eminent monk Xirao descended to meet Kublai Khan, he showed his magic power and turned a sword into an iron knot with his bare hands. Kublai Khan gave him back home as an official, So the family of "looking at the opposite side and rushing at the same time" was born, that is, the iron lump was born.

Since Tibetan Buddhism has a position that cannot be ignored as a belief in Tibet, it must have played a huge role in this period of history. Therefore, there are frequent figures in the book "Zhan Dui", which appear

in historical records, It is often the protagonist in the folklore stories that the author has searched for, and it is often because religion promotes and influences the actions of the protagonist in the story and thus changes history. In the final analysis, it is because Buddhism has deeply influenced the politics, customs and spiritual life of Tibetan people in Tibet, the author's reflection on history always brings religious thinking into it, and this book is a book based on a large number of real materials, which is quoted by the author in a simple way. Li Jingze said, "A Lai wrote the history of a small place, but this is a big book. Her significance goes far beyond literature. " At the same time, due to Buddhist factors, especially the addition of folk stories, it has added a bit of magical literary color. As the author himself said, "If you listen to these legends too much, you will also fall into such a magical ecstasy. ", the author doesn't want to let himself fall into it, but he can't make the story escape from it.

## 2. TIBETAN BUDDHISM HAS HAD A GREAT INFLUENCE ON THE SPIRITUALITY AND LIFE OF THE LOCAL PEOPLE

At the beginning of "Zhan Dui", it is written that the people in the Tibetan area are tough, and Zhan Dui and other tribes are tough, but it also mentions that "the people in the Kham area claim to be tough, but after thousands of years of Buddhist thought, they firmly believe in the destiny., has always been resigned to the feudal hierarchy, and has no intention of rebelling. " Even in the eyes of the rulers of the Kashag government, Tibet is not a "country", but a "Buddhist Holy Land". "The religion of Tibet is not only the religion of lamas and monks, but also the religion of the common people. the former is difficult and obscure, and few people understand it, while the latter has been integrated into the daily life of the entire Tibetan people and has become the support of secularized beliefs. " It can be said that Tibetan Buddhism, as the belief of the whole people in Tibet, is deeply rooted in the spirit and hearts of people. Whether it is a chieftain or a commoner, aristocrat or a commoner, the spiritual realm is the same, and it is guided to the religious world by lamas.

Tibetan Buddhism is rooted in people's spiritual life and affects the spirit and life of local people. Many people in Tibetan areas spend their whole lives turning prayer wheels and praying devoutly; entertainment activities will also be mixed with a strong religious atmosphere, and weddings are indispensable. Religious ceremonies are also inseparable from prayers and blessings in temples []; a life is born, grows, and grows old, all of which are reincarnated under the domination of Buddhist teachings. Even today, it is still the case,

"Whether in today's Xinlong or in other places in Tibetan areas, a person often feels that he is living in two worlds", because "people's spiritual world seems to still be stuck in the ancient times. There are monasteries everywhere, and many temples are under construction, and people are still telling all kinds of amazing stories. About the magic power of eminent monks, about karma, and about people's fate."

### **3. THE AUTHOR'S INSIGHTS INTO RELIGION CANNOT BE IGNORED IN THE NOVEL**

A Lai is full of Tibetan Buddhism in his works, and "Zhan Dui" is no exception, whether it is the objective historical materials or magical stories and legends. As Alai said, his works come from different expressions of materials, and because the materials come from real historical documents and the writer's fieldwork, the Tibetan Buddhist culture permeating the entire Tibetan area itself cannot be ignored. On the one hand, writers must add Tibetan Buddhism to their works, and on the other hand, they also have their own opinions and expressions between the lines. Among them are not only the author's views on religious legends, religion and people, and society, but also comprehensive insights that the author has extended to Tibetan society and

culture since then. As a person who also listens to magical stories, the author feels that he is in the midst of many people who are in ecstasy, trying to keep himself awake.

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# The Cultivation Strategy of Humanistic Quality in College Music Education

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**Abstract:** Music itself is an art subject, and it also has strong humanistic connotation. It can play an important role in improving students' comprehensive quality and promoting their comprehensive development. Therefore, when carrying out education and teaching, colleges and universities should attach great importance to music education and pay attention to its own humanistic connotation, so as to improve the current situation of "specialization and skill-based". In the specific music education teaching, teachers should not only teach students professional theoretical knowledge and skills, but also pay attention to the cultivation of students' own humanistic quality, which requires teachers to scientifically improve the previous music teaching methods, combine the actual learning situation, introduce advanced teaching methods, and realize the effective cultivation of students' humanistic quality.

**Keywords:** College music; Humanistic quality; Cultivation strategy

## 1. INTRODUCTION

In recent years, the enrollment of Chinese colleges and universities has gradually increased, and the scale of music education in many colleges and universities is constantly expanding. However, in the teaching of music education, teachers attach more importance to the explanation of professional knowledge and ignore the cultivation of humanistic quality, which will affect the all-round development of students. In the face of this situation, college teachers should go deep into the music education teaching, clarify the existing problems, formulate scientific solutions to specific problems, and at the same time, make scientific improvements to the original music teaching content, form and way, promote the music education system to be more perfect, so as to strengthen the cultivation of students' humanistic quality. Improve the comprehensive quality of students.

## 2. THE IMPORTANT ROLE OF COLLEGE MUSIC EDUCATION IN CULTIVATING STUDENTS' HUMANISTIC QUALITY

### 2.1 It is good for broadening students' horizons

The development of higher education is not only to cultivate specialized technical talents through systematic education, but also to expand students' learning and development vision, help students establish correct three views, and help students to identify their own development goals and lofty life ideals, so that students can realize their self-value in the future development. In the teaching of music education in colleges and universities, scientific training of students' humanistic quality can expand their own knowledge and

broaden their learning horizon, which can accelerate the realization of higher education goals and promote the long-term development of students [1].

2.2 Help to improve students' awareness of cooperation  
In the teaching of music education in colleges and universities, when cultivating students' humanistic quality, teachers will also guide and teach students scientifically, so that they can gradually become a good "human", and lead students to have a correct understanding of the real society, organize students to cooperate in groups, so that students can gradually find their correct position in the group and society during the process of cooperative learning. At the same time, it can also establish students' consciousness of cooperation, enhance students' ability of solidarity and cooperation, and lay the foundation for students' future work and development in the society.

### 2.3 Help to enhance students' self-confidence

In music education, when teaching students relevant music knowledge and skills, college teachers should not only explain the content of textbooks, but also expand other music knowledge content, so that students can have a comprehensive understanding of relevant music works and master the creation background and cultural connotation of music works, so as to enrich students' music knowledge and deepen their understanding of music knowledge. In this way, students can better deduce the corresponding music works, fully reflect the appreciation value of music and artistic value, and establish students' confidence.

## 3. EFFECTIVE MEASURES TO CULTIVATE STUDENTS' HUMANISTIC QUALITY IN COLLEGE MUSIC EDUCATION

### 3.1 Introducing traditional music culture

When carrying out music education and teaching for students, college teachers can combine specific teaching content, select appropriate elements of traditional music culture and integrate them into education and teaching, so as to encourage students to be influenced by traditional culture and learn more about traditional music culture in the process of learning music, which is conducive to building students' cultural self-confidence. So that they can master more knowledge of music culture, help students correctly understand traditional music, but also improve their national self-confidence. For example, if the teacher explains the western music, it can introduce the traditional music of our country and various ethnic Musical Instruments, mobilize the students' interest in learning the knowledge of traditional music, and analyze the two kinds of music together so that the students can understand the

difference between the two, strengthen the students' love for the traditional music, and form the ideology of spreading the traditional music culture [2].

### 3.2 Using multimedia to create situations

In the specific teaching of music education, college teachers should also dig deep into the teaching content of music education, look for the humanistic elements in it, and adopt appropriate ways to fully show the humanistic characteristics of music education, and have an invisible impact on students. Based on this, teachers should have a comprehensive understanding of music works and fully explore the humanistic spirit and thoughts contained in them. At the same time, appropriate humanistic materials should be introduced. On this basis, multimedia should be used to create corresponding situations, so that students can deepen their emotional experience and be influenced by humanistic thoughts and spirits in the process of participating in the situation. So as to improve the humanistic quality of students. To be specific, when teaching music, teachers can find out the spiritual connotation of music works, collect the creation background of relevant music works, the thoughts of the Times, the life experience of the creators and other materials through the Internet in advance, and use video, audio, image and other forms to create a vivid situation to attract students' learning attention and arouse students' learning interest. In the context, students can also understand the life of the creator and the spiritual culture contained in the music works, so as to exert a subtle influence on students, improve their good spiritual quality and establish correct ideological consciousness.

### 3.3 Set up music practice activities reasonably

From a practical point of view, music is not only a way of recreation in life, but also a spiritual carrier. If you dig deeply into the content of music, you can feel the thoughts and emotions conveyed in it, which can play an important role in humanistic education. If we want to cultivate students' humanistic spirit and thought through music education and teaching, we should deepen students' emotional experience, encourage students to internalize the music knowledge they have learned and transform it into correct humanistic spirit and thought. At the same time, teachers can also organize a variety of music practice activities to help students to externalize their humanistic spirit and transmit music to other audiences, so as to improve students' musical level. Based on this, teachers need to make clear the

cultivation needs of humanistic quality and have a comprehensive understanding of students' learning and development. Combining with specific music education content, they should reasonably set up music competitions, which can be music performance competitions or music innovation competitions. Teachers should encourage students to participate in competitions, and they can first perform music competitions within the class. The evaluation by teachers and other students requires students to fully express their emotions and thoughts and reflect the humanistic spirit in the process of playing music, which is conducive to improving the effect of students' music performance, enhancing their own ability to play music, prompting students to deepen their experience of humanistic thoughts and further enhance their humanistic quality in the process of playing music [3].

## 4. CONCLUSION

When carrying out music education teaching in colleges and universities, if it can effectively cultivate students' own humanistic quality, it will help to establish students' correct ideological values, improve students' learning efficiency and effect, and enhance their own music level. Therefore, teachers in colleges and universities should attach importance to the cultivation of humanistic quality, and adopt appropriate ways to provide scientific training according to students' learning and development needs.

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# Development And Design Exploration of Specialized and Integrated Curriculum

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**Abstract:** At the beginning of 2015, Premier Li Keqiang put forward the grand goal of "mass entrepreneurship and innovation". Since then, the concept of "innovation and entrepreneurship" was born. the essence of "innovation and entrepreneurship education" lies in the cultivation of entrepreneurial spirit rather than the incubation of entrepreneurial behavior. In accordance with the overall requirements of the talent training program for big data and accounting majors, this program is guided by social needs and takes cultivating students' innovative spirit as the main line. It explores integrating innovation and entrepreneurship education into professional practice courses to cultivate high-quality talents in the new era.

**Keywords:** Specialized innovation; Integrated curriculum development; Practical teaching

## 1. INTRODUCTION

"Innovation and entrepreneurship education" means that students cultivate the spirit of innovation, entrepreneurial awareness and entrepreneurial ability by learning the knowledge of innovation and entrepreneurship and according to the general rules of innovation and entrepreneurship. Professional education refers to the systematic study of theoretical knowledge of the major on the basis of general education to form a relevant knowledge system, so as to master certain technologies or skills.

"Specialization, innovation and integration", short for "major+innovation and entrepreneurship", refers to integrating innovation and entrepreneurship education into professional education, running through the entire learning process of students, stimulating their innovation and entrepreneurship awareness, improving their innovation and entrepreneurship ability, and realizing the optimization of their innovation, entrepreneurship and professional knowledge structure.

## 2. THE PRINCIPLE OF CREATING INTEGRATED CURRICULUM DEVELOPMENT

### 2.1 Taking a problem-oriented approach

In the process of developing specialized and integrated courses, we must adhere to the problem orientation and cultivate students' creativity, innovation, entrepreneurship and creativity by solving problems. This requires that the problems should first be defined, which problems can be applied to the practical teaching of specialized innovation and integration courses, so as to stimulate students' interest in exploring and solve problems through the initiative and spontaneous inquiry, inquiry, collection and thinking, and finally promote the improvement of various abilities.

### 2.2 Student-centered

In order to promote students' autonomous learning, collaborative learning and deep learning, pre-class, in-class, after-class and online and offline modes are adopted. the whole process is student-centered, and teachers only guide students to complete learning tasks.

### 2.3 Adhere to multiple assessments and evaluations

The curriculum is based on the work process, and the teaching mode is both online and offline. So the assessment should also do the following points. First, adhere to multiple evaluation. Establish a multi-party and multi-perspective learning evaluation mechanism for schools, teachers, students and school-enterprise cooperative enterprises. Actively participate in the monitoring of teaching quality, academic performance and learning quality of relevant courses of this major. Second, adhere to process evaluation and result evaluation. We should reform the evaluation method, attach importance to the combination of the evaluation of students' learning process and the evaluation of learning results, and give play to the motivating and guiding function of the evaluation of learning. Evaluation including daily attendance, course completion, assessment results, practice reports, team evaluations, etc.

## 3. CREATE INTEGRATED CURRICULUM OBJECTIVES

The teaching goal of the course is to let students simulate the real operation of the financial sharing service center of enterprises to deal with various business financial problems, and integrate the content of basic practical training on innovation. With innovative practice process as the main line, six innovative qualities are integrated, and problem orientation is adhered to, so that students can stimulate their innovative consciousness and master innovative thinking and methods in the process of finding and solving problems.

## 4. CREATE INTEGRATED CURRICULUM DESIGN IDEAS

Firstly, according to the talent training program and professional training objectives, the characteristics of the course and the development needs of the industry are analyzed, and the teaching content of the integration of professional innovation is reorganized and optimized, and the teaching objectives are determined. Then determine the teaching mode and method, using the combination of online and offline mixed teaching mode, case teaching method, task-driven project teaching method and other teaching methods and means; Then the teaching implementation, with the help of dual platforms, the innovative thinking and ability elements

and cases are organically integrated; Finally, the diversified curriculum evaluation system is determined.

## **5. CREATE AND INTEGRATE CURRICULUM CONTENT**

### 5.1 Practical teaching content

According to the talent training program and professional training objectives, combined with the education objectives of "specialized innovation and integration" course, the characteristics of the course and the development needs of the industry are analyzed, the knowledge points that fully reflect the innovative and entrepreneurial thinking, consciousness and ability in the course are explored, the course content is restructured, the teaching process is optimized, the course content is modular, and the knowledge points are project-oriented. Integrate innovation and entrepreneurship education resources and integrate them into each teaching module organically from three aspects of innovation knowledge, quality and ability. In the teaching content design, integrate the "mass innovation" elements and cases in specific modules, which should not only fully reflect the professional characteristics and industry development needs of Financial Sharing Practical Training course, but also pay attention to the cultivation of students' innovative thinking, awareness and ability. the "Financial Sharing Training" professional course integrated with the "mass entrepreneurship" education can not only fully show the professional advantages of the course, but also enable students to give full play to their innovative thinking and cultivate their innovation and entrepreneurship ability on the basis of their major.

### 5.2 Creating teaching methods and means of integrated courses

In order to promote students' autonomous learning, collaborative learning and deep learning, blended teaching modes of pre-class, in-class, after-class and online and offline combination are adopted. the whole process is student-centered, and teachers only guide students to complete learning tasks. Before class, students mainly study by themselves and complete questionnaires or pre-class tests. During class, task-driven project teaching, case teaching, role playing, situational teaching and other methods are adopted, and heuristic, inquiry, discussion and participatory teaching forms are used to organically combine students' independent learning, cooperative learning and teacher-guided teaching. At the same time, modern information technologies such as intelligent classroom, Rain Classroom and Learning Pass are used to develop a practical teaching platform in combination with Tsinghua Tongfang and school-enterprise cooperation, and a variety of ways to assist practical teaching are integrated.

### 5.3 Specialized and integrated course teaching organization

Curriculum implementation is the process of putting curriculum system into practice, and it is an important link to practice curriculum objectives. In the daily teaching process, three teaching links are designed,

which are preview before class, practice during class and promotion after class.

In the pre-class preview stage, students complete the knowledge reserve required for the learning project from Tsinghua Tongfang practical training platform, complete the corresponding tasks and tests, and record the unfamiliar content, which is completed online. In the practical stage of class, the teacher decomposed the tasks and implementation strategies according to the difficult points put forward by the students and the key and difficult points of the project. First, teachers assign tasks, explain the knowledge points needed to complete the task, and demonstrate the skills. Then students complete the task, really do "learn by doing, learn by doing", teachers guide correction; After that, group representatives demonstrated the results and teachers and students discussed the problems. Finally, the teacher makes a summary and comments, and the group grades each other's tasks or works. After class promotion stage, mainly finish homework or synchronous training.

### 5.4 Assessment and Evaluation of Specialized and Integrated Courses:

Based on the training objectives, training specifications, skills and qualities, nature and function of the course, a learning evaluation model is established which is compatible with it and combines incentives and constraints. First, stick to the student center. Learning evaluation should reflect the learning initiative, such as offline learning, classroom interactive small homework should be added. Second, adhere to the combination of process evaluation and result evaluation. Give full play to the motivating and guiding function of learning evaluation, including daily attendance, course completion, assessment results, practice reports, team evaluation and other evaluation. Third, add the assessment content of mass entrepreneurship and innovation. Including innovative knowledge, innovative homework, innovative works and innovative contests.

## **6. EXPECTED RESULTS OF THE IMPLEMENTATION OF SPECIALIZED INTEGRATED COURSES**

### 6.1 Popularization and application

This scheme is a model of integrating innovative education into practical curriculum and has great value of popularization and application. the scheme

The integrated innovative knowledge, innovative thinking and innovative ability are the innovative practice platform developed by Yonyou. the course content is complete and its own system can be integrated into any practical course as a whole or select part according to class needs.

### 6.2 Application results

Specialized innovation and integration course has strong practicality and comprehensiveness, which plays a great role in improving students' vocational ability, and the course has achieved the expected effect. the students also gave a good evaluation of this course. In this course, they not only reviewed the previous knowledge and skills, but also learned the knowledge and skills that

they had not learned before, and gained a lot. In the implementation process of the specialized integration course, the school supervision group gave high praise to this course, the students are enthusiastic about learning, active and strong, the course uses dual-platform teaching, attaches importance to the cultivation of students' practical ability and innovative spirit, and the effect of improving the quality of education and teaching, the effect is good, the achievement is remarkable.

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# Research On Collaborative Protection of Personal Information Security in Big Data and Cloud Computing Environment

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**Abstract:** In the Internet era, big data and cloud computing technology by virtue of their own advantages, in different fields to expand a new development situation, for different types of enterprises to create development prospects. However, in practice, the emergence of network information security problems brings great threats to personal information, and it is impossible to realize the security protection of personal information. Therefore, in the environment of big data and cloud computing, the problems of personal information security are analyzed, the collaborative protection mechanism of personal information security is discussed, and corresponding solutions are proposed to provide help for a scientific and reliable information application environment.

**Keywords:** Big data and cloud computing environment; Personal information; Security collaborative protection

## 1. INTRODUCTION

Big data and cloud computing is a new technology developing rapidly in our country in recent years. Its advantages can be rationally stored and calculated in a large amount of unstructured data, become an innovation channel for computing resources to be widely used, quickly collect people's dynamic resources, and build a new service platform paid with funds. This operation is central to the implementation of national information strategies. Combining with our own development situation, we can set up a reasonable development strategy of cloud computing and big data, which truly reflects the importance our country attaches to big data and cloud computing. In order to truly reflect the application value of big data and cloud computing, highlight the potential of Chinese science and technology, rely on efficient and stable computing reserve function, and actively establish a complete collaborative protection mechanism of personal information security protection under the new era environment, effectively highlighting its role.

## 2. ESTABLISHING A LEGAL SYSTEM FOR INFORMATION SECURITY PROTECTION IN LINE WITH CHINA'S NATIONAL CONDITIONS

Foreign developed countries face a series of security problems caused by information network, according to the national conditions and problems before and after the implementation of relevant laws and regulations, to establish a sound information security legal system. According to the above situation, it fully reflects the loopholes and problems existing in information security

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protection of our country, which seriously lags behind the modern society [1]. Until 2016, China officially issued the Network Security Law of the People's Republic of China, taking it as a special legal policy for the protection of network information security, strictly standardizing network security behaviors from the legal level, and putting forward corresponding optimization solutions and countermeasures, making China take the first step in improving the legal system, which is also the most critical step. It not only highlights the core status of China's network security, comprehensively supervises the behaviors of individuals and institutions, improves the security and stability of network applications, but also points out the direction of severe punishments for illegal and criminal behaviors of network information security, and ensures that the current network security law is more perfect and mature. In spite of this, in order to truly exert its deterrent power, the Chinese Cyber Security Law further enhances its feasibility through corresponding supporting regulations. Thus, we know that in order to protect the information security of the people, through the increasingly rich system of relevant laws and regulations, timely establishment of network security legal protection in line with the national conditions of the country, to crack down on network information security criminals, the protection of personal information security is particularly key.

## 3. IMPROVE THE INFORMATION SECURITY ADMINISTRATION SYSTEM

The establishment of the State Internet Information Office is to strengthen the construction of network informationization, and is an important part of the active implementation of our network informationization management system. According to the current management system, there are still many problems in the current network security management system, such as multi-party management, functional cross and other obvious conditions, and cross-department, cross-industry comprehensive administrative system construction problems, directly let the superior leading departments find that the management system is not perfect, the structure of its top-level design problems. For this situation, the Internet Information Office personnel are required to devote themselves to the information security management system design project, develop a strong coordination ability, cross-industry, mutual assistance of the guarantee management system, which plays a good role in promoting the innovation of

the administrative management guarantee, and lays the foundation for the protection of big data and cloud computing personal information security.

#### **4. TO DEVELOP SAFETY PROTECTION TECHNOLOGY, COMPREHENSIVE PROTECTION OF INDUSTRY TECHNOLOGY**

In terms of grassroots technology research and development, Chinese information construction has achieved worldwide achievements, but there is still a great distance compared with the developed countries [2]. Although our scientific research and technology has matured, in the field of chip, technical design, operating system and software application development at the grassroots level, we always lag behind the developed countries. According to the authoritative international data survey found that China needs to spend hundreds of millions of yuan every year to import chips, which fully proves our excessive dependence on chips; In terms of the operating system, 90% of the desktop system in our country is developed and formed in the Windows system, and the system software applications such as database, programming language independent technology is less and less, it is difficult to pay attention to it. With the continuous development and progress of China's economy, the country begins to devote its energy to security information protection technology, gradually replace foreign products with its own advantages, and obtain comprehensive protection through policy support, innovative talent system and other measures. Strengthening the emphasis on technology development and innovation has always become the development direction of China's information industry, laying the foundation for casting the Chinese information Dream.

#### **5. OPTIMIZE THE UNIFIED SUPERVISION OF PERSONAL INFORMATION SECURITY AND INDUSTRY SELF-DISCIPLINE MECHANISM**

In recent years, the training of Chinese information security talents has been continuously strengthened. After a long time of exploration and research, it was not until 2015 that relevant representative departments of the State Council added the subject of "Cyber space security" in the category of "engineering" and strengthened the construction of the subject of information security, which is of great significance for improving the training effect of information security talents. In addition, strengthen the training of information security teachers, constantly increase the training, create high-quality R & D conditions, actively carry out practical training, to enhance the overall strength of information security personnel to lay a good foundation. Finally, the relevant personnel are regularly organized to implement diversified information security competition, to deeply explore information security talents, in order to reserve more excellent information security professionals to obtain protection.

#### **6. STRENGTHEN PUBLICITY AND EDUCATION TO ENHANCE THE PUBLIC'S AWARENESS OF INFORMATION SECURITY PROTECTION**

Through the national network security related departments to promote a variety of publicity activities, the use of new media, television, radio and other diversified communication channels, effectively to the public subconscious personal information security knowledge publicity and education, further enhance the public's awareness of information security protection. At the same time, we should strengthen the construction of a sound supervision and management system for personal information security, expose bad behaviors caused by personal information security violations and crimes by means of the Internet and multimedia, effectively warn the masses, actively report illegal behaviors of personal information security, and create a harmonious and sound environment for the protection of personal information security [3].

#### **7. CONCLUSION**

In the environment of big data and cloud computing, the continuous promotion of the "Internet Plus" development strategy, promoting different industries and fields of Chinese development climax, progress towards the network, information and intelligent direction, accelerate the realization of comprehensive reform, national economic growth and the improvement of people's quality of life to support. However, the application of big data and cloud computing technology poses a serious threat to the security and stability of personal information. Therefore, it has become an inevitable trend to strengthen the establishment of a collaborative protection mechanism for personal information security, so that the society can fully realize the importance of personal information security protection and enable China's personal information protection to step into long-term development. In addition, government departments, enterprises, social organizations and individuals cooperate with each other to transform the collaborative protection concept of personal information security, innovate the collaborative protection mode of personal information security, improve the collaborative protection mechanism of personal information security, which is conducive to a new breakthrough in the protection of personal information security.

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# The Significance of Integrating Chinese Traditional Culture into College Ideological and Political Education

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**Abstract:** China is the only country in the world without cultural cut-off, and Chinese history and culture can be traced back to five thousand years ago, which is enough to prove that China is a country with profound cultural heritage, with the deep Chinese traditional culture to achieve ideological and political education, can be described as a very scientific and effective education path. Taking ideological and political education in colleges and universities as the research object, this paper expounds the significance of integrating into Chinese traditional culture from the perspective of the penetration and integration of Chinese traditional culture, and puts forward relatively reasonable and feasible educational strategies in order to share and communicate with the majority of educators.

**Keywords:** Chinese traditional culture; Ideological and political education in universities; Great significance; Effective strategy

## 1. INTRODUCTION

Excellent traditional Chinese culture has rich educational functions. Both the ideology, spirit, quality and accomplishment in traditional culture and the historical events in traditional culture will become important resources to cultivate students' ideological quality and spiritual morality. In terms of the current situation of ideological and political education in colleges and universities, many teachers lock their eyes on the scope of textbooks, and most of the time just transfer the book knowledge to students. This kind of ideological and political education is seriously lack of science, adaptability and expansion, not only difficult to stimulate students' interest in learning ideological and political courses, but also hinder the development of students' ideological quality and moral spirit. Based on the educational function of traditional Chinese culture, the infiltration of it into the ideological and political education in colleges and universities can provide students with more abundant ideological and political education resources, and is conducive to the inheritance and development of excellent traditional Chinese culture, which indicates that it is of great significance and value to integrate traditional Chinese culture into the ideological and political education in colleges and universities.

## 2. THE SIGNIFICANCE OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES INTO TRADITIONAL CHINESE CULTURE

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Higher education is an important part of our education system, is the main field of training cutting-edge talents for the country and society, so it is important to improve the quality and efficiency of higher education. Based on the change of demand for talents in our country, simple training technical talents no longer ADAPTS to social development trend, and training highly qualified talents is more in line with the demand for talents from the society [1]. In view of this educational reform, ideological and political education in colleges and universities should give full play to the function of educating people, aiming at helping contemporary college students to form noble character and excellent quality. the integration and application of Chinese excellent traditions in ideological and political education in colleges and universities can create more favorable educational conditions for ideological and political education. the specific analysis is as follows:

2.1 Help to enrich ideological and political education resources in colleges and universities

Ideological and political education resources are the key elements that affect the quality and dimension of ideological and political education. Generally speaking, the more abundant ideological and political education resources, the more comprehensive and specific knowledge students can learn from them. In terms of the integration of Chinese traditional culture in ideological and political education in colleges and universities, the goal of expanding the content and dimension of ideological and political education can be realized on the basis of ideological and political courses. For example, the excellent traditional Chinese culture is rich and colorful, and most of them have good educational functions, such as the patriotism of Wen Tianxiang and Yue Fei. If it is permeated into the ideological and political education in colleges and universities, it can help students form strong patriotic feelings and strengthen their faith and quality in serving the country. It can be seen that the penetration of Chinese traditional culture in ideological and political education can create more abundant ideological and political resources for students, which plays an important role in promoting the development of students' ideological quality.

2.2 Help to strengthen the quality of ideological and political teaching in colleges and universities

Infiltration education is a kind of efficient and scientific education strategy, which mainly integrates high-quality education resources with curriculum teaching organically, so as to achieve the purpose of enriching



course teaching content and optimizing course teaching system. Therefore, integrating Chinese traditional culture into ideological and political education in colleges and universities is conducive to strengthening the quality and efficiency of ideological and political education in colleges and universities. For example, ideological and political education in colleges and universities in the traditional form is mainly based on theoretical indoctrination teaching methods. Teachers transfer knowledge from books to students according to ideological and political course teaching plans. This kind of ideological and political education can hardly stimulate students' interest in learning, and how to improve the quality of ideological and political education. On the other hand, integrating Chinese traditional culture into ideological and political education can break the limitations of traditional ideological and political education and create a more efficient and systematic ideological and political education environment for students [2]. For example, teachers can use multimedia function as a platform to display traditional Chinese culture, which can play allusions and deeds in Chinese history for students. This kind of education can transform the original boring and static ideological and political education into vivid, vivid and dynamic ideological and political education. For college students, penetrative education and integrated education are preferred. Naturally, it will help strengthen the quality of ideological and political teaching in colleges and universities.

### 2.3 It is conducive to the inheritance of fine traditional Chinese culture

Abundant excellent traditional culture has been born in the 5000 years of Chinese history, and it is still continuing in the new era and new society. However, from the current behavior of college students, many college students have forgotten the excellent traditional culture, and even under the erosion of the modern ideological trend, college students have formed ideological qualities contrary to the traditional Chinese culture. The above situation is closely related to the obstruction of the inheritance of China's excellent traditional culture. If Chinese traditional culture can be integrated into the ideological and political education of colleges and universities, conditions can be provided for contemporary college students to learn excellent traditional culture. In this way, college students will become the main force to carry forward and inherit China's excellent traditional culture. This plays an important role in the long history of Chinese traditional culture.

## 3. THE EFFECTIVE STRATEGY OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO TRADITIONAL CHINESE CULTURE

### 3.1 Innovating ways of ideological and political education in colleges and universities

Infiltration education and integration education need to rely on reasonable and scientific education methods to ensure the organic combination of high-quality

education resources and curriculum teaching, and to truly give play to the advantages and values of infiltration and integration education. Therefore, to integrate the excellent traditional Chinese culture into the ideological and political education in colleges and universities, it is necessary to comprehensively innovate the ideological and political education methods or models. It aims to build an integrated and permeable ideological and political education platform for students. For example, teachers can take practical activities as the carrier of ideological and political education into traditional Chinese culture, so that college students can perceive the charm and connotation of traditional Chinese culture through practical experience, and strengthen their understanding of ideological and political knowledge in practical activities. In addition, cooperative inquiry learning and information-based teaching can be used as effective ways to integrate into Chinese traditional culture, and can give full play to good ideological and political education results.

### 3.2 Updating ideological and political education in colleges and universities

Educational thought is the key factor that affects the direction and goal of education. As far as ideological and political education in colleges and universities is concerned, if teachers cannot deeply understand the necessity and importance of integrating into traditional Chinese culture, they will not be able to take measures of integrating education in practical teaching. Based on this, the ideological and political education in colleges and universities needs to focus on updating the ideological and political teachers' ideas, so that they can become the implementers into the traditional Chinese culture. For example, colleges and universities should strengthen the propaganda of traditional Chinese culture and organize teachers to learn excellent traditional culture regularly. In this process, teachers can realize the charm and connotation of traditional Chinese culture, and form the idea of integrating traditional Chinese culture into ideological and political education, thus laying a solid ideological foundation for realizing the goal of integrating ideological and political education into traditional Chinese culture in colleges and universities.

By innovating the way of ideological and political education in colleges and universities and updating the ideological and political education in colleges and universities, we can provide strong support for the integration of ideological and political education into Chinese traditional culture. In addition, the design of ideological and political education content according to the excellent traditional Chinese culture is also a relatively feasible and effective education strategy, which plays an important role in improving the ideological and political education system in colleges and universities.

## 4. CONCLUSION

To sum up, the integration of ideological and political education in colleges and universities into Chinese traditional culture plays a crucial and important role in

improving the quality of ideological and political education, expanding the dimension of ideological and political education, and promoting excellent traditional culture. From two aspects of significance and effective strategies, the above concretely analyzes the feasibility of integrating ideological and political education in colleges and universities into Chinese traditional culture.

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# Development Strategies and Countermeasures of Chinese Energy Saving and New Energy Vehicles

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**Abstract:** In the new times, our country actively emphasizes green environmental protection, strengthening the construction of ecological civilization city, and energy conservation and environmental protection become the advanced idea of sustainable development of various industries. Automobile as a tool of People's Daily travel, is an important reason for energy consumption and environmental pollution. When the formal promotion of green economic development concept, to achieve comprehensive reform of our automobile industry, and the emergence of new energy vehicles is the actual result of the reform of the automobile industry, it is arranged into practice. At present, in order to achieve stability in the development of new energy vehicles, many problems need to be solved. In view of the current development situation of automobile industry, the new energy vehicle is not able to make a new breakthrough. Combining with the current situation, the development strategies and countermeasures of energy saving and new energy vehicle are discussed, hoping to provide reference for the practitioners.

**Keywords:** Energy saving; New energy vehicles; Development strategy; Countermeasures

## 1. INTRODUCTION

Energy is a special industry for Chinese human beings to realize long-term survival and development. In recent years, our extensive development model implementation, waste a lot of natural resources, resulting in economic industry almost face the crisis of resource depletion. In the face of this situation, constantly advocating the concept of energy conservation and environmental protection, clearly formulating the corresponding development strategy, is conducive to the overall transformation of the industry, gradually towards the direction of intensive development. In the low carbon environment, to promote new energy vehicles to achieve rapid progress. As the key to the stable development of enterprises and industries and the construction of an ecological civilization society, it is conducive to the effective control of resource waste of new energy vehicles, to alleviate the conflict between demand and supply, reduce the large amount of pollution caused by carbon dioxide, and truly achieve the effect of energy conservation and environmental protection.

## 2. CONTROL VEHICLE FUEL TO ACHIEVE ENERGY SAVING AND ENVIRONMENTAL PROTECTION

According to the current development situation, most automobiles in China take oil as their main fuel, and some of them take diesel fuel as their main fuel. These are the specific use conditions of automobile fuel in China. In accordance with the requirements of ecological benefits, the state puts forward the main strategy for the development of new energy vehicles, that is, replace traditional non-renewable energy with clean energy to reduce environmental pollution and people's threats to life and health [1]. In practice, it includes the following aspects: following the relevant national requirements, automobile fuels such as oil and diesel are mixed in proportion according to the relevant national standards. After the mixing, the fuels are applied in new energy vehicles to provide power for the safe driving of new energy vehicles and reduce the excessive dependence of environmental pollution on traditional fuels. In addition, improving the composition of the fuel structure and actively choosing appropriate optimization measures is to make the fuel clean, and the use of these fuels in new energy vehicles will lead to the gradual reduction of the emission of pollution gases, and truly achieve the goal of energy conservation and emission reduction. Finally, some enterprises choose new energy to replace traditional energy, and the replacement fuel specifically includes industrial, fossil, electric power and other resources. Timely replacement of energy can not only optimize the consumption structure of automobile fuel, but also promote the optimization of the allocation of automobile fuel resources, truly realize energy conservation and emission reduction, and fully implement the national sustainable development strategy.

## 3. THE GOVERNMENT HAS INTRODUCED POLICIES TO SUPPORT THE DEVELOPMENT OF NEW ENERGY VEHICLES

At this stage, in order to break the development predicament of new energy vehicles, the government's support and help effectively resolve the contradiction. First of all, the government combined the development of the automobile industry and China's environmental protection strategy to effectively divide, promote the development of new energy vehicles gradually accelerated, formulate a good development plan, for the promotion and development of new energy vehicles into new vitality. In addition, the government will strengthen

the construction of new energy vehicles popularization strategy, make scientific guidance to it, and help new energy vehicles occupy the market. At the same time, the government has increased incentives for some automobile industries, bringing a lot of funds to encourage the automobile industry to strengthen the focus on the research and development of green and energy-saving technologies, so as to achieve better application in new energy vehicles.

#### **4. WE WILL INCREASE FISCAL AND TAX POLICY SUPPORT AND UPDATE CONSUMPTION CONCEPTS**

Most consumers have always been in a traditional state in terms of ideas, failed to find the advantages of new energy vehicles according to the actual situation, and still use the stubborn and tacky concept to buy private cars. In order to actually improve this situation and expand more development space for the development of new energy vehicles, the government should formulate good fiscal and tax policies to assist the rapid development of new energy vehicles. For example, the government provides corresponding government subsidies to users who buy new energy vehicles, so that they can personally experience the care of the government, effectively reduce the cost of consumer purchase, and constantly attract the attention of consumers. In addition, the government has intensified its publicity efforts to actively publicize the advantages of new energy vehicles at the social level, so that the broad masses of people have a new understanding of new energy vehicles, truly realize their value, and further stimulate people's eagerness to buy new energy vehicles [2].

#### **5. ADVANCING SCIENTIFIC AND TECHNOLOGICAL INNOVATION STRATEGIES**

Science and technology is the first productive force, especially the automobile complex production procedures, high-end technology industry, need many technical support, effectively enhance development efficiency. First of all, enterprises organize relevant personnel to actively learn foreign new technologies and new knowledge to form new ideas. In addition, we should pay more attention to the research and development of green and energy-saving technologies, build well-known brands of new energy vehicles, and improve brand benefits. Second, increase new energy fuel research and development efforts to diversify automotive energy supply. Finally, increase the technical support, ensure that the production quality of new energy vehicles is gradually increasing, and produce new energy vehicles with rich functions.

#### **6. CULTIVATE INTERDISCIPLINARY TALENTS**

Under the new situation, our science and technology develop rapidly, new energy vehicles in order to meet people's needs for transportation, quickly adapt to the development policy of green environmental protection, the cultivation of professional personnel becomes very important. Therefore, automobile enterprises actively

introduce outstanding talents, and allocate advanced technology and equipment in the research and development and manufacturing of new energy vehicles to accelerate the realization of production targets. In the face of this situation, automobile enterprises should cooperate with relevant colleges and universities, establish school-enterprise cooperation mode, achieve targeted training of talents, and achieve the goal of new energy automobile composite talent training through specific communication and assistance. In addition, the new energy automobile manufacturing industry has also developed a sound mechanism, which is conducive to the development of various industries to promote each other and jointly create a sound development environment that makes up for each other.

#### **7. DEVELOP NEW FUELS**

Under the influence of the concept of green energy saving, new fuels should be developed according to the actual situation in the development process of new energy vehicles. For example, actively develop alcohol/ether/ester oxygenated fuel, synthetic oil and hydrogen gas fuel and vehicle application technology, to ensure that vehicle fuel in the use of evidence. Liquid fuel is mainly based on fuel mixing technology. Through scientific control of fuel proportion, appropriate models are selected to replace petroleum fuel as far as possible, so as to promote the modernization of vehicle fuel technology management. At this stage, the technology platform is actively built to effectively reduce transportation energy and fuel consumption. Mechanical equipment integrating internal combustion force and hybrid power system is adopted, and electric canal system is taken as the core to carry out key technologies of advanced power system and obtain more intellectual property rights [3].

#### **8. CONCLUSION**

New energy vehicles in our country although there is a strong development potential and market space, but in the innovation process was always lack of great impetus, failed to get the main support of the technology and talents, resulting in the development prospect of new energy vehicles face many tests. In the new situation, the development of new energy vehicles pays special attention to the optimization of key technologies and the concept of independent innovation, strives to cultivate professional technical talents, combines with the changing trend of the market, carries out relevant support policies, correctly guides the new energy vehicle industry, actively carries out large-scale reforms, realizes energy conservation and emission reduction, and not only reduces energy and environmental pollution, It can also provide talents and technical support for the development of new energy vehicles and promote the long-term development of new energy vehicles.

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