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CONTENTS

Teaching Reform and Innovation of Qi Cultural Curriculum in Higher Vocational Colleges Under the Background of Internet Plus

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Abstract: Qi culture is an important branch of Chinese excellent traditional culture. In the era of "Internet +", how to use the Internet to further inherit, carry forward and innovate Qi culture in higher vocational colleges is a question that builders of Qi culture curriculum should think about. At present, there are some problems facing the cultural curriculum in the Internet era, such as the lack of integrity of teaching design, the lack of interest in teaching content, and the low learning initiative of students in the teaching process. Teachers in higher vocational colleges should construct curriculum information resource database and strengthen the integrality of curriculum design. Change the way of presentation, improve the interest of teaching content; Innovation practice teaching mode, stimulate students' learning initiative.

Key words: Qi culture; Internet Plus; Teaching method

1. INTRODUCTION

Qi culture is an important part of Chinese excellent traditional culture. Today, the world has fully entered the information age. the Internet has not only changed people's lives, but also made the world culture more similar. In this context, higher vocational colleges have carried out the activities of introducing Chinese traditional culture into the campus, integrating Chinese traditional culture education into the quality education of college students. Qi cultural courses are not only cultural courses to improve students' quality, but also become an important part of inheriting and innovating Chinese culture. However, in the era of "Internet +", there are still some problems to be solved in the development of cultural courses in higher vocational colleges.

2. PROBLEMS IN THE REFORM OF Qi CULTURAL CURRICULUM IN HIGHER VOCATIONAL COLLEGES IN THE "INTERNET +" ERA

In the era of "Internet Plus", broadband network and mobile technology have been mature and widely used. Students can access the Internet to obtain information and knowledge anytime and anywhere. As a popular course, electronic historical materials of Qi culture are abundant and updated rapidly. the hot search list is updated in real time, and hot information is pushed immediately. Compared with the traditional class once a week, it is obviously more convenient to obtain information from the network. However, Qi culture courses face new challenges in this environment.

2.1 Teaching design lacks integrity.

Qi culture has a long history, extensive and profound, including a variety of ideas and artistic forms. This requires teachers not only to conduct in-depth research in a certain field of Qi culture, but also to be extensively involved in traditional Chinese culture. This dual requirement on the breadth and depth of culture has greatly increased the difficulty of teachers' teaching. Many teachers cannot meet this requirement. In teaching design, traditional culture is often divided into different modules, and only the expression forms of culture are talked about, ignoring the internal relations between various forms.

2.2 The teaching content is not interesting.

As one of the spiritual lifeblood of the Chinese nation, Qi culture is more inclined to the spiritual level. In the course of teaching, teachers focus on the standard of teaching content and the listing of historical materials, but the process is tedious and not easy to be accepted by students. Teachers in higher vocational colleges often use audio-visual teaching methods to present the contents of textbooks through images, videos and other means when teaching Qi culture courses. However, for students, this only changes the way of presenting knowledge, and the courses are still boring and unattractive.

2.3 Students' learning initiative is not strong in the teaching process.

The students' knowledge base in higher vocational colleges is relatively weak. Teachers focus on theoretical explanation in the course development process, and the teaching mode is mostly teacher-oriented, which weakens students' learning subjectivity. the course is weak in practice and pays little attention to the realistic significance of Qi culture. the teaching content is difficult to be applied to the practical production and life, resulting in the lack of sufficient motivation for students to learn.

3. TEACHING REFORM AND INNOVATION APPROACHES OF Qi CULTURAL CURRICULUM IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF "INTERNET +"

3.1 Construct curriculum information resource library and strengthen the integrity of curriculum design

Based on the integrated characteristics of Qi culture and combined with information technology, higher vocational colleges should establish curriculum information resource database, so as to facilitate

teachers to obtain comprehensive teaching information and carry out integrated teaching design. As a new cultural carrier, the wide domain and openness of the Internet enable the production and dissemination of knowledge to break through the limitations of time and space. Teachers can use and optimize the big data of historical materials in the Internet to establish a curriculum information resource database suitable for teaching, which can help to screen the network historical materials and provide convenience for teachers to select materials for teaching. At the same time, in view of the fragmented characteristics of Internet historical materials, in order to avoid the separation of cultural integrity, teachers should design a holistic and applicable teaching framework when constructing curriculum information resource database, process and analyze massive electronic historical materials, and study their internal spatio-temporal relations. On this basis, the fragmented literature content is connected, the cultural knowledge is sorted out and integrated, the curriculum information is transformed from fragmented to modular, and then the knowledge of each module is integrated into the integrated teaching content. When using the curriculum information resource library, teachers should strengthen the integrality of curriculum design, formulate reasonable curriculum knowledge objectives, ability objectives and quality objectives according to the actual situation of students in different majors and the direction of talent training, and select teaching contents in a targeted and focused way. Students can also make use of this kind of teaching information resource library for more comprehensive and systematic independent learning.

3.2 Change the way of presentation and improve the interest of teaching content

First, experiential learning mode can be introduced to stimulate students' participation in class. Qi culture has various forms of expression, such as painting and calligraphy, clothing, etc. Teachers can introduce it into experiential classes through traditional skills training, role playing and other ways to cultivate students' interest in learning. In the era of "Internet +", teachers can also rely on scientific and technological means to transform the presentation of written historical materials and improve the interest of teaching content. For example, VR and other virtual technologies are used to reproduce the original historical appearance and convert documents into real scenes that can be heard and seen. At the same time, through mobile communication devices, students can experience cultural relics remotely and share the same view and sense with historical figures. Introducing a variety of experiential teaching into the classroom can change the presentation way of textbook knowledge, realize the connection of text, pictures, audio and video and other multimedia information, intuitively display boring historical information, and enable students to recognize traditional cultural knowledge through personal experience. Secondly, it integrates historical information, learns the

teaching form of network excellent courses, and makes the course content popular for students to understand.

3.3 Innovate teaching mode and stimulate students' learning initiative

To improve students' learning initiative, we must change the teaching mode and increase the input to practice. First, it is necessary to change the teacher-oriented teaching model and use information technology to carry out flipped classroom, so as to return the initiative of learning to students. For example, after teachers publish learning tasks before class, students can independently learn the basic knowledge of Qi culture through short teaching videos, online discussion, online self-test and other forms by using platforms such as teaching resource database and historical data collection database. During the class, teachers and students share their learning insights, solve puzzles, clarify relevant concepts, complete classroom exercises, and promote the absorption and internalization of knowledge. After class, students can apply what they have learned to complete projects related to Qi culture, so that they can fully understand and put what they have learned into practice.

Second, increase the practical teaching hours, innovate the practical teaching model, expand the second classroom, guide students to go deep into social practice, make up for the shortcomings of the first classroom in time and space, and improve students' learning initiative. For example, teachers can organize students to carry out offline cultural field trips and write investigation reports based on online data.

Third, strengthen the cooperation among universities, enterprises and societies, combine cultural courses with cultural and creative industries, stimulate cultural vitality and lead college students to innovate and start businesses. Let students transform from passive learners to project leaders, integrate practical teaching with social services, and improve their innovative application ability. Let students connect history with reality in the entrepreneurial project, feel the expressive force of Qi culture in the modernization construction.

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Application of Hierarchical Nurse Management in Nursing Quality Management of Geriatric Ward Under the Mode of Combination of Medical and Nursing Care

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Abstract: Objective: To explore the effect of hierarchical nurse management in nursing quality management of geriatric ward under the mode of combination of medical and nursing. Methods: A total of 80 patients were selected from the geriatric ward of our hospital from January 2022 to January 2023 as the main research objects, and were evenly divided into the study group (stratified nurse management) and the reference group (routine management) according to the random number table method, and the results were compared. Results: the score of nursing quality after management in the study group was significantly higher than that in the reference group, and the incidence of nursing errors was lower than that in the reference group, with statistical significance ($P < 0.05$). Conclusion: the hierarchical management of nurses can effectively improve nursing quality and nursing safety in the nursing quality management of the geriatric ward under the mode of combination of medical and nursing, which is worth learning.

Keywords: Model of combination of medical and nursing care; Geriatric ward; Nursing quality management; Hierarchical management of nurses; Effect

1. INTRODUCTION

In order to deeply analyze the application effect of hierarchical management of nurses in nursing quality management of the geriatric ward, this study selects the nurses in the geriatric ward to adopt conventional management and hierarchical management methods respectively, and makes the following report after statistics of different results.

2. DATA AND METHODS

2.1 General Information

From January 2022 to January 2023, 80 inpatients admitted from the geriatric ward of our hospital were selected and divided into the research group under hierarchical management of nurses and the reference group under routine management, with 80 cases in each group. the minimum age of all patients was 61 years old and the maximum age was 82 years old, with an average age of (71.11 ± 2.65) years old, and there was no statistical significance between the data ($P > 0.05$). At the same time, 28 nurses were selected from the department, and the average age was divided into the above two groups. the minimum age of all nurses was 22 years old, the maximum age was 48 years old, and the average age was (35.67 ± 2.15) years old. It's comparable.

2.2 Methods

In the process of carrying out nursing management, the reference group adopts the management mode under the guidance of the conventional program, that is, the nursing content of the department is analyzed, on this basis, the formulation of the schedule is completed. the nursing operation is implemented in strict accordance with the nursing rules and regulations of the hospital, requiring the nursing staff to be serious and responsible for their positions, so that they can continuously improve their sense of responsibility. Conduct random spot checks on nursing staff.

The research group adopts the hierarchical management method of nurses in the process of nursing management, and the specific measures are as follows: (1) Construct the hierarchical management system. the hierarchical management of the way and standards to develop, according to the hospital nursing quality evaluation system to complete, in order to ensure the implementation of hierarchical management, clear management criteria, in the process of design, need to be experienced, high title of nursing staff to complete, during this period to organize nursing staff related research, the management of the way to carry out clear. (2) Hierarchical design. In the process of hierarchical management, the development of nursing management is taken as the core [1]. Hierarchical division of nursing staff, ability as a reference standard, according to the professional level of nursing staff, nursing years, work experience, education and practical ability of the level of reasonable division, clear a head nurse, lead a number of responsible nurses to carry out work, head nurse guide the development of related nursing work, group leader is responsible for the overall nursing work, the final summary of the work is completed by the head nurse, and the relevant ways of nursing operation are timely improved. Different nursing staff are responsible for different work processes and their post responsibilities are different, and the related nursing work is completed according to the grading

requirements. (3) Level training and scheduling. According to the content of the level design of nursing staff level division, nursing staff targeted training, to strengthen the professional knowledge of different levels of nursing staff, the dissemination of targeted nursing concept, so that the professional level of nursing staff has been significantly improved, to constantly cultivate the sense of responsibility of nursing staff. At the same time, the flexible scheduling system was established, and the senior nursing staff was adopted to lead the new nursing staff to carry out work, so as to improve the quality of nursing. At the same time, the duty staff and night staff were set during the lunch break to ensure the continuity of nursing work, to ensure that patients could be provided with comprehensive nursing services, and to ensure the reasonable arrangement of nursing staff in various weak links. To avoid the occurrence of nursing errors [2]. (4) Nursing assessment. Hospital nursing management department, the level of nursing staff to test, and according to the management system to complete the evaluation of the rules and regulations, in the process of assessment, according to the level of assessment, once there is a problem is responsible for the management.

2.3 Observation Indicators

2.3.1 Nursing quality evaluation

After the application of different management methods, the quality of nursing was evaluated by basic nursing, disease management, health education, writing and other aspects of the evaluation, 100 points for each item, the higher the score, the higher the quality of nursing.

2.3.2 Nursing error rate analysis

After nursing management, nursing error events were statistically analyzed, and the incidence rate was recorded and calculated. After the completion of statistics, comparison between groups was conducted.

2.4 Statistical Processing

Counting data n (%) and measurement data (x±s) are the main data components in the study. the processing and analysis were completed by SPSS 23.0 software. the recorded data were tested respectively, that is, the measurement data was tested by t. X^2 was used to complete the test of counting data. If significant differences were found in the data, it indicated that there were differences and statistical significance ($P < 0.05$).

3. RESULTS

3.1 Comparison of nursing quality after different management methods

Table 1 Comparison of nursing quality after nursing management by different methods (x±s, score)

group	Examples	Basic nursing	Ward Management	Health education	Document writing
Research group	14	92.77±4.12	93.73±3.98	95.83±3.92	95.93±3.29
Reference group	14	81.21±3.77	83.05±3.67	84.16±3.81	84.26±3.18
t		12.379	11.685	12.687	15.165
p-value		<0.05	<0.05	<0.05	<0.05

The nursing quality of the study group after nursing management was significantly higher than that of the reference group, with statistically significant difference ($P < 0.05$), as shown in Table 1.

3.2 The incidence of nursing errors was compared between the two groups after nursing with different methods

The incidence of nursing errors in the study group was significantly lower than that in the reference group, and the difference was statistically significant ($P < 0.05$), as shown in Table 2.

Table 2 Nursing error rate of two groups compared with different methods after nursing (x±s)

group	Examples	Nursing error	Error rate
Research group	40	2	5.0%
Reference group	40	9	22.5%
X^2			4.897
p-value			<0.05

4. DISCUSSION

At present our country social and economic development is very rapid, medical level and technology has also been improved significantly, the improvement of the medical environment makes people's requirements for the quality of nursing more and more high, especially in the geriatric ward under the combination of medical care mode, the patients in the treatment are special, higher requirements for nursing. Conventional nursing management mode used in the past, its scheduling is relatively simple, although it has a certain effect, but the level and experience of the nursing staff has been ignored, resulting in the strengths of the nursing staff can not be fully played, will not only affect the patient's treatment experience, but also lead to the waste of resources. Therefore, it is necessary to deeply discuss the management mode in nursing management, and only in this way can the quality of nursing service and patient satisfaction be improved [3]. As far as hierarchical management of nurses is concerned, it is a new management mode, which can maximize the ability of nurses at different levels, promote the improvement of nurses' work enthusiasm, and further promote the quality of clinical nursing work. In this study, stratified nurse management mode was adopted for the study group. the results showed that the quality of nursing management was improved and higher than that of the reference group tomorrow, while the incidence of nursing errors was lower than that of the reference group, the difference was statistically significant ($P < 0.05$).

In conclusion, the use of hierarchical nurse management mode in the nursing quality management of geriatric wards under the combination of medical and nursing mode can effectively improve the quality of nursing, and improve the safety and effectiveness of nursing.

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Research On Vocational Ideological and Political Education Based on Craftsman Spirit

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Abstract: Higher vocational education is an important part of our educational system, but also the main base for training outstanding talents in our country. Higher vocational colleges provide a large number of compound talents for our country and society every year, who are all over various industries and fields, and make important contributions to the national economic development. With the increase of the country's demand for qualified talents, higher vocational education has timely adjusted the direction of talent training, taking the cultivation of high-quality and capable talents as the primary goal, and carried out reform and innovation in ideological and political education. the integration of the cultivation of craftsman spirit and ideological and political education in higher vocational colleges mentioned in this paper is a relatively feasible path of educational innovation. It mainly guides students' thoughts and qualities with the help of the educational significance of the existence of craftsman spirit, so as to help students form good professional quality and spirit.
Keywords: Craftsman spirit; Higher vocational thought and politics; Great significance; Fusion strategy

1. INTRODUCTION

Many higher vocational students into the society, after the post-employment, to their own job dissatisfaction, showing a hand high eyes low, lax and lazy behavior, even some students even do not have the most basic professional ethics, this kind of students even participate in the work may not be able to achieve good development. Through the analysis of the employment situation of higher vocational students, it can be found that the ideological and political education in higher vocational colleges is lack of enthusiasm. In order to guarantee the comprehensive level of talent training in higher vocational education, correct guidance should be taken for the vocational development of higher vocational students. Based on this, as a noble professional character and spirit, the craftsman spirit is integrated into the ideological and political education in higher vocational colleges, which plays a very important significance and value in improving students' professional quality and improving the quality of ideological and political education. the author believes that the integration of craftsman spirit and higher vocational ideological and political education needs to find a breakthrough and foothold from multiple directions, so as to guarantee the comprehensive effect of integrated education. the article first Outlines what is craftsman spirit, then expounds the significance of craftsman spirit into ideological and political education, and finally puts forward a series of ideological and political education strategies that integrate the craftsman spirit.

2. THE BASIC CONCEPT OF CRAFTSMAN SPIRIT

The so-called craftsman spirit mainly refers to a kind of professional spirit, which can be regarded as the embodiment of professional ability, morality and quality. It can reflect the professional value orientation and behavior of practitioners, including dedication, focus, lean and innovation.

Dedication: practitioners are full of love and awe for their profession, and can show conscientiousness and conscientiousness in their profession [1]. In terms of the current performance of vocational college students, many of them do not show their love for the career, but have an attitude towards the occupation is dispensable, showing carelessness, almost do not work hard performance, which will have a serious impact on the future development of students.

Lean: Excellence is the connotation of the craftsman spirit, representing the practitioner's ultimate pursuit of products and each process, which is a kind of professional quality and quality beyond responsibility.

Concentration: Concentration is a necessary spiritual trait for artisans. Some practitioners can stay on the job for ten years, while some practitioners change their jobs all the time. Only by comparison can the former become a real craftsman. From the perspective of vocational students' employment, many students can't stick to a job for a long time, and most of them give up halfway, so it seems that vocational students seriously lack the spirit of craftsmanship and quality.

Innovation: the craftsman spirit contains the quality of pursuing breakthrough and innovation. It is a manifestation of innovation to find ways to make breakthrough and progress on the basis of doing one thing well.

3. THE SIGNIFICANCE OF VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE BACKGROUND OF CRAFTSMAN SPIRIT

3.1 Help to improve students' professional quality

Integrating the cultivation of craftsman spirit into higher vocational ideological and political education can help students form the ability and quality to adapt to their own and social development, which plays a good supporting role in the development of students' career. For example, many higher vocational students despise their career or position, and even feel ashamed and disgraced to engage in this industry, which will affect

the career development of students [2]. In view of the above situation, integrating the cultivation of craftsman spirit into ideological and political education can make students understand that there is no high or low position in a profession, and that as long as they keep the state of love, persistence and focus on the profession and post, they can become the outstanding one in the profession and field. In this way, higher vocational students can take root in the occupation and post after graduation, and form a tough, excellence of professional quality.

3.2 It is conducive to improving the quality of ideological and political education

In the traditional form of ideological and political education in higher vocational colleges, there exists the problem of boring educational methods and contents, which not only seriously affects the students' interest in learning, but also can hardly guarantee the quality and efficiency of ideological and political education. Integrating the cultivation of craftsman spirit with ideological and political education in higher vocational colleges can play a role in changing the original educational methods and contents. For example: Based on the cultivation of artisan spirit, the teacher could use the multimedia function to show the cartoon of "Paoding and repairing Cattle" for the students, warning the students that as long as they focus on one thing, they would be able to achieve the state of proficiency and ease of use, so as to help them form the professional quality of "doing one job and loving one job". It can be seen that the integration of craftsman spirit training and ideological and political education in higher vocational schools has provided more choices in the ways and contents of higher vocational education, which is more conducive to improving the quality of education under such educational conditions.

4. STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF CRAFTSMAN SPIRIT

4.1 Teachers should give full play to the role of example

Teachers are an important force to carry out education and the main body to reform and innovate the way of education. Therefore, under the background of integrating the cultivation of craftsman spirit with ideological and political education in higher vocational colleges, teachers should give full play to the role of example, so as to help students form good professional quality. For example, teachers should not treat teaching as a job to complete, but as a career to struggle, and to maintain enough enthusiasm for the cause, but also to stick to their posts for ten years. In the eyes of students, teachers are the lights of their life. When students see that teachers treat their career with craftsman spirit, they can form the idea of learning from teachers and take teachers as an example to treat their future career.

4.2 Accelerating the process of building school-enterprise cooperative education model

The so-called school-enterprise cooperative education model is to integrate the educational power of social enterprises and schools to create comprehensive, efficient and scientific teaching and development conditions for students. This kind of education model is very suitable for vocational education, mainly because it can provide good practical conditions for students. As far as the integration of the cultivation of craftsman spirit and ideological and political education in higher vocational colleges is concerned, it is one-sided to rely solely on the theoretical education, and it is difficult for students to truly feel the connotation of the craftsman spirit. For example, many students say they want to develop craftsman spirit, but they change their mind and back out when they actually work. In view of the above situation, higher vocational colleges seek cooperation from social enterprises and strive for practical training opportunities for students. On the one hand, students can experience the job environment and get familiar with the job; on the other hand, enterprises can help the school to carry out ideological and political education for students. (Teachers with craftsman spirit can be assigned to students to ensure that students can have limited practical training period.) Contact, perception, understanding and form the craftsman spirit). Through the construction of school-enterprise cooperative education mode, the goal of integrating the cultivation of craftsman spirit with ideological and political education can be realized in the form of post practical training, which plays a vital role in cultivating students' professional ability, professional ethics and professional quality.

5. CONCLUSION

To sum up, the integration of ideological and political education and craftsman spirit training in higher vocational colleges plays a very important significance and value in cultivating vocational students' professional quality. From two dimensions of giving full play to teachers' role model and building school-enterprise cooperative education model, the above paper puts forward the strategy of integrating the cultivation of craftsman spirit with ideological and political education.

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Teaching Reform and Practice of Bonsai Art Course Based on OBE

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Abstract: the traditional infusion teaching mode, which has brought certain obstacles to the development of Chinese universities teaching, is unfavorable to the development of Chinese current education enterprise. Therefore, in order to comprehensively improve the quality of teaching, it is necessary to actively innovate the teaching mode. In the analysis of this paper, mainly elaborated Bonsai Art curriculum reform methods based on OBE, hoping to achieve the purpose of training comprehensive talents through teaching reform.
Keywords: OBE; Bonsai Art; Course teaching

1. INTRODUCTION

Since entering the 21st century, various disciplines have gradually integrated and permeated in teaching, accelerating the development of frontier and interdisciplinary disciplines. For the course of Bonsai Art, its main purpose is to teach students knowledge about bonsai making and artistic creation. But the teaching effect under the traditional teaching mode is not good, so we need to use the new teaching method based on OBE.

2. OBE CONCEPT

The teaching of outcome based education concept is different from the traditional indoctrination teaching mode, which enables students to obtain the final learning results after completing a stage of teaching activities, and attaches importance to the summary of students' learning process. Therefore, knowledge is not only imparts on the surface, but needs to guide students from the cognitive level. A comprehensive grasp of the teaching content. In this teaching mode, students are allowed to feel and integrate through the accumulated learning experience, attach importance to the long-term and extensive practice results of students, and integrate with the teaching content as far as possible [1].

3. TEACHING STATUS OF BONSAI ART

3.1 Teaching content is not rich

In the process of teaching, the textbook used in the teaching of Bonsai course in most agricultural and forestry colleges is Bonsai Science written by Professor Peng Chunsheng, which is the only textbook content that can be used as bonsai course teaching in advanced agricultural and forestry colleges in China. the content in this textbook is relatively rich. At the same time, if it cannot be based on the actual situation of the school, it will lead to the failure to meet the learning needs of students in the teaching process, and also unable to let students fully grasp the characteristics of various bonsai art. the adoption of traditional teaching mode will correspondingly bring about some serious teaching obstacles, so that students cannot understand the knowledge point from a deep perspective [2].

3.2 Lack of practice

In the development of bonsai course, due to its strong practicality, it is very dependent on the practical way adopted by teachers. However, in the analysis of the current status of many teaching courses, it is found that the practical activities of teachers in teaching are not common, and some universities even arrange the proportion of class hours is not reasonable, and some universities even lack practical courses in order to catch up with the teaching schedule. Such a single theoretical course is not suitable for students to master the art of bonsai, and cannot allow students to complete the production of bonsai independently.

3.3 Single assessment method

In most of our current vocational colleges teaching development is based on theory examination, as the main way of student evaluation and assessment. In the development of bonsai courses, once a scientific and reasonable assessment mechanism is not used, students will not be able to fully apply the knowledge points related to bonsai art to their own works. In addition, teacher's single teaching evaluation will also have a certain impact on students' understanding and ability cognition.

4. TEACHING REFORM AND PRACTICE OF BONSAI ART BASED ON OBE

4.1 The content of the textbook is rich and perfect

In the arrangement of teaching contents, it is necessary to combine the characteristics of teaching institutions and give full play to teachers' years of teaching experience, so that the contents of relatively complex textbooks can be selected to a certain extent. For example, teachers can refer to some professional materials about bonsai, sort out the content that conforms to the teaching characteristics of vocational colleges, and formulate corresponding teaching programs with strong pertinacity. For example, we can reduce the content related to the history of bonsai development, and put forward some pile landscape materials, mainly focusing on the modeling and artistic creation of bonsai teaching content, to carry out targeted teaching, so that students can have a more comprehensive understanding of the value of bonsai art.

4.2 Enrich teaching forms

In the specific teaching development, since such curriculum theory content is not much, it is basically practical operation. In order to improve the interaction and participation of students in teaching, teachers need to let students score more of their own works, so that

students can learn from the perspective of practice. In addition, teachers should actively guide students to understand the connotation of bonsai art in the teaching process. the artistic creation of bonsai in shape and form can enrich the imagination of students and promote the integration of theory and bonsai art practice. In addition, we should combine the characteristics of bonsai course and actively use multimedia equipment to provide good guidance for students in the actual learning process. For example, we can actively display some excellent bonsai art works for students, and analyze the artistic modeling, artistic expression techniques of the works, as well as the psychological process in the creation process, so as to provide a good reference for students in their subsequent bonsai art creation.

4.3 Reasonable planning of teaching practice

The practice of teaching is the key to the development of the current bonsai art course, so it is necessary to identify the strong practical course in the teaching development, in order to use the basic knowledge of bonsai and the basic principles of production, continuous training, in order to hone the students' basic skills of bonsai manufacturing. Secondly, in the course setting, we should make a reasonable arrangement of theoretical and practical courses, and make a reasonable proportion of practical time to create a good learning environment for students. Secondly, for the shaping of students' practice links, it is also necessary to attach importance to practical operations in the process of work creation. Teachers always observe students' learning situation.

4.4 Diversification evaluation

In the OBE teaching model, students should always be the subject of learning. Therefore, teachers should combine different learning conditions of students and the ability to create bonsai art to conduct targeted evaluation, so as to help students have a deeper understanding of bonsai art. Secondly, teaching should also be carried out. Teachers should ask students to summarize their works and gradually clarify their creative ideas, so as to provide good guidance and help for the subsequent accumulation of creative experience and the formation of creative style. In addition, with the teaching support of colleges and universities, teachers are also required to set up teaching files for different students, so as to help students arrange some homework after class and modify their works, which can strengthen the teaching effect. Finally, it is the link that needs to be taught. It is necessary to strengthen the guiding ability of teaching and expand the teaching content from the perspective of art, so as to lay a good foundation for the following learning of students.

5. CONCLUSION

To sum up, in order to improve the teaching quality of Bonsai Art, it is necessary to actively carry out teaching innovation from the perspective of teaching content, form and evaluation method. Based on OBE teaching model, only in this way can students have a deeper understanding and cognition of bonsai, which is also in line with the requirements of modern teaching.

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Research on the Influence of Government Support on The Performance of Cultural Enterprises

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Abstract: This paper takes the development of cultural industry as the starting point, analyzes the current situation and existing problems of the development of cultural industry in China, points out the optimization and adjustment path of the government support mode of cultural industry, and puts forward policy suggestions for the enterprise performance improvement of cultural industry.

Keywords: Government support; Cultural enterprise; Performance

1. INTRODUCTION

In recent decades, the state has placed the development of cultural industry in an important position of economic construction. Since the 21st century, cultural enterprises have gradually begun to issue shares publicly and become listed companies, and have embarked on the process from product management to capital management. At present, the support policies for the cultural industry in China mainly use the two policy tools of financial subsidies and tax incentives. Therefore, through the fiscal subsidies and preferential tax policies and the relationship between cultural enterprise performance, can better grasp the direction of our government industry support policy and efficiency, can improve the economic benefits of our country cultural enterprises, and can be more conducive to the sustainable development of cultural industry in our country, has very important significance.

2. CHINA'S CULTURAL INDUSTRY DEVELOPMENT STATUS AND PROBLEMS

As a special cultural form and a special economic form, the cultural industry mainly produces and provides spiritual products to meet people's cultural needs. Since the reform and opening up, China's cultural industry has developed rapidly, but there are still some problems:

2.1 Low economic contribution of the cultural industry

From the perspective of the contribution rate of cultural industry to GDP, its contribution and driving force is declining. From the perspective of international comparison, the proportion of China's cultural industry in GDP is weak compared with developed countries: According to the statistics of the World Intellectual Property Organization, the proportion of cultural industry in developed countries such as the United States, the United Kingdom and Japan is as high as 15% of GDP, while China is less than 5%.

2.2 Poor synergy of financing channels

Under the situation of increasing downward pressure on China's economy, "financing difficulties" has become the bottleneck for the innovation and development of cultural enterprises, and the mismatch of capital channels is the main reason for this problem. Although the rapid expansion of public financial support for cultural industry, its funding effect is not ideal. the reason is that different financing channels are easy to hinder each other, and the special government support funds cannot be allocated together with the enterprise internal financing, bank lending, private lending, bond financing and other debt financing channels, so as to jointly promote the performance improvement of cultural enterprises.

2.3 The financing mode is single

From the perspective of China's national conditions, the single financing mode of cultural industry is mainly reflected in the excessive reliance on government support funds for the financing of cultural enterprises. the financial support for China's cultural industry is mainly policy-based loans and discount interest, and does not play the guiding and leverage role of government credit investment.

2.4 Supporting policies and low service quality

The quality of industrial support policy is the key factor affecting the development performance of cultural industry. At present, the cultural industry policy faces the following problems: first, improper selection of industry support objects, there are problems of "heavy industry over undertaking" and "heavy economic benefit than social benefit"; second, the cultural industry support tends to support large cultural enterprises with state assets background, but rarely for small and medium-sized cultural enterprises in the initial stage and growth period; third, the approval procedures are complicated, the application and approval efficiency is low, resulting in the slow availability of funds and reduces the use efficiency of the funds.

3. GOVERNMENT MEASURES TO SUPPORT AND IMPROVE THE PERFORMANCE OF CULTURAL ENTERPRISES

3.1 Adhere to the general direction of the government's support for cultural enterprises

Theoretically, the government support for cultural enterprises can not only achieve the effective allocation of social resources, but also form a positive spirit and social orientation by supporting high-quality cultural products. From the perspective of practice, the government support policies for cultural enterprises

have a positive incentive effect. Therefore, we should recognize the policy direction of the government to support cultural enterprises, and actively promote the relevant policies of the government to support cultural enterprises, so as to achieve the policy goal of promoting the development of cultural industry.

3.2 Strengthen government subsidies for non-state-owned cultural enterprises

The government still has substantial bias in the distribution of government support funds for cultural enterprises with different ownership nature. Compared with non-state-owned cultural enterprises, state-owned cultural enterprises are insufficient in using government support funds to improve enterprise performance. the deep reason is that due to the absence of subjects, the enterprise executives excessively pursue their own political interests and ignore the growth needs of the enterprises, resulting in problems in internal governance, which leads to the low utilization rate of government support funds. Therefore, when the government supports cultural enterprises, the performance level of enterprise managers should also be included in the assessment standards.

3.3 Subdivision of subsidies for different cultural industries

The government can classify cultural enterprises according to profit-making enterprises and public welfare enterprises, namely for-profit and non-profit enterprises, and implement different government support policies for the two types of cultural enterprises. As profit-making cultural enterprises are profit-making organizations, the main source of funds should be the direct investment of the investors and the remuneration income from their business activities in the market. Government support funds are not the most important, and the support for such cultural enterprises should be set to certain limits combined with the investigation of enterprise efficiency. Similarly, the preferential tax policies should also be based on the operating results of operational cultural enterprises, and only in this way can they play a role in stimulating the performance of enterprises.

As non-profit cultural enterprises are non-profit organizations, their main source of funds is the government investment or support funds. For such cultural enterprises, the support funds given by the government are very important and necessary, and the corresponding direct support policies should be implemented for them.

3.4 Appropriately guide cultural areas to achieve characteristic development

At present, the government's subsidies to cultural enterprises in the eastern region obviously exceed that in the central and western regions. This is mainly caused by the eastern region, with a relatively developed economy, and the local government has a good financial situation, which can provide more incentives and subsidies for enterprises. Therefore, narrow the gap between regional governments to support cultural enterprises, formulate the preferential policies, and add more manpower and material resources to the central and western regions, so that more cultural enterprises in the region to develop; guide each region to give play to their comparative advantages, such as the government to strengthen the construction of cultural industrial parks in the northeast region, like the "Belt and Road" cultural development action plan, on promoting the development of characteristic cultural industry guidelines, encourage the central and western regions to make full use of natural check to absorb foreign investment and consumption, active cultural market.

3.5 Establish diversified support of government funds

The government can try to allocate funds to cultural enterprises in the form of indirect subsidies, for example, to various non-profit semi-official organizations or organizations such as foundations and cultural development associations, and then support the latter to strictly review the cultural enterprises or projects worthy of funding on behalf of the government.

3.6 Strict supervision of government support funds

Strengthen the government's supervision of the government support funds, try to standardize the use of subsidies to realize the special funds; the government also needs to establish the later evaluation mechanism of the support funds, whether the expected goals, so as to encourage the better development of cultural enterprises and improve the utilization rate of support funds, and to avoid the subsidy fraud of cultural enterprises.

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Research On Hybrid Teaching Mode of Higher Mathematics Based on Cultivation of Innovation Ability

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Abstract: To learn mathematics, physics and chemistry, all over the world are not afraid, mathematics is the foundation of all disciplines, is the theoretical source of all technology, is the fundamental guarantee of scientific development, is the basic guarantee of national development. In China's education system, mathematics is an essential subject, which is a problem for many students throughout their academic career. In the process of learning higher mathematics, many students have a fear of higher mathematics, avoid mathematics courses, give up the study of mathematics. In view of this phenomenon, colleges and universities use mixed education to teach higher mathematics. Mixed education is to divide higher mathematics education into online and offline parts. Teachers will explain the knowledge points of higher mathematics online, test students' mastery of higher mathematics offline, eliminate students' fear, let students face the charm of mathematics, and improve students' mathematical literacy.

Keywords: Innovation; Higher mathematics; Mixed education

1. INTRODUCTION

After the Party Twenty Ten meeting, our country begins to develop our high technology vigorously, encourages the development of innovative technology, and innovation begins to become a social trend. Innovation has a bearing on the development of the country, the society and the people, and is a development path that China has adhered to for a long time. For a country, innovation can liberate the productive forces, improve the development level of the productive forces, raise the speed of national economic growth, enhance the core competitiveness of the country, and provide basic guarantee for the development of the country. For the society, innovation can change the relations of production, change the social structure, promote social progress, inject vitality into the development of the society. For the people, innovation can change people's thinking, improve people's happiness, and provide impetus for the development of people's livelihood. Mathematics is the source of all innovation, is the theoretical basis of all innovation, therefore, colleges and universities should innovate higher mathematics education methods, let students learn higher mathematics in an innovative environment. In recent years, our country began to carry out education reform, encourage schools to change their thinking, change the

traditional educational mode, and implement quality education. In the teaching process of advanced mathematics, teachers give full play to the advantages of the Internet, add online teaching links, transform abstract concepts in advanced mathematics into concrete pictures, provide specific learning paths, reduce the difficulty of advanced mathematics learning, eliminate students' fear psychology, and increase students' learning motivation.

2. CONCEPT AND SIGNIFICANCE OF HYBRID EDUCATION MODE

Advanced mathematics is a relatively complex subject, equations, space geometry, calculus will take turns bombing students' brains, let students confused, lose the motivation to learn mathematics. At present, the hybrid education model has been widely used in the field of higher mathematics teaching. For teachers, the hybrid education model is the latest teaching model of higher mathematics, which can adopt the hybrid education method of online teaching and offline detection. Online, teachers can use modeling software to show the relationship between equations and spatial geometry. Show the relationship between the coefficients of the equation and the spatial geometry shape, so that the abstract mathematics can be transformed into concrete pictures, improve the spatial imagination ability of students, and facilitate students to carry out concrete learning. Offline, teachers can use tests to test students' learning, clarify students' learning efficiency, and understand students' difficulties in the learning process, so as to facilitate teachers to carry out targeted teaching. For students, hybrid education is the most effective way to learn higher mathematics. Online learning and offline question-answering can be adopted. Online, students can watch online courses of different schools, feel the teaching methods of different teachers, feel the different understanding ways of the same knowledge point, choose appropriate courses and improve students' information retrieval ability. Improve students' overall learning ability. Offline, students can practice with workbooks to consolidate learning achievements, go to teachers to answer questions, solve obstacles in the learning process, and improve learning efficiency [1].

Hybrid education model is an education model integrating advantages. It can combine the resource advantages of online education with the timely feedback advantages of offline education, give full play to the advantages of online education and offline education,

and provide an efficient teaching model of higher mathematics.

3. THE EXPLORATION PATH OF THE HYBRID TEACHING MODE OF HIGHER MATHEMATICS BASED ON THE CULTIVATION OF INNOVATION ABILITY

Advanced mathematics is an important part of the mathematical system, is the basis of learning analytical mathematics, algebraic geometry, physics, chemistry and other important tools, with a distinct industry color. Advanced mathematics is a theoretical subject, while Chinese and English are practical subjects. the knowledge system and way of thinking of the two courses are completely different, and there is a huge gap between them. Therefore, advanced mathematics cannot copy the teaching methods of practical subjects such as Chinese and English, and needs to adopt a mixed education model. Under the blended education model, teachers can transform abstract mathematics into concrete pictures and carry out concrete teaching.

3.1 Carry out concrete teaching

Mathematics is a logical discipline, can apply the results of the previous step to the next step in the process, can use specific calculation formula to get specific results. Therefore, under the hybrid education model, teachers should divide higher mathematics into different modules, describe the function of each module, clarify the content level of each module, construct the knowledge system of each module, provide the learning methods of each module, transform abstract mathematics into specific knowledge points and abstract knowledge points into specific pictures. Reduce students' learning difficulty, increase students' learning motivation, improve students' learning efficiency. In the teaching process of higher mathematics, teachers can divide higher mathematics into modules such as limit module, differential module and integral module, and tell the relationship between different modules and the application of different modules, so as to facilitate students to distinguish different modules. In the teaching process of limit module, teachers can explain the concept of limit, the method of solving limit, the scope of application of different methods, the distinction and connection between different methods, so as to help students establish basic knowledge framework and build a general knowledge system. When teaching the specific method, the teacher can explain the concept of the method, the specific way of using the method, the common wrong way, and point out the specific learning path, so as to help students fully understand the method of solving the limit and improve the knowledge system.

3.2 Follow up offline detection

In the process of learning advanced mathematics, students can quickly understand the concept of knowledge points online, understand the scope of application of knowledge points, and solve the example problems in the textbook, but after class, it is difficult for students to independently complete the problems in the practice and solve the unfamiliar exercises. This is the result of students' insufficient practice, students' failure to consolidate classroom knowledge in a timely manner, and teachers' failure to follow up the test. Therefore, under the hybrid education model, teachers should strengthen the offline test and follow up the offline test in a timely manner to help students consolidate their learning results and improve learning efficiency. In the online teaching of higher mathematics, teachers can increase the time of explaining problems, lead students to practice the example problems in the textbook, clarify the idea of solving problems, show the process of solving problems, and broaden the students' idea of solving problems. In the offline testing process of advanced mathematics, teachers can carry out in-class testing to increase the practice times of students, check their mastery of knowledge points, understand their problem-solving ideas, summarize their error types, sort out their knowledge loopholes, and facilitate students to check and fill in the gaps [2].

4. CONCLUSION

After entering the new era, the country began to vigorously develop high-tech industries, accelerate scientific and technological research and development, and encourage people to make innovations. Innovation began to become the driving force for national development and an important strategic resource of the country. Advanced mathematics is the theoretical source of all innovation and the theoretical basis of all new technologies. Advanced mathematics plays a great role in innovation. In hybrid education mode, teachers can give full play to the role of the Internet, show the charm of mathematics, eliminate students' fear psychology, increase students' learning motivation, and improve students' learning ability.

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Analysis On the Integration of Media Literacy into Higher Vocational Ideological and Political Education in the New Media Era

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Abstract: At present, the rapid development of science and technology makes the application scope of information technology, network technology and other modern technologies gradually expand, which promotes the society to enter the era of new media, and new media platforms are also emerging constantly. In this case, when carrying out ideological and political education in vocational schools, media literacy can be incorporated into it. In view of the problems of higher vocational students in the current era, such as being too addicted to new media, too blindly follow the media information and so on, the development of appropriate ideological and political education programs, but also introduce advanced ideological and political education ideas and methods, improve the effectiveness of ideological and political education, enhance the media literacy of higher vocational students, improve their overall quality.

Keywords: New media era; Media literacy; Ideological and political education in higher vocational colleges

1. INTRODUCTION

At the present stage, the emergence of new media provides more ways for people to access information. However, many other information comments made by new media platforms are mixed, which tend to make negative impact on people's thoughts, especially for higher vocational students, and make their values impacted, affecting students' good learning attitude. In the face of this situation, higher vocational schools need to carry out effective ideological and political education, and in the process of this education, they should fully integrate media literacy, adopt appropriate ways to effectively cultivate the students' ability to interpret and resist media information, so that they can correctly distinguish media information and avoid the influence of bad information and speech.

2. ANALYSIS ON THE PROBLEMS OF INTEGRATING MEDIA LITERACY INTO IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 New media addiction

Many vocational college students are too addicted to new media, mainly their own media literacy is relatively low, lack of strong self-restraint, personal time can not be arranged scientifically, and will spend most of the time in new media, and some students even in the class will play mobile phones. If students are over-indulged in new media, it is more likely that they will be obsessed with illusory imagination and lack of daily communication in real life, which will also cause great harm to students' physical and mental health [1].

2.2 The media blindly follow information

In vocational colleges, many students often blindly believe when they get information from the media. For example, some companies use new media to spread the idea of enjoying consumption happiness in order to increase the sales of their own products. Some students themselves have poor discrimination level and are easily guided by such information of sales advertisements, leading to overdraft of consumption. This leads to chaos in students' lives. In addition, there are a lot of wrong and untrue information and speech on the Internet. A few students will follow blindly, so that these information and speech continue to spread, which will lead to rumors.

2.3 The application of media

Many vocational college students have some problems in the application of new media. Many new media have rich learning resources. Students can make use of this function of new media to collect more learning materials and improve their learning level. However, when many students use new media, they usually use it for chatting, shopping, games, etc., which leads to a lot of time wasted and makes it difficult to play the important functions of new media.

3. EFFECTIVE MEASURES TO INTEGRATE MEDIA LITERACY INTO HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Strengthen the correct understanding of media literacy

If vocational colleges want to integrate media literacy into specific ideological and political education, they need to increase the corresponding support, which can be carried out from multiple perspectives such as policies and teachers. Moreover, teachers themselves are the implementers of ideological and political education, so it is more necessary to consider multiple aspects to realize the effective integration of media literacy and ideological and political education. Students themselves are the ones receiving education. If they have a correct understanding of media literacy, they can also take the initiative to participate in ideological and political education, so as to enhance their own media literacy and avoid the negative influence of new media. Therefore, higher vocational colleges should intensify their publicity efforts according to the functions of media literacy. Banners, broadcasts,

situational dramas and other ways can be adopted to publicize media literacy, so that more people can have a correct cognition of media literacy through publicity, and urge relevant staff of higher vocational colleges to actively and reasonably infiltrate media literacy into ideological and political education [2].

3.2 Use new media to increase ideological and political education channels

For new media, it not only has the functions of making friends, entertainment and so on, but also has the function of providing learning resources for students. When carrying out ideological and political education in higher vocational colleges, students can understand the important functions of new media through effective combination with media literacy, and be able to make reasonable application of it. In this way, not only can various ideological and political education approaches be constructed, but also can improve the quality of ideological and political education and enhance students' own media literacy. Based on this, higher vocational colleges can use social media software such as wechat and QQ to build communication groups. Through online communication, they can help students solve various puzzles in daily study and life. At the same time, they can also provide students with corresponding ideological and political learning resources, so that students can gradually improve their ideological level and establish correct ideological values in the process of learning ideological and political knowledge. It encourages students to realize the function of new media, which can not only make friends and entertain themselves, but also effectively study through new media. In addition, higher vocational schools can use new media to establish a complete online ideological and political education platform, and arrange professional ideological and political teachers to conduct online and offline mixed education and teaching for students. In ideological and political education, teachers can use multimedia to explain ideological and political theory knowledge to students. At the same time, they can organize and use network resources to collect current social news hot spots and analyze and discuss with the theoretical knowledge they have learned. They can analyze the application status of new media and information dissemination, so that students can realize the advantages and disadvantages of new media in this process. And it can avoid the bad influence of new media and make full use of the beneficial information in new media.

3.3 Carrying out various ideological and political activities based on media literacy

In the teaching of ideological and political education in higher vocational colleges, teachers can also combine the content of media literacy and the purpose of ideological and political education, fully consider the situation of vocational students' media literacy, design diversified ideological and political activities, achieve effective ideological and political education for students, and further enhance students' media literacy. For example, higher vocational teachers can organize network security knowledge competition, network security legal publicity and other activities. In the process of participating in these activities, students can gradually improve their awareness of network security and legal awareness, but also enhance the moral quality of students, so as to promote their words and deeds in the network environment to be restricted, but also to protect themselves. Free from bad thoughts and comments on the Internet, so that they become moral and quality netizens. In addition, in the ideological and political education teaching, vocational teachers can also organize students to carry out debates in view of the common phenomenon of addiction to network media in the society, to clarify the corresponding debate theme, "the emergence of network media is good or bad", so that students can choose the right and wrong sides, and find rich materials as the basis for debate. In this process, students can also understand the multiple functions of network media and enhance their ability to interpret media information [3].

4. CONCLUSION

In the process of carrying out ideological and political education, vocational schools should adopt appropriate measures to integrate media literacy scientifically, improve the effectiveness of ideological and political education, and improve the adverse influence of new media on vocational students, so that students can make full use of relevant media resources and maintain physical and mental health in the new media environment. Therefore, higher vocational schools should have a correct understanding of the new media environment, combine the actual situation, scientific integration of media literacy and ideological and political education, and give full play to the function of ideological and political education.

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Exploration On the Construction and Development Mode of School-Local Co-Construction Research Institute

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Abstract: For the university-local co-construction research institute, it itself can enhance the practical effect of universities serving the local economy, but also can strengthen the connection between science and technology and economic development, and promote the realization of "government, industry, university and research". Therefore, relevant departments and universities should attach great importance to the institute, correctly understand its own important role, at the same time, understand the specific problems in the actual construction process of the institute, analyze the causes of the problems, and on this basis, put forward scientific and reasonable solutions to relevant problems. This will provide a reliable reference for the construction and development of the institute, so that it can play a practical role.

Keywords: School-land co-construction; Research institute; Construction and development

1. INTRODUCTION

For colleges and universities, they have a number of basic functions, including personnel training, social services, scientific research and so on. In today's social era, colleges and universities play a very important role in serving the society and educating the public. However, their long-term performance in social services is relatively low, and the scientific research results produced by colleges and universities are difficult to realize industrialization, so they cannot achieve the purpose of benefiting the society. Faced with this situation, it is necessary for universities and local governments to cooperate and jointly build research institutes to carry out research and development of technological achievements, which can also solve the problem of industrialization of research achievements to a certain extent, so as to promote the development of local economy and higher education services.

2. ANALYSIS ON THE CONSTRUCTION OF SCHOOL-LOCAL CO-CONSTRUCTION RESEARCH INSTITUTE

At present, the co-construction research institute of the university and the ground can be divided into two models: college-leading model and local-government leading model. For university-led university-local co-construction research institutes, they mainly rely on institutions of higher learning, which have many advantages, such as talents, scientific research teams, disciplinary knowledge, etc. Through effective cooperation with local governments, corresponding research institutes can promote local industrial upgrading and play a positive role in promoting regional economic development. On the other hand, the local government-led co-construction research institute, relying on local government departments, can attract and gather more scientific research resources on the basis of the institute through scientific planning for the construction and development of local economy and industry, and make full use of its own regional advantages. At the same time, it can also use the institute to attract investment. In this way, it can provide reliable services in the adjustment of regional industrial structure, industrial upgrading and other aspects. No matter which type of university-local co-construction research institute, the main purpose of its construction is to comprehensively integrate the scientific research and innovation resources of the government and universities, and create a scientific research and innovation platform with the help of the guidance of the government and the advantages of science and technology and talents of universities, which is conducive to promoting the win-win situation between universities and regions [1].

3. ANALYSIS OF THE DEVELOPMENT MODE OF THE INSTITUTE

3.1 Rationally innovating operational mechanisms

In order to promote the development of the institute, the original management and operation mechanism should be effectively and reasonably optimized to make it more perfect. In particular, the relevant system related to the transfer and transformation of scientific and technological achievements should be perfected. In this way, a good working environment can be created to promote the effective transfer and transformation of scientific and technological achievements, so that scientific and technological achievements can be fully utilized. In addition, when establishing the management system for the institute, performance guidance and assessment can be strengthened, a more scientific incentive mechanism can be set up based on the actual situation, and the working enthusiasm of researchers can be improved through the salary reward system, so as to make the whole research team more stable and realize the long-term development of the institute.

3.2 Attach great importance to research and development of applied technologies

From a practical point of view, the research and development achievements of applied technology can

be transformed into corresponding productivity. It can be said that the competition of science and technology mainly lies in the research and application. As for the school-local joint research Institute, it should fully integrate the technical resources possessed by universities and local enterprises in the process of development and operation, and take leading and serving the innovation and development of enterprises as the fundamental purpose of the establishment and development of the institute. Meanwhile, it should also develop corresponding application technologies for the development of local industries to improve the conversion rate of scientific and technological research and development achievements. To realize the full application of scientific and technological achievements. In this way, the technical level of related industries can be improved, the independent innovation ability of local enterprises can be enhanced, and the local industrial structure can be scientifically adjusted through corresponding technological research and development, laying the foundation for the long-term development of local economy. At the same time, a perfect evaluation system of applied research results should be developed for the specific operation of the institute, which is also conducive to improving the recognition of research results, prompting researchers to have more enthusiasm and initiative, and facilitating the smooth operation of the institute, so as to realize the effective transformation of scientific and technological research achievements [2].

3.3 Enhance self-hematopoietic function

In order to promote the sustainable development of the institute, it is necessary to improve its self-hematopoietic ability. Specifically, the research funds of the institute are usually supported by the local finance, and the local government will allocate fixed financial funds for the construction and scientific research expenses of the institute. In addition, the actual development of the local leading industry should be a comprehensive investigation, to understand the lack of technology, on this basis, the selection of industrial generic technology to carry out the corresponding research and development work, and increase the amount of capital investment. In addition, the Institute can also cooperate with relevant social organizations to set up corresponding venture capital companies. At the same time, a sound institutional department should be established to ensure its professionalism. Professional financial talents should also be arranged to provide reliable guarantee for the transformation of research achievements of the Institute and effectively avoid various risks in the development.

3.4 Do a good job in the introduction and training of industrial technology brokers

In the actual development process of the school-local joint research Institute, a technology research and development industry should be gradually formed, the work content of project management, financial management, production and operation and other aspects of the institute should be defined, and

professional industrial technology brokers should be arranged to make overall planning for all the work, so as to promote the operation and development of the institute. Based on this, relevant research institutes can attract and introduce excellent professional industrial technology brokers by setting favorable salary, and can also train industrial technology brokers needed by the development of research institutes. When carrying out specific training activities, professional industrial technology training activities can be organized through the affiliated project company. For effective training of some in-service personnel, appropriate personnel should be selected according to the working requirements of industrial technology brokers. In the actual training, It is necessary to explain some technical research achievements of the institute, technical requirements of local industries, internal operation of the institute, relevant professional knowledge and skills, etc., so as to improve the professional level of the trainees, enable them to establish the consciousness of integrating scientific research and industry, and play an important role in the transformation and application of research achievements [3].

4. CONCLUSION

The effective construction of university-local joint research institutes can provide a reliable carrier for the development of local economic industries and the development of scientific research and education in colleges and universities. Therefore, colleges and universities should strengthen cooperation with local government departments and establish common research projects. Through the input of various resources, a complete research institute should be established, high-level research talents should be introduced and a professional research team should be established. Combining with the development of local economy and industry, the research projects should be innovated reasonably to further promote the development of the institute.

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Study On Digital Teaching Reform Practice Regarding Major of Accounting in Higher Vocational Education in the Background of Big Data

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Abstract: This paper proposed the "five new" goals of the digital intelligence reform of the digital intelligence teaching of accounting majors, and stated the specific content and implementation path of the reform, including establishing students' awareness of digital intelligence, creating smart digital intelligence learning workshop suitable for the major of accounting, creating a "project-led, three-stage and ten-ring" digital intelligence teaching model, and cultivating digital intelligence teaching talents in the new era. Afterwards, this study pointed out that the characteristics of this paper's numerical teaching reform.

Keywords: Digital teaching; Accounting; Reform

1. BACKGROUND

In China, during the period from the "13th Five-Year Plan" to the "14th Five-Year Plan"[1], vocational education is undergoing profound changes and updates. "China's Educational Modernization 2035" puts forward the advanced concept of promoting the modernization of education, paying special attention to moral education, comprehensive quality and all-round development, advocating lifelong learning, teaching students according to their aptitude, and co-construction and sharing, etc [2]. Therefore, it is necessary to increase the proportion of application-oriented, compound-oriented and technical-skilled talents. Then what to do and how to do gradually became a focus of research.

2. TEACHING REFORM TARGETS OF ACCOUNTING COURSES IN HIGHER VOCATIONAL EDUCATION

2.1 New era and new consciousness.

Cultivate students' awareness of big data, promote the development of students' data mining, big data analysis and management capabilities, and lay the foundation for future human-computer collaboration.

2.2 New technologies and new scenarios.

Use new technologies that support smart education such as the Internet, artificial intelligence, and intelligent manufacturing, the teaching scene is dynamically updated, so that students can see, touch, understand, and learn.

2.3 New curriculum and new teaching.

The course should restore the holographic business environment and adopt immersive teaching design, integrate scenes, roles, and tools, break through professional barriers, and build a comprehensive cross-professional curriculum system. It is suggested to achieve the practicality of the content, the systematization of the curriculum, the digitization of learning behavior, the fun of teaching design, the challenge of content and the advancement of technology platform in new curriculum.

2.4 New era, "new" teachers.

Form a mixed teaching team with a "multi-teacher" structure by training and working in enterprises for 1 to 2 semesters to cultivate them with digital intelligence. Teachers should be suggested to enter the industry to learn and absorb advanced technology and management experience, find the essence and transform it into educational and teaching resources. Teaching resources should be adjusted continuously with the development of the industry [3].

3. THE PATHS OF DIGITAL INTELLIGENCE CONSTRUCTION

3.1 Establish students' awareness of digital intelligence.

It is suggested to strengthen students' learning attitude and lifelong learning concept of voluntary learning of digital intelligence skills through the implementation of some courses and projects,, so that students can re-understand accounting in the new era, and provide a variety of learning methods in the learning process to help them find an efficient learning method. At the same time, in order to cultivate talents with high awareness of mathematics and intelligence needed by the society, the curriculum system should be optimized, teaching methods should be innovated, and teaching content should be improved. In addition to setting up basic and core courses for accounting majors, courses related to big data, cloud computing, and artificial intelligence should also be added, such as data visualization, machine learning, python to cultivate students' big data awareness and promote students' data mining and big data analysis. It should be noted that accounting and big data should be closely integrated and cannot be separated.

3.2 Create a smart digital and intelligent learning workshop suitable for accounting professional courses.

3.2.1. Create a smart accounting education cloud platform

The smart accounting education cloud platform should be supported by 5G, big data, Internet, cloud computing, AI and other information technologies, focus on the training goals of accounting professionals, optimize the curriculum system, and create a new campus ecology of "Internet+education+intelligence". College should complete resource co-construction, smart classroom and mobile teaching, build a smart education platform that includes cloud lesson preparation system, smart classroom system, cloud exam system, score analysis system, smart certification system, employment assessment system, smart teaching resource database, student teacher information database and other modules. the specific implementation can be based on the cognitive rules of higher vocational students, combined with course materials, using digital and intelligent teaching methods as much as possible, supporting analysis software, databases, teaching courseware, theme material libraries, case videos, lecture videos, flow charts, picture libraries, and other information. Moreover, it is suggested to build a multi-dimensional, dynamic, active, and independent course teaching platform to fully mobilize students' initiative, enthusiasm, and creativity. It is also important to pay attention to the development of teaching software, make full use of the network teaching platform, and pay attention to school-enterprise cooperation so as to get more contact with the digital intelligent financial accounting or financial analysis software used by enterprises, making it possible for students to expand their knowledge and abilities. In addition, we should provide sufficient case databases, chapter exercise databases, and real question databases for students to study on their own and expand their professional abilities [4].

3.2.2 Establish a full-scenario education practice base

With the guidance of "Internet+accounting+Industry", the reform should integrate government, administrative, enterprise, school and research resources, and cooperate deeply with industry companies in the fields of base construction and management, talent training, resource development, and teacher training through new construction, upgrades, and renovations. It is suggested to emphasize the integration of industry and finance, the whole process of enterprise operation and management, focus on data collection, mining and analysis, focus on improving the application, innovation and development of teaching and learning in the field of information technology from the perspective of talent training and talent growth, establish a display experience center, full-time Training Center, Practice Center, build a full-post training center to simulate the business environment of enterprises and institutions closely related to accounting business, such as industry and commerce, banking, taxation, customs, so that students' comprehensive business ability and quality can be cultivated [5].

3.2.2.1 Promoting teaching through posts

Schools should create a smart digital learning workshop suitable for accounting professional courses as a new and open educational experiment platform. the digital intelligence learning workshop is supposed to be learner-centered, and elements such as education, talent, technology, industry, and information are more fully and extensively gathered, integrated, shared, and symbiotic, and new scenarios, processes, and mechanisms are designed. the smart learning workshop should be organically combined with the cultivation of digital and intelligent accounting talents, and provide platform support and technical services for the scientific and in-depth development of the accounting professional group disciplines.

3.2.2.2 Promote teaching with competitions and certificates

Smart learning workshops should build a productive training environment to cultivate students' thinking through project-based practical training, collect "real" data of modern enterprises, pay attention to the accumulation and reflection of practical work experience, and also pay attention to learning result-oriented learning. Through the form of real job training, professional skills competition, 1+X certificate and other services, we can improve students' professional quality and actively cultivate innovative and entrepreneurial thinking.

3.2.3 Create a digital and intelligent teaching model of "project leadership, three stages and ten rings"

Business school should meet the job requirements, count the results of pre-class learning, formulate organizational strategies for in-class learning and development strategies for after-class learning based on the curriculum standards and industry norms. "self-study before class-teaching in-class-extension after class", "task release-micro-class video-online self-test-teaching case-knowledge learning-in-class training-Q&A discussion -After-school homework-second class-study feedback" learning in three stages and ten links can help teachers make a whole process of digital intelligent evaluation and feedback of students' learning effects, quantify learning effects, consolidate the theoretical foundation. the specific operation is as follows: Teachers can review the "homework" online, and summarize the knowledge points and skills that students make more mistakes into the "Frequently Asked Questions". the teacher plays the statistics through the micro-class video and collects the students' learning records. Students can independently complete the "after-school homework" online to consolidate the knowledge of theories and skills, draw their own mind maps, sort out the content of knowledge points, supplement and improve class notes, and fully grasp the knowledge points. Watch the "Second Classroom" micro-lecture video or text materials, conduct in-depth learning, improve knowledge, ability and quality, and truthfully fill in the "Study Feedback" online. the information-based teaching assistants will check the "Study Feedback", record the frequently asked questions, and give feedback to the lecturer. In terms of academic feedback, practical results account for 70%, and unified examination results account for 30%. the assessment of practical achievements is a combination

of process assessment (task assessment) and final assessment (course assessment). It is supposed to strengthen assessment of the process of digital intelligence, combine homework exercises, classroom questions, and stage tests, and comprehensively evaluate students' usual grades through the digital intelligence scoring system [6].

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The Application Research of Competition Teaching Method in Basketball Class of Higher Vocational College

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Abstract: Competition teaching method is a kind of teaching method that can stimulate students' interest, enthusiasm and autonomy in learning. It is mainly to design teaching activities into the form of competition, so as to improve the quality and efficiency of teaching with the help of competition. In this paper, the application of competition teaching method in basketball class in higher vocational colleges is analyzed and explored in detail, and several application strategies are put forward in order to share and communicate with the general teaching workers.
Keywords: Competition teaching method; Higher vocational colleges; Basketball teaching; Effective strategy

1. INTRODUCTION

Basketball is a team sport that integrates technology, physical ability, tactics and physical quality. Therefore, basketball teaching has certain complexity and difficulty, which requires teachers to adopt reasonable and scientific teaching strategies, so as to guarantee the quality and efficiency of basketball teaching. As far as the teaching of basketball in higher vocational colleges is concerned, many teachers do not realize the importance of basketball teaching methods, and blindly adopt the old and fixed teaching routines, which is not only difficult to ensure the quality of teaching, but also unable to effectively stimulate the interest of students. Based on the advantages of competition teaching method in physical education, basketball teaching in higher vocational colleges should be fully used for reference, and corresponding improvement measures should be taken to create a good basketball learning and training environment for higher vocational students.

2. THE APPLICATION VALUE OF COMPETITION TEACHING METHOD IN HIGHER VOCATIONAL BASKETBALL LESSONS

2.1 Help to stimulate students' interest in learning
As the saying goes, "interest is the best teacher", when students have a strong interest in learning, and can take the initiative to carry out learning activities, in this case, can create favorable conditions for students' own development. As for the application of competition teaching method in basketball lessons in higher vocational colleges, teachers can carry out teaching in the form of competition, which can fully take advantage of the characteristics of students like playing basketball games and stimulate students' interest in learning

basketball lessons [1]. For example, in the class of shooting training students, the teacher requires each student to shoot 5 times at the free throw line, and arranges the ranking of students according to the number of goals, and sets corresponding rewards and honors. When students score the same number of goals, they will continue to compete through the form of extra games. In this teaching mode, students can experience the fun and stimulation of learning, which is full of vitality and dare to challenge the young people, can effectively stimulate students' interest in learning and enthusiasm.

2.2 Help to improve the quality of basketball teaching
Students in the specific basketball training performance, but in the actual game performance is abnormal, this phenomenon in higher vocational college basketball teaching is very common, this is the higher vocational basketball teaching do not want to see the scene. the author believes that the application of competition teaching method in basketball lessons in higher vocational colleges can effectively improve the quality of basketball teaching. For example, teachers can see the most real side of students in basketball games, fully grasp the weak points of students' basketball skills, and then formulate targeted basketball teaching strategies, which can improve the quality and efficiency of teaching to a certain extent.

Two, the current vocational basketball teaching problems
Simple and boring basketball teaching methods, complicated basketball teaching content and jumping are common problems in basketball teaching in higher vocational colleges. the specific analysis is as follows: First, teachers are fond of applying high-intensity and large-volume training teaching method and often require students to practice a certain technique repeatedly. Although it can play a certain teaching effect, it is difficult to stimulate students' interest in learning. Secondly, many teachers do not develop the habit of making teaching courseware or plans, but teach what comes to mind in class. In this case, it is difficult for students to effectively connect basketball knowledge or technology, which leads to the disorganized problem of students' basketball learning.

3. THE STRATEGIES OF APPLYING COMPETITION TEACHING METHOD IN BASKETBALL LESSONS IN HIGHER VOCATIONAL COLLEGES

3.1 Coordinating the relationship between teaching, learning, training and competition

Teaching, learning, training and competition are the basic process and system of basketball course teaching. Although the application of competition teaching method has many advantages, it is difficult to give full play to the value of competition teaching if the relationship between teaching, learning, training and competition cannot be effectively coordinated [2]. Based on this, teachers should make clear positioning of teaching, learning, practice and competition, and build a bridge of transition from teaching to learning, learning to training, training to competition and competition to teaching. First of all, in basketball teaching, teachers should think about how to teach more conducive to students' learning, that is, what kind of teaching methods, contents or objectives can help students understand and master basketball knowledge and technology. Secondly, in terms of students' learning, teachers should make clear the dominant position of students, not only master the real situation of students' learning, but also implement effective guidance to students' learning, and try their best to help students quickly digest basketball knowledge and technology. Thirdly, in terms of basketball training, teachers should develop scientific training plans and avoid giving up large volume and high intensity training to avoid physical harm to students. They can adopt gradual training strategies or a training mode combining work and rest to help students master and apply basketball knowledge and skills. Finally, in the aspect of basketball competition, teachers need to pay attention to the performance of students in the competition, so as to find the foothold of strengthening teaching and training.

3.2 Carry out basketball games according to the actual situation of students

The basketball teaching method adopted in higher vocational colleges can improve the teaching quality and arouse students' interest, but if the teaching method is not applied properly, it will lead to the dilemma of basketball teaching. For example: There are obvious individual differences among students. Some students have strong physical quality and good basketball skills, while some students have poor physical quality and poor basketball skills. Once students with a large gap compete on the same court, it will undoubtedly be a blow to students with poor comprehensive ability, which may cause students to lose confidence and interest in basketball. In view of the above situation, the application of game teaching method in basketball teaching should be fully combined with the actual situation of students and ensure the fairness of the game as far as possible, so as to avoid the adverse reaction of game teaching. For example, before basketball games, students need to be grouped in a reasonable and scientific way, so as to ensure that the level of students in the same game is the same as much as possible. This can not only improve the competition, but also enable each student to truly integrate into the game.

3.3 Looking for teaching breakthrough in basketball games

The arena is not only a stage for students to show themselves, but also a platform for testing students' learning and training. the application of the competition teaching method in basketball classes of higher vocational colleges can discover students' technical shortcomings and blind areas, which is crucial for improving teaching content and teaching quality. For example, on the basketball court, students need to use the learned knowledge and technology to achieve the goals of passing, tackling, shooting, breakthrough, defense, etc., while teachers can analyze the technical shortcomings of each student based on the performance of students on the court, and make detailed records for later teaching. For example, the basketball does not rotate when the student shoots the ball. According to the shooting techniques of the student, such as leg force, arm force, ball gesture and wrist pressure, the teacher understands that the student has not mastered the skills of wrist pressure in shooting. Next, teachers need to focus on teaching how to press the wrist when shooting. In addition, taking students as an example, the teacher found through analysis that students had a high center of gravity while dribbling, and the wrist power was insufficient. At this time, the teacher needed to focus on training students' wrist strength, and at the same time guide students to lower the center of gravity while dribbling. Thus, it can be seen that the application of competition teaching method to carry out basketball teaching can find various problems existing in students, which is very key to improve the pertinence and effectiveness of basketball teaching.

4. CONCLUSION

To sum up, the application of competition teaching method in basketball lessons in higher vocational colleges plays a very important role in improving the quality and efficiency of basketball teaching and stimulating students' interest and enthusiasm in basketball learning. the above is mainly from the three dimensions of coordinating the relationship between "teaching, learning, training and competition", combining with the actual situation of students to carry out basketball games, looking for teaching breakthrough in basketball games, and put forward the relatively feasible basketball teaching strategies, hoping to be helpful to the reform of basketball teaching in higher vocational colleges.

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College Chemistry Teaching Reform Under Micro Class

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Abstract: Combined with the actual situation, the information-based teaching model has become more and more valuable in the teaching activities of various colleges and universities under the background of the development of education modernization. Among them, micro class is one of the important components of the information teaching mode. Therefore, colleges and universities should correctly recognize the significance of chemistry teaching reform under micro class, and fully highlight the application value of micro class in college chemistry teaching by reforming traditional chemistry teaching. Based on this, this paper carries out in-depth research on the reform of college chemistry teaching under micro-class, hoping to play a certain role in the development of related work.

Keywords: Micro-class; Colleges and universities; Chemistry teaching; Reform

1. INTRODUCTION

According to the development of chemistry teaching in colleges and universities at the present stage, there are still some problems in the implementation of chemistry teaching activities in some colleges and universities, which are embodied in low interest in chemistry teaching, chemistry knowledge content lack of sharing and many other aspects. Therefore, colleges and universities should pay full attention to the development of educational informatization, and at the same time, apply the new teaching mode of micro-class scientifically, and reform chemistry teaching under micro-class, so as to further improve the efficiency and quality of chemistry teaching in colleges and universities, and lay a more solid foundation for the realization of students' learning goals.

2. OVERVIEW OF MICRO-LESSONS

After in-depth exploration of the new teaching mode of micro-class, we can know that it essentially refers to the teaching video recorded on the basis of the teaching requirements of the course. the application of micro-class can not only effectively reflect the key contents of the course teaching, but also help students to understand and master the knowledge points of the course in a more comprehensive way. In general, the actual duration of micro-class videos is usually about 10 minutes. Compared with traditional teaching mode, micro-class has the characteristics of clear teaching objectives, compact curriculum knowledge system and low learning difficulty for students. These characteristics make the application value of micro-class in college chemistry teaching more obvious. It is also used to stimulate students' learning interest and improve their chemistry learning effect [1].

3. COLLEGE CHEMISTRY TEACHING REFORM UNDER MICRO CLASS

3.1 Improve students' awareness of independent learning

In the current society, when colleges and universities implement the reform of chemistry teaching under micro-class, chemistry teachers in colleges and universities need to stimulate students' enthusiasm to think about chemistry knowledge through the guiding role of micro-video in micro-class, and thus arouse students' interest in learning chemistry knowledge. Secondly, under the background of micro-class, chemistry teachers in colleges and universities should lead students to conduct independent exploration activities on the knowledge points of chemistry courses involved in micro-class videos on the basis of new teaching forms such as micro-class, so as to effectively improve students' autonomy in chemistry learning and provide more adequate guarantee for the improvement of students' chemistry learning efficiency and chemistry teaching quality in colleges and universities. Thirdly, when chemistry teachers in colleges and universities reform chemistry teaching under micro-class, they need to organically integrate diversified teaching methods with micro-class teaching mode, so as to effectively realize the reform goal of chemistry teaching in colleges and universities while effectively dealing with the shortcomings of traditional chemistry teaching mode in colleges and universities [2]. For example, when carrying out the teaching activities of chemical knowledge content of "state of matter", teachers can explain knowledge content related to "state of matter" to students in the form of micro-video through rational application of micro-class teaching mode, and create diversified teaching forms on the basis of micro-class teaching mode, so as to effectively enhance the interest of college chemistry teaching and at the same time, In essence, chemistry teaching can avoid being too boring, so as to promote students' learning efficiency and quality. In addition, teachers should guide students to mark the knowledge content in the micro-class video in the textbook and require students to explore relevant knowledge content in the way of independent exploration. Finally, it lays a solid foundation for the realization of the reform goal of chemistry teaching in colleges and universities under micro-class and the realization of the high efficiency learning goal of students' chemistry knowledge.

3.2 Strengthen teachers' teaching ability

Compared with the traditional teaching mode, micro-class teaching has obvious differences. Therefore, when implementing the reform of college chemistry teaching under micro-class, teachers should correctly recognize the application value of micro-class teaching mode, and carry out the reform of college chemistry teaching strictly according to the demand of micro-class teaching, so as to fully highlight the value of micro-class. To provide more adequate guarantee for the improvement of chemistry teaching quality in colleges and universities. In combination with the actual situation, micro-class is essentially one of the important components of the information-based teaching system. Therefore, if college chemistry teachers want to further ensure the efficiency of chemistry teaching reform under micro-class, they need to constantly improve their mastery of the information-based teaching technology system. In this way, it can effectively carry out the production of micro-class videos through the application of information teaching technology system, and further promote the realization of college chemistry teaching reform goals. For example, when teaching the chemical knowledge content of "chemical thermodynamics", teachers can make relevant micro-class videos through the application of information teaching technology, and present the knowledge system and experimental reactions related to "chemical thermodynamics" to students more intuitively with the help of information technology. In this way, while effectively improving the intuitiveness of chemical knowledge, To help students further understand and master this kind of chemistry knowledge content, so as to achieve the goal of chemistry teaching reform after micro class.

3.3 Emphasis on college chemistry experiment teaching
Combined with the actual situation, with the deepening application of micro-class teaching mode in college chemistry teaching, college chemistry teachers need to explain chemical knowledge points to students in detail through micro-class video and organize students to actively carry out chemical experiments on the basis of the chemical knowledge taught by teachers. Thus, while effectively improving students' knowledge mastery, it also provides more adequate guarantee for the improvement of students' practical ability [3]. In this process, teachers can explain to students the contents that need to be focused on during the experiment in the form of micro-class videos, thus essentially reducing the probability of various negative problems in the process of students' chemical experiment, and thus promoting students' understanding and mastery of relevant chemical knowledge. For example, when teaching "solution" related knowledge, teachers can explain the configuration process of various solutions to students in detail through the production of micro-class videos, and organize students to perform solution configuration in the process of watching micro-class videos, which can not only effectively improve students' enthusiasm to participate in chemical experiments. It can also ensure that students can effectively transform text content into chemical experiment operation through micro-class video, and exercise students' hands-on practical ability, so as to achieve the ultimate goal of improving the effect of college chemistry reform under micro-class.

4. CONCLUSION
To sum up, micro-class itself is a new teaching mode based on micro-video. the application of micro-class teaching mode in college chemistry teaching can not only effectively enhance the interest of chemistry teaching, but also further stimulate students' learning enthusiasm, so as to effectively improve the quality of college chemistry teaching. Therefore, universities need to explore deeply the chemistry teaching reform method under micro class, so as to fully highlight the value of micro class, so as to provide a more adequate guarantee for the chemistry teaching quality in universities and the improvement of our teaching industry modernization development efficiency.

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A Study on the Cultivation of Vocational College Students' Innovative Literacy from the Perspective of Campus Culture

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Abstract: the construction of campus culture is an important part of the construction of higher vocational culture. In the process of participating in campus culture, students constantly improve themselves in practice, which has important help for the cultivation of students' innovative literacy. In the new era, students' innovation ability is of far-reaching significance to career development. Therefore, in the process of cultivating students' innovation literacy in higher vocational colleges, students should be guided to actively participate in the construction of campus culture according to the actual situation of the school, so as to improve the quality of talent training.
Keywords: Campus culture; Higher vocational education; Innovation quality

1. INTRODUCTION

There is a close relationship between the construction of campus culture and the cultivation of students' innovative literacy. the construction of campus culture provides a good platform for students to participate in campus practice activities, which can achieve multiple goals with one stone. Finally, the innovation and entrepreneurship activities can become the mainstream culture of the campus and be recognized and welcomed by students. Campus cultural construction activities provide a good carrier and material for the cultivation of students' innovative literacy. At the same time, it also provides a good environment for the growth of students, so that students can continuously discover themselves and achieve themselves in the process of participating in the campus culture, and finally improve the ability of students to innovate.

2. THE RELATIONSHIP BETWEEN CAMPUS CULTURE CONSTRUCTION AND STUDENTS' INNOVATIVE LITERACY

2.1 The role of guidance

Good campus culture, can make students like spring breeze. In the process of campus culture construction, students will pay attention to what the school advocates, which will have an impact on students' value orientation, thinking and ability. Campus culture is a ubiquitous culture, which can play its guiding role invisibly and make students unconsciously affected by campus culture. In the process of campus culture construction, we not only need to create a positive and energetic campus culture, but also need to pay attention to the cultivation of students' comprehensive quality. In the construction of campus culture, we should actively introduce new ideas and new culture to students, so as to help students build a good moral culture system and cultivate students' good cultural quality.

2.2 Positive encouraging effect

Students in the process of learning, if the lack of teachers' encouragement, it may lead to innovation activities difficult to be effectively realized. In the process of using their own theoretical knowledge to analyze and solve problems, students will encounter problems beyond their ability, and it is difficult for students to find the answer to the problem depending on their own ability. At the same time, students may experience more setbacks and failures in the process of carrying out innovative activities, which requires teachers to encourage students timely, so as to stimulate their interest and enthusiasm for exploration. In the process of encouraging students, teachers should be good at finding the advantages, personality and interests of students, so as to provide targeted help and make the cultivation of students' innovative literacy more efficient.

2.3 Provide moral protection for students

Campus culture construction activities will provide students with a variety of extracurricular activities, students can find like-minded partners and friends. the collective nature of campus culture provides students with good spiritual security, it can provide students with a warm campus environment, and finally cultivate students' strong will. Through the participation of students in the multi-level campus culture construction activities, students can timely find their shortcomings, so as to improve the students' self-quality and improve their personal quality has important help. When students participate in campus culture construction activities, they can have a clearer understanding of themselves and make an objective evaluation of themselves, so that students can constantly improve their personal quality and provide spiritual guarantee for the smooth development of innovative activities.

3. WAYS TO CULTIVATE STUDENTS' INNOVATIVE LITERACY IN HIGHER VOCATIONAL COLLEGES

3.1 Give play to the role of campus culture in improving students' ideological quality

The goal of higher vocational colleges is to improve compound talents with practical ability for the society, which has relatively high requirements for students' practical ability and quality. In the process of cultivating students' innovative literacy, we should actively apply

the role of socialist culture, actively lead students' thoughts, and constantly improve the quality of students' thoughts. Encourage students to set up the right ideal of life, combine their own future with the development of the country, integrate their own efforts with the development of the country, so as to find their own right way of life, only in this way can they truly play the value of students' innovative literacy, in order to better serve the society. the school guides and carries out campus cultural activities at various levels, encourages students to participate in cultural and artistic activities, enhances the attractiveness of campus culture by improving the connotation of campus culture, makes students feel spiritual satisfaction in the process of participating in campus culture, and finally provides spiritual nutrition for students to carry out innovative activities. Campus culture has a great impact on students' ideological quality, which solves the problem of who to cultivate.

3.2 Improve students' professional level

The goal of talent training in higher vocational colleges is to provide applied technical talents for the society, so in the process of cultivating students' innovation literacy, we should pay attention to the improvement of students' professional ability, so as to provide the foundation for the formation of students' innovation literacy. In the process of cultivating students' innovative literacy, we should create a good campus cultural environment for students, combine teaching activities with extracurricular activities organically, so as to continuously improve students' professional skills. It is necessary to attach importance to the training of students' vocational skills, provide students with opportunities for social practice, and thus provide students with hands-on operations, so as to combine theoretical knowledge with practice, and ultimately help students improve their ability to find and solve problems. Schools should actively provide students with better educational resources, improve school-enterprise cooperation and other modes, broaden students' horizons, improve students' ability to apply knowledge to solve problems. Through students' practical activities, we can constantly improve students' operational skills and level, improve students' awareness of innovation, and finally stimulate students' potential, so as to continuously improve students' innovation ability. In order to improve students' ability to apply what they learn, students should be encouraged to participate in professional enterprise practice activities, so that students can acquire skills and experience that are not in the textbook in the process of practice, and finally realize the cultivation of students' innovative literacy.

3.3 To provide students with material basis guarantee

In the process of cultivating students' innovative literacy in higher vocational colleges, it is necessary to rely on certain material basis, otherwise the result may appear on paper. Schools should comprehensively apply modern teaching facilities in accordance with the needs of society and enterprises, effectively combine the teaching process with modern educational technology, and provide a solid foundation for the formation of students' innovative literacy. At the same time, the school can also combine the actual environment, provide innovation and entrepreneurship center for students, so that students can make full use of computer technology, network technology and other innovative practice activities. For higher vocational colleges, in the process of cultivating students' comprehensive quality, the teaching process should be effectively combined with information technology, so as to achieve the purpose of expanding students' vision and improving the quality of talent training. the school should strengthen the laboratory equipment update to provide a good foundation for the cultivation of students' hands-on ability. In the process of cultivating students' innovative literacy, students should also be encouraged to explore boldly and participate in scientific research activities. Higher vocational colleges should strengthen the financial support for students to participate in scientific research activities so as to enhance the attractiveness of students to participate in scientific research activities and their initiative to innovate. Vocational colleges should provide students with support in terms of policies, venues, equipment and so on, so as to encourage students to participate in scientific inquiry activities.

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A Study of Innovative Ways of Higher Vocational English Teaching in the Context of MOOCS

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Abstract: The application of science and technology in the field of education has successfully pushed education to informationization and digitalization, which not only enriches the form of education to a certain extent, but also effectively strengthens the quality and efficiency of education. English teaching in higher vocational colleges under the background of MOOC mentioned in this paper is one of the important manifestations of English curriculum informatization. Combined with the current situation of English teaching in higher vocational colleges, MOOC teaching mode has changed the disadvantages of traditional teaching and created a more free and independent learning environment for students. Therefore, the reform of English teaching in higher vocational colleges should adhere to the idea of continuous innovation. It aims to create a more efficient and scientific teaching environment for students.

Keywords: MOOCs background; Vocational English teaching; An existing problem; Teaching innovation strategy

1. INTRODUCTION

Moocs are a new teaching mode, which is obviously different from traditional classroom teaching. In terms of teaching effect obtained by Moocs, its advantages are much higher than traditional teaching. Therefore, it is of great significance and value to research and innovate Moocs teaching. the author believes that English teaching in higher vocational colleges under the background of MOOCs needs to implement comprehensive, rational and scientific innovation in teaching methods, teaching content, teaching management and other teaching elements, so as to ensure that the advantages of MoOCs can be fully played. Based on this, this paper firstly analyzes the basic overview of MOOCs teaching forms, then expounds the existing problems in English teaching in higher vocational colleges, and finally puts forward the innovative strategies of using Moocs to carry out English teaching in higher vocational colleges, in order to share and communicate with the majority of teaching workers.

2. BASIC OVERVIEW OF THE TEACHING FORM OF MOOCS

The so-called MOOC teaching form is large-scale open online courses, which is an important manifestation of the application of modern network technology in education and teaching. Mooc teaching solves the disadvantages of traditional classroom teaching in a certain level, especially the limitations of fixed teaching place, fixed teaching time and fixed teaching content. Therefore, the application of MOOC in the field of education is of great value and significance. Based on the understanding of the teaching form of MOOCs, the author finds that there are mainly the following advantages, specifically: First, diversified tool resources. Moocs have applied modern network technology and absorbed various social network tools and various forms of digital resources, which means that MoOCs have a good diversity in course content and teaching tools, which means that MoOCs can adapt to more learning groups. Second, the course is easy to use [1]. Moocs break away from the restrictions of traditional classroom teaching mode and change the disadvantages of fixed time, fixed place and fixed course content. In addition, Moocs only need to rely on the network and related equipment to complete a series of teaching and learning activities, so the threshold of implementing Moocs is low. Third, MOOC teaching has a high degree of independent participation. Just like real university teaching, MOocs not only have a complete set of learning and management system, but also provide free services in the course teaching mode. Therefore, Moocs have a high enrollment rate, and of course, high dropout rate of middle school students in the course progress, which requires learners with strong independent learning ability to complete their studies according to the established plan.

3. PROBLEMS IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Too much emphasis on theoretical teaching

English is a highly practical subject, which can be used as a tool for daily communication activities. Therefore, attention should be paid to the cultivation of students' knowledge application ability when carrying out English teaching activities, which requires teachers to adopt more practical teaching methods to create a good environment for students to apply knowledge [2]. Considering the current teaching form of English application MOOc in higher vocational colleges, there is a problem of too much emphasis on theoretical teaching, resulting in many learners unable to master the ability to use English. For example, in MOOC teaching, teachers only pay attention to students' grasp of basic English knowledge, and even the teaching evaluation work only tests students' grasp of theoretical knowledge, but does not care about students' ability to use English knowledge for communication activities. In this case,

the application of MOOC in English teaching in higher vocational colleges will not be able to play an outstanding value and significance.

3.2 The teaching content is lack of time limitation

English teaching in higher vocational colleges under the background of MOOCs can make use of the advantages of modern network technology to expand and enrich the content of English teaching. Simply put, it is to look for resources on the network that are conducive to English teaching, such as the English teaching content of famous universities, which can strengthen the quality of English teaching to a certain extent. At the present stage, the application of MOOCs in English teaching in higher vocational colleges obviously ignores the innovation and expansibility of the teaching content. Some teachers even choose the English teaching content of Moocs which lacks timeliness. For example, the English teaching content sought by teachers on the Internet is disconnected from the current English curriculum objectives in higher vocational colleges, and even far behind the requirements of modern English teaching.

4. VOCATIONAL ENGLISH TEACHING INNOVATION STRATEGY

In the context of MOOCs, English teaching in higher vocational colleges should be innovative in teaching methods and contents, so as to create a suitable, efficient and scientific information teaching environment for higher vocational students as far as possible, so as to strengthen the quality of English teaching in higher vocational colleges. the following puts forward innovative strategies for English teaching in higher vocational colleges from two dimensions: reasonable innovation of MOOCs teaching methods and scientific enrichment of Moocs teaching content:

4.1 Reasonable innovation of MOOCs teaching methods

Moocs teaching has high requirements on learners' self-learning awareness and ability. If learners cannot maintain good learning initiative and autonomy, it will be difficult to successfully complete the curriculum plan and objectives of Moocs teaching. Therefore, the implementation of MoOCs teaching in higher vocational English should adopt teaching methods that learners are interested in, so as to stimulate learners' interest in learning. In this way, learners can devote themselves to learning. For example, to solve the problem of lack of interaction in MOOCs, teachers can implement group cooperative teaching, that is, on the basis of Moocs, divide students into several groups reasonably and let students conduct exploratory and practical learning activities in groups. In this way, the quality of English teaching can be improved and

students' learning initiative and autonomy can be inspired. Through the organic combination of group cooperative learning and MOocs, a more appropriate and scientific English teaching environment is created for students, which provides a strong support for improving the teaching system of Moocs.

4.2 Science enriches the content of MOOCs

Teaching content is not only an important element of teaching activities, but also a key condition affecting teaching quality. Therefore, it is of great significance and effect to ensure the rationality and scientificity of teaching content in higher vocational English teaching under the background of MOOCs. Based on this, English teaching workers in higher vocational colleges must adhere to the idea of "student-oriented", and start from the actual situation of students in higher vocational colleges to find and innovate the content of MOOCs suitable for students, so as to strengthen the overall quality of English teaching in higher vocational colleges. For example, teachers can search English teaching content of famous universities on the Internet, and then redesign or prepare the teaching content according to the actual situation of English learning of vocational college students. In this case, MOOC teaching will be significantly expanded in terms of knowledge, which will provide students with richer and more perfect English knowledge.

5. CONCLUSION

To sum up, the innovation of English teaching in higher vocational colleges under the background of MOOC plays a very important role in promoting the process of modern English information teaching and strengthening the comprehensive level of English teaching in higher vocational colleges. This article mainly carries out a detailed analysis and exploration from three dimensions: the basic overview of MOOCs teaching form, the existing problems of English teaching in higher vocational colleges, and the innovative strategies of English teaching in higher vocational colleges, hoping to be helpful to the reform of English teaching in higher vocational colleges.

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Research And Practice on Ideological and Political Construction of Financial Statement Analysis Course

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Abstract: Under the guidance of the Ministry of education's "guidelines for the ideological and political construction of Higher Education Courses", the teaching reform of "natural introduction, bit by bit infiltration" is implemented in the course of financial statement analysis in higher vocational colleges, and the reform and exploration are carried out in many aspects, such as curriculum objectives, ideological and political teaching contents and teaching resources, teaching methods and teaching modes. A four in one curriculum objective with ideological and political objectives is established. the content of Ideological and political course is designed in two parts: "Ideological and political theme education" and "current affairs review learning". the online+offline mixed teaching mode is adopted, and the teaching methods of "case teaching method", "discussion teaching method" and "inquiry teaching method" are used, Ideological and political contents are designed in the process assessment and final assessment.

Keywords: Curriculum Ideological and Political Education; Natural Introduction; Bit by bit penetration

1. INTRODUCTION

In May 2020, the Ministry of Education issued the guidelines for ideological and political education in Colleges and universities, which clearly put forward that "Ideological and political education should run through the talent training system, comprehensively promote the ideological and political education in Colleges and universities, and give full play to the educational role of each course". In order to implement this guideline, the team of financial statement analysis course of Zibo Vocational College first realized the importance of Ideological and political construction of the course, studied the method and direction of construction, carefully prepared, discussed, designed and implemented the "natural introduction, bit by bit penetration" type ideological and political reform of the course.

2. COURSE OBJECTIVE DESIGN OF FINANCIAL STATEMENT ANALYSIS

2.1 Overall objectives of the course

The overall goal of financial statement analysis course is a compulsory core course for accounting, financial management and financial management majors in higher vocational colleges. It aims to "cultivate a firm ideological and political, moral and technical, all-round development, adapt to the needs of the rapid development of modern information technology, have a certain level of financial statement analysis, good professional ethics and innovation consciousness, keep improving craftsmanship spirit, and improve the quality of work" This paper mainly expounds how to make full use of financial information (accounting information and non accounting information) to excavate the essence of financial statements. This course uses comparative analysis, ratio analysis, factor analysis, structural analysis and trend analysis to analyze the financial statements. On this basis, it further expounds the enterprise's single financial ability (solvency, operating ability, profitability and development ability) and comprehensive financial ability (DuPont analysis system and wall scoring system).

2.2 Specific objectives of the course

Through the study of this course, students will be familiar with the basic principles of financial statements and financial statement analysis, systematically master the basic knowledge and skills of analysis, have flexible way of thinking and hands-on ability, and be able to use the basic principles of analysis to make correct evaluation and decision on the actual financial situation, operating results and cash flow of various types of enterprises from different positions.

Through the study of this course, students not only acquire solid basic knowledge and proficient operation skills, but also develop excellent qualities such as abiding by the law, loving nature and being diligent and thrifty; We should identify with the theory of socialism with Chinese characteristics in the new era, understand the socialist core values, understand the relevant laws, regulations and policies of China's capital market, go deep into social practice, pay attention to real economic problems, and have the professional qualities of managing the world and helping the people, serving with integrity, and practicing both morality and law.

3. CONTENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE COURSE OF FINANCIAL STATEMENT ANALYSIS

3.1 Integration of ideological and political theme education into teaching resources

In the process of construction, we have formed the integration of Ideological and political theme education and the whole process of financial statement analysis course, and integrated ideological and political elements into the basic teaching resources and expanded teaching resources.

The ultimate goal of Ideological and political education is to infiltrate the content of Ideological and political

education into the hearts of students, consciously develop good ideological quality, love the motherland, love their jobs, constantly innovate and strive forward. Therefore, combined with the characteristics of the course of financial statement analysis, we use "real cases" to talk about Ideological and political education, and design "case" to talk about Ideological and political education "videos to expand teaching resources, extract law-abiding, honest, hardworking and other ideological and political contents, so as to create positive, healthy and upward values for students. Taking the teaching case "two warning letters from Guangdong securities regulatory bureau" as an example, the teachers collected materials and recorded small videos about the event that Dong Mingzhu, chairman of "Gree Electric" and Fang Hongbo, chairman of "Midea Group", the hot topics during the Spring Festival in 2019, received the warning letter from Guangdong securities regulatory bureau, I told the students the importance of transmitting good information to the capital market, but also clearly pointed out that we should abide by the market competition order, engage in various trading activities or matters in accordance with the relevant laws and regulations, and then expressed to the students the ideological and political theme of "everyone is equal in abiding by the law and discipline", so that the students can not go beyond the bottom line of the law in the practice process, We should form the ideology of "everyone is equal before the law". We also recorded the video of the proposal of "observing discipline and law", calling on students to be law-abiding citizens.

3.2 The integration of current political comments into teaching resources

Is the integration of Ideological and political education into professional courses a complete integration of Ideological and political education into every knowledge point of professional courses? It's not necessary. the integration of Ideological and political courses and professional courses should be natural, rather than rigid and deliberate. It is a natural transition to ideological and political knowledge points in the process of teachers explaining professional courses, which can arouse students' resonance and cultivate students' ideological qualities such as patriotism and craftsmanship spirit. In addition, the design of Ideological and political content for each knowledge point will occupy the time of professional courses, affect the teaching progress of professional courses, and make the ideological and political construction of courses step into a "blind area".

Therefore, in the ideological and political construction of the course of financial statement analysis, we not only developed the theme of Ideological and political content, but also browsed a large number of financial websites and selected more than 10 professional financial media as the data source of the ideological and political current affairs review part of the course. the course team discusses the hot current political news related to the course every Sunday and every Wednesday, and

analyzes the root cause, motivation and impact of the problems from the perspective of professional courses. Taking the event of "Zhangzi Island mortgaged the movable property of scallops" as an example in September 2020, when the course was about to teach the knowledge point of "balance sheet and its preparation", the course team collected the detailed information of Zhangzi Island's financial fraud event, taking the "inventory" project as the starting point, in addition to the teaching of professional knowledge, This paper analyzes the motivation of Zhangzi Island's financial fraud one by one on the pretext of "scallop escape", and conveys the concept of "honest service" to the students.

4. TEACHING METHODS AND ASSESSMENT MODE OF IDEOLOGICAL AND POLITICAL EDUCATION

We make full use of the network teaching platform and the integrated classroom, choose the hybrid teaching mode under the condition of information, and adopt a variety of teaching methods such as "case teaching method", "discussion teaching method" and "inquiry teaching method", so as to ensure the smooth implementation of the ideological and political course.

The evaluation of Ideological and political education accounts for 10% of the whole course, including 5% of process evaluation and 5% of final evaluation.
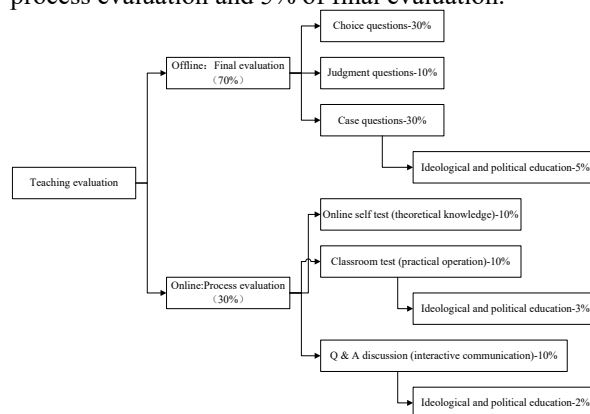
Figure 1. Curriculum assessment methods

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Analysis On the Role of Psychological Associations in Mental Health Education in Higher Vocational Colleges

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Abstract: In the development of higher vocational colleges, the role of mental health education has been paid more and more attention. At the same time, at the present stage, with the emergence of psychological association, a new way of mental health education, the effect of mental health education has been greatly improved. Thus, it is necessary to strengthen the construction of psychological associations, which is of great significance to the education and growth of higher vocational students. Therefore, this paper simply analyzes the role of psychological associations in the mental health education of higher vocational colleges.
Keywords: Psychological association; Higher vocational colleges; Mental health education

1. INTRODUCTION

To put it simply, psychological association is a student group formed mainly with the help of the school to organize students who are interested in psychology together, and then publicize the knowledge related to psychology. Through psychological association, members can strengthen communication and other students can be involved, which can not only build a good mental health atmosphere in the whole campus, but also provide favorable external conditions for the development of students.

2. ENHANCE THE SELF-CONFIDENCE OF VOCATIONAL COLLEGE STUDENTS

Through the understanding of higher vocational students, it is found that they are affected by the college entrance examination, their own evaluation is generally low, and for a long time, they hold a negative attitude towards themselves. For their psychological confusion, they generally do not consult special teachers, nor are they willing to communicate with others. After a long time, even if they have psychological problems, they are difficult to realize, and may even produce more serious consequences [1].

Firstly, through psychological associations, basically all members can give full play to their strengths in specific activities and achieve success, which enables them to recognize themselves and have an objective evaluation of themselves. Second, in the process of communicating with other members, they can feel that they are understood and supported, which will change their view of themselves and eliminate their negative evaluation, so as to achieve positive interaction among members. Thirdly, in the process of participating in psychological community activities, members can share with others while gaining experience through personal experience and feelings, thus gaining new experience, which is conducive to the formation of their stable psychological personality. In this way, when they encounter psychological troubles in the future, they can solve them by themselves, gradually forming a psychological balance mechanism and improving their ability to adapt to various external environments.

3. IT IS HELPFUL FOR VOCATIONAL COLLEGE STUDENTS TO PAY ATTENTION TO THEIR PSYCHOLOGICAL STATE

For vocational college students under the current social background, from their age, psychological development characteristics, is in a strong stage of self-awareness development, has begun to pay attention to their own development, although the self-esteem is strong, but there is a certain inferiority complex, and they are not willing to communicate with their parents, teachers. In many cases, students cannot be completely separated from the society, nor can they not communicate with anyone. Only in the interaction can they show their personality and improve themselves. Through the psychological community and various types of activities, we can pay attention to the ideological dynamics and psychological conditions of each of them, help them form a good communication system, make them more willing to communicate with each other, guide them to face up to the reality, get out of psychological difficulties easily and have a certain ability of self-regulation.

4. GIVE PLAY TO THE COUNSELING ROLE OF PEER PSYCHOLOGY

Among vocational college students, the survey found that only children account for a relatively high proportion, and data clearly shows that the proportion has exceeded 40%. They do not know how to communicate with classmates around them, and it is because of this reason that it is not difficult to find that interpersonal tension is a common problem they face. At the same time, all kinds of emotional problems arising from their inability to deal with interpersonal relationships will also affect others. In the past, students' psychological problems were mainly solved by teachers, but the results were not good. the main reason is that there is a big difference in experience between them, and there is a big age difference between them. In terms of communication on many issues, there are different opinions, and it is difficult to reach a consensus [2].

It should be noted that for students in the same age group, there are many similarities in their experiences, and there is no age difference. They can also resonate well with each other's psychological problems. In many cases, communication with peers is an important way for them to solve problems. In reality, it is not difficult to find that many students, whether for their own psychological problems, or emotional problems, more willing to find peers to talk and solve, and the effect is very obvious. On the one hand, in the specific team activities, students are not only the subject of participation, from another level, while receiving the help of others, they are also a party to provide services for others, which enables them to participate in the mental health education with a more positive and active attitude. On the other hand, while providing psychological help to others, they can also face their own psychological problems and constantly improve their mental health knowledge system. At the same time, they can also use their own strength to help others, which is a very meaningful thing for them. Through such exercise, the psychological problems of oneself and others can be solved simultaneously, so as to prompt them to face the real problems and grow healthily.

5. ENRICH THE TRADITIONAL PSYCHOLOGICAL EDUCATION METHODS

In the past, although there were corresponding courses in mental health education, they always focused on the explanation of theoretical knowledge, and the teaching content was not very targeted, leading to students' low interest in understanding. Psychological associations are different. Compared with previous educational methods, they attach more importance to individual initiative and participation, take individual hands-on practice as the main educational content, and pay more attention to individual personality development. After investigation, it is found that many students think it is necessary to set up psychological associations, and the support rate has reached more than 80 percent. Most students say they will participate in counseling activities, and a small number of students are reluctant to consult, mainly because they have more or less concerns about many aspects to consider [3].

In the psychological community activities, because of the consultation activities, communication activities and so on, there are not too many mandatory requirements, in a relaxed atmosphere, can make them have a further understanding of their own psychological state, it is easier for them to confide their psychological troubles to others. For example, through psychodrama performance, team psychological training and other activities, with activities as the carrier, students can unconsciously face up to the inner troubles, so that they have mental health awareness. In this kind of education mode, the characteristics of experience are very obvious, which can achieve more ideal education effect.

6. CONCLUSION

To sum up, psychological associations play an important role in mental health education in higher vocational colleges. In this regard, for higher vocational colleges, they need to pay attention to the psychological problems existing in the current students, attach importance to the construction of psychological associations, on this basis to carry out mental health education. At the same time, through the establishment of psychological associations, on the basis of understanding the situation of students, to give them targeted guidance, so that they can form correct cognition, improve their own psychological state, and then give play to the guiding role of psychological associations, further promote the development of higher vocational students.

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Design And Research of Talent Training Program and Curriculum System for New Energy Vehicle Technology Major in Higher Vocational Colleges

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Abstract: Since the construction of the "double high Plan", the national higher vocational colleges have made great progress in terms of training objectives, curriculum system, teaching conditions and teacher team construction. This paper combines the requirements of the new energy automobile industry on the professional ability of talents, and according to the development trend of the new energy automobile technology profession and the existing conditions and post ability of school-enterprise cooperative enterprises. Research on the design of talent training program and curriculum system. It is of great significance for schools and enterprises to jointly study and determine the professional personnel training program, develop and construct the professional curriculum system and implement the professional teaching link.

Keywords: Higher vocational colleges; New energy vehicle technology; Professional personnel; Culture program; Curriculum system design

I. FORMULATION OF TRAINING PROGRAMS FOR NEW ENERGY VEHICLE TECHNICAL PROFESSIONALS

The purpose of "quality education" is to cultivate high quality talents with all-round development. Higher vocational colleges should formulate higher vocational education plans suitable for local characteristics according to the characteristics of the region, so as to achieve the goals of higher vocational education.

1.1 Professional positioning

Through the investigation and research of the new energy vehicle education status in domestic higher vocational colleges, it can be found that the higher vocational colleges that can achieve certain achievements in China are the colleges that are very accurate in their professional positioning, and know how to combine their own characteristics and regional development trend to build the colleges.

1.2 Personnel training mode and characteristics

Higher vocational colleges need to adopt the way of "position leading and ability advancing" to carry out talent training, that is, starting from the research on the task and the demand of vocational post, taking the demand of vocational ability as the guidance, planning the professional talent training program, and using the way of "combining theory with practice". the skill level of the students has reached a level from automotive repair (electrical repair) entry-level, intermediate, and advanced level. Through practice, the education of higher vocational colleges can be integrated with the practical work, so that the education of higher vocational colleges can be adapted to the practical work.

2. PROFESSIONAL COMPETENCE COURSE MODULE

Vocational education should adhere to employment-oriented, driven by industrial development needs, connect the industrial chain, optimize professional talent training programs, deepen the integration of industry and education, make full use of industrial resources and enterprise advantages to carry out innovation in talent training mode and curriculum system construction, and strengthen teaching quality monitoring [1].

Strengthening the construction of the curriculum system of the major jointly built by the university and enterprise, curriculum is the basic unit of teaching activities, is the core element of the implementation of teaching, curriculum construction and reform directly determines the teaching quality of the major. the framework of the curriculum system is determined according to the school's faculty, professional characteristics, industrial needs and other factors, and then the systematic curriculum content of the work process is organically integrated into the school's training program. the curriculum content is designed according to the teaching ability of school teachers and the actual situation of enterprise technicians [2].

Professional ability courses are divided into three parts: vocational foundation courses, vocational skills courses, vocational extension courses. the basic course of higher vocational education is a course aimed at the relevant professional theories and technologies required by the new energy automobile industry. In order to improve the quality of talents in higher vocational colleges, vocational colleges should cultivate relevant professional talents according to the types of talents needed by the society. Establish the connection between knowledge mastery and skill cultivation, and arrange the teaching content according to the cognitive law of the three stages of students' cognition, introduction and special integration. In the teaching process of this major, we can adopt the "integration of truth and reality"

education. In the process of education and training for students, the students' professional and technical level will be re-apprenticed to the general technicians and constantly improve, and finally achieve the goal of training higher vocational skilled personnel. the purpose of career extension courses is to expand students' professional ability, improve their overall quality, expand their scope of professional knowledge, and enhance their competitive advantage in future work [3].

3. TO BUILD THE TEACHING STAFF, DEEPEN THE COOPERATION BETWEEN SCHOOLS AND ENTERPRISES

Since the implementation of the "Double-High Plan", the school has taken the construction of teaching staff as an important starting point. Relying on the school-enterprise cooperation platform, through the deep integration of schools and enterprises and joint education, actively explore the implementation methods of the construction plan of high-level vocational schools and majors with Chinese characteristics.

With the core curriculum of new energy vehicle technology as the main line, improving students' professional ability as the goal, strengthening the construction of teachers as the starting point, deepening the cooperation between schools and enterprises and educating people together. Schools should actively carry out talent introduction work, organize and carry out high-level talent training programs. Build a practice training base with enterprises to improve the professional quality of teachers. Through the university-enterprise cooperation platform, continuous deepening of teaching reform. Through the joint construction of practice training base and master studio, the purpose of continuously improving the professional ability and teaching level of teachers can be achieved.

4. BASIC ABILITY COURSE MODULE

Focus on the cultivation of students' professionalism, professional ethics and other content, but also need to improve their communication and coordination ability, information processing ability, problem solving ability and other professional essential qualities. the teaching content of this major includes: introduction to new energy vehicles, identification of auto parts, and basic knowledge of automotive electronic technology.

5. PROMOTE TEACHING BY COMPETITION AND IMPROVE TEACHING QUALITY

Vocational colleges should actively organize students to participate in various skills competitions, such as automobile maintenance skills competition, new energy vehicle intelligent network application innovation competition, etc., through participating in the competition, students can timely understand the latest technology of the industry, master the latest knowledge, enhance students' professional skills.

6. ENTERPRISE EXPERTS INTO THE CLASSROOM, IMPROVE THE PRACTICAL ABILITY

The university and the enterprise jointly set up a team of professional teachers, regular practice in the enterprise. Vocational teachers can rely on the new energy vehicle

training center and automobile technology training center established by the college to jointly develop talent training plans with enterprises, so as to optimize the talent training program and realize the docking of the curriculum system with the post ability requirements of enterprises.

Regularly invite enterprise experts into the classroom to participate in professional curriculum explanation, curriculum standard development, textbook compilation, teaching activity design and other work. To jointly develop professional teacher post ability standards with enterprises, each teacher must have the practical ability of enterprise front-line positions while doing their own jobs well.

Before students' internship, professional teachers will conduct in-depth research in cooperative enterprises. According to the internship positions and requirements, they will determine students' professional quality, knowledge and skill level, and formulate professional talent training programs and curriculum systems. In the process of internship, students improve their professional quality and practical ability through the "double tutor" system, and realize the integration of "teaching and doing" between enterprises and schools. Take automobile maintenance as an example, automobile maintenance can be divided into "original maintenance" and "non-original maintenance". Let students understand the differences between new energy vehicles and traditional vehicle maintenance, from the vehicle structure, power system, braking system and other aspects of the elaboration. Through the process of internship, students can improve their professional quality, cultivate their love for cars and loyalty to the profession.

7. CONCLUSION

Along with the energy saving industry emphasis more and more high, the new energy vehicle industry in the future society will inevitably have a rapid development of the process. It is the focus of the current vocational and technical education reform to formulate the development plan of professional and technical personnel to meet the needs of the industry development and establish a scientific and reasonable training mode for professional and technical personnel. This paper takes the training of talents of new energy automobile technology as an example, and simply expounds the training mode of talents, in order to make contributions to the formulation of the training program and the design of the curriculum system of the new energy automobile technology major in higher vocational colleges, so as to promote the new energy automobile industry.

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Music Appreciation in Kindergarten Teaching

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Abstract: Music education is a kind of appreciation education, in kindergarten education and teaching, music education for children, can guide children to appreciate music, to cultivate children's own aesthetic ability, improve children's love of music, so that they can consciously take the initiative to learn music, which can play a positive role in promoting the development of children. Therefore, preschool teachers should attach importance to music appreciation teaching and lead children to learn and appreciate music together in ways that are interesting to children based on the actual situation, so as to improve the effectiveness of music appreciation education.

Keywords: kindergarten; Teaching; Music appreciation

1. INTRODUCTION

With the deepening of quality education, preschool education also attaches more importance to the comprehensive development of children. Therefore, preschool teachers should pay attention to various aspects of education, including music education and teaching. Effective music education helps to improve children's own aesthetic awareness. Music appreciation is an important part of music education teaching. When leading children to appreciate music, preschool teachers should properly improve the previous teaching methods, take full consideration of children's cognitive level and acceptance ability, optimize the content and form of music teaching, and guide children to go deep into music appreciation. So that children can gradually improve their own appreciation ability in music appreciation, and then enhance their own comprehensive quality.

2. TO CARRY OUT GROUP COOPERATION AND GUIDE CHILDREN TO LISTEN DEEPLY

When carrying out music appreciation education and teaching, preschool teachers can combine children's own psychological quality and learning ability to divide groups to ensure the balance of the strength of each group, which is also convenient for children to learn from each other within the group, and at the same time can make each group in a benign competition environment. After finishing the group work, teachers also need to combine the corresponding music appreciation content, set corresponding tasks, and guide children to discuss in groups. Teachers also need to strengthen the activities with children, so that children can fully understand the emotional expression in music. Based on this, teachers can choose appropriate materials to guide and inspire children in music appreciation education and teaching, so that they can focus on listening to music works. For example, teachers can collect natural music materials, and incorporate the sounds of birds, leaves being blown by the wind, and streams into the music content as music appreciation materials, so that children can find the sounds of natural music and have a group competition to see which group of children can listen, think and discuss. Finding all kinds of natural sounds accurately and correctly, and the team that finds the most natural sounds correctly can be judged to be the winner, and they can be rewarded accordingly. In this process, children's listening and thinking can be exercised, as well as their cooperation and communication ability can be strengthened, which can play a positive role in improving children's music appreciation quality. Moreover, children's enthusiasm for participation is relatively high, which further enhances the quality of music appreciation and improves children's learning effect [1].

3. CREATE TEACHING SITUATION, IMPROVE CHILDREN'S INTEREST IN MUSIC

For children, their own age is relatively small, and the character is relatively lively and active, if only let children listen to and appreciate music, it will increase their own learning difficulties, affect children's interest in learning, and even lead to children's boredom of music. For example, it is difficult to arouse children's interest when leading them to appreciate some quiet piano music or orchestral music, and these music also lacks certain appeal. If teachers insist on letting children listen to these music and use indoctrination teaching method, expected teaching objectives can be achieved. However, indoctrination music appreciation teaching, It is difficult to cultivate children's interest and accomplishment in music, but also reduce the actual teaching quality and efficiency. In the face of this situation, preschool teachers can combine music teaching content to create appropriate music teaching situation, so as to make the whole music teaching process more interesting, which is conducive to accelerate the teaching progress. In the creation of music teaching situation, teachers should give full consideration to children's learning interests, physical and mental development characteristics, but also according to the specific music content, choose the appropriate form to create teaching situation, on this basis, the text music directly into vivid pictures, videos and other forms of music, so as to attract children's attention. So that they can fully devote themselves to the music situation, and thus improve the effectiveness and efficiency of music appreciation, but also to cultivate children's music literacy, promote children to have greater interest in music, laying the foundation for their future music learning.

For example, in music appreciation education and teaching, when teachers lead children to appreciate the

children's song "Walking", the lyrics mainly describe various walks of a variety of small animals, and the whole lyrics are full of pictorial sense. When teachers teach children this song, they can adopt a gamified situation, that is, when children sing, they should also imitate the walking gestures of different small animals. In this process, children can not only master children's songs, but also have a more comprehensive understanding of the walking characteristics of different small animals, so that children can master certain common sense of life, and the whole teaching atmosphere is more active, which can not only improve children's enthusiasm in learning music, but also scientifically cultivate children's music appreciation and understanding ability [2].

4. RESPECT CHILDREN'S SUBJECTIVITY, ENHANCE THE LEARNING EFFECT

In music, the different levels, lengths and other aspects of the sound are mainly for the purpose of conveying the musician's thoughts and emotions rich in the music works, and it is hoped that the broad audience can have a certain resonance with the music emotions after listening to the music. There is no precise definition of different types of sound. Therefore, if children who have not received professional music training are organized to listen to relevant music, it is difficult for them to grasp the specific meaning of music. If preschool teachers want to help children understand the emotions and thoughts in music appreciation teaching, they need to give full consideration to the physical and mental development of children. It is necessary to give priority to children, reasonably design the content of music appreciation teaching, and improve the pertinence of music teaching, which is also helpful to enhance children's music appreciation learning effect. For example, when teaching music appreciation to children in the lower stage, preschool teachers need to give full consideration to the physical and mental development characteristics of children in this age group. Children in

this age group are weak in expression ability, so they need to choose appropriate music songs, mobilize their enthusiasm for expression, so that they can actively imitate songs and sing. In addition, music teachers should also give full consideration to children's interest in music. In actual music appreciation teaching, they should combine children's interest and choose music that they are more interested in, such as cartoon songs that children often watch, so that they can actively listen to the song and improve the teaching efficiency and quality [3].

5. CONCLUSION

If preschool teachers want to ensure the quality of music appreciation, achieve the corresponding education and teaching objectives, and promote the development of children, they need to dig deeply into the music content, fully consider the learning situation and needs of children themselves, develop a perfect music appreciation education and teaching plan, improve the attractiveness and interest of music appreciation education and teaching, and deepen children's emotional experience. This also helps to ensure the quality of music appreciation and to achieve the desired teaching objectives.

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The Meaning of Job Quality and the Importance for Both Individuals and Organizations

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1. INTRODUCTION

Job quality is a hot topic that all walks of life concentrate on due to its direct and indirect influence on individuals, corporations, and nations. In the history, many countries try to have some experiments to enhance the job quality. the earliest policy to improve the quality of working life dating back to the 1960s (Dahl, 2009). Job quality has many different explanations and implications in different fields and stages. During the period of labour economics (Davoine, 2008), job quality was conventionally regarded as the wage level, and then some scholars from sociological as well as industrial relations believed that job quality was represented the working conditions. In recent decades, from the perspective of human capital theory, some additional dimensions of job quality have been proposed. the heterogeneity between jobs as well as workers has been recognised. In this level, whether the skills match job could be regarded as one of the crucial ways to differentiate employment quality. Since there are plenty of explanations of job quality in different field and stages, it is of great importance to analyse the implications of employment quality and the importance for individuals as well as organisations.

This essay will opt to analyse the meaning of job quality and the importance for both individuals and organisations. Thus, the explanations and measurement ways of job quality will be analysed in the first part based on some academic papers and journals. Secondly, this essay will demonstrate the importance of job quality for individuals and organisations from some different perspectives. Then, to think critically, the limitation and challenges will be mentioned in this essay as well. Finally, this essay will synthesise every point mentioned above and conclude.

2. MEANING OF JOB QUALITY

2.1 Explanations and Measurement ways

Job quality does not have a unified definition until now and different disciplines have different explanations. For example, in the field of Economics, economists concentrate on pay and salaries; in the field of Sociology, skills as well as autonomy will be concerned; in the field of Psychology, psychologists typically attach more importance to job satisfaction. According to the Dublin Foundation, the hourly salary is regarded as the indicator to define the job quality (European Commission, 2008). In the studies of neoclassical economics, the salary level is the important indicator, but in recent years some research emphasizes that

salaries and hours are not sufficient and enough data to access the job quality (Clark, 2015). There is, however, job satisfaction that has become more significant in the studies of happiness economics because a large number of literatures give the demonstration that job satisfaction is a reliable measure of employees' real sentiments regarding their work (Clark, 2015). However, Green (2006) believed that job quality is a concept which has multiple dimensions, including salaries, job security, employees' well-being, skills (Erhel et al., 2010). Besides, a set of indicators of job quality has been proposed by the European Union. the aim of them is to supervise as well as comparing the employees' performances, which was named "Laeken indicators" (Erhel et al., 2010). Thus, the debate between whether it is essential to consider multiple factors and single variable still exist until now. Some scholars such as Osterman et al. (2011) believed that some measures depend on the only single indicator while other scholars such as Clark (2005) prefer to adopt multi-dimensional indicators. However, once the multiple indicators were used, how to weight every indicator has become a question and a challenge (De Bustillo et al., 2011).

Here is, this essay assumes job quality is a dimensional concept and then will go into more detail on four central dimensions of the measurement ways of the job quality. the first one is labour market security (Davoine et al., 2008), which means decent salaries as well as secure transitions. This indicator could also be named as socio-economic security, including not only wages and contracts, but also job satisfaction and some other subjective factors. the second one is the quality of the working environment and conditions (Dahl et al, 2009), which refers to working hours, health, work accidents, etc. the third one is earnings quality and training opportunities (Davoine, 2008). This dimension focuses more on training as well as education. the fourth one is to balance work and life and emphasize on anti-discrimination (Dahl et al, 2009), which means it emphasizes on how to reconcile the work and family well, such as childcare structures. Meanwhile, this dimension also focuses on anti-discrimination, in particular, the gender equality is of great importance (Davoine et al., 2008). In a word, measurement ways of job quality are diverse and have many components.

2.2 Importance on job quality

Based on the analysis of the meaning of job quality, this essay illustrates that the aspects of job quality are involved in many dimensions of work. Therefore, job

quality plays a pivotal role in the workplace and improving job quality is beneficial to both individuals and organisations. Erhel et al. (2010) confirmed that promoting job quality will be favourable to the employees' performance and motivate the labour market. Hence, the discussion of the importance of job quality has become more and more significant. This part will analyse the job quality how to play its vital role for individuals as well as organisations.

2.2.1 Importance for individuals

Firstly, good job quality contributes a great deal to improving employees' job satisfaction. Lambert et al. (2018) believed that job satisfaction will be improved if the organisations meet individual demands. People have different demands when they work, for example, some people hope to look for a friendly environment while others eager to get more wages. According to Maslow's hierarchy of needs, specifically, employees tend to increase their job satisfaction because of the achievement of their needs (Acevedo, 2018). Based on what this essay analysed, dimensions of job quality include pay as well as benefits, job security, skills, training as well as development opportunities, progression opportunities and so on. Hence, if some aspects of job quality have been improved, employees tend to be satisfied. For instance, the job satisfaction of the employee whose need is self-actualization will be improved if this employee has more opportunities to have a good promotion. Therefore, job quality is beneficial to meet individual demands and increase job satisfaction.

Secondly, job quality is beneficial to increase individual workers' commitment. Farrell et al. (1981) stated that job commitment has several factors, including the quality of the employees' job alternatives, rewards derived from the work, and the magnitude of the employees' investment in the work. Increased wage is associated with increased individual commitment (Aranya & Jacobson, 1975) and is beneficial to remain employees in the organisation (Pfeffer & Lawler, 1980). Hence, as one of the dimensions of job quality, increased salaries play a vital role in increasing an individual's commitment to the organisation. In all likelihood, employees will be remained because of the high-quality job.

Thirdly, individual performance in the workplace will be increased as well due to good job quality. Stiles et al. (1997) believed that good job quality plays a significant role in psychological contract, which is beneficial to employees' performance. Job quality involves a friendly working environment and a positive culture. In this case, employers tend to apply a set of human resources practices and strategies to enhance employees' psychological contracts to improve job quality. Then employees will try their best to complete their tasks because they have established the psychological contract with their employers. Therefore, good job quality has the positive effects of psychological contract and then improves individual performance.

2.2.2 Importance for organisations

First of all, job quality plays a pivotal role in organisation's returns as well as profits, and this is because employees tend to reciprocate the organisation by their effort, engagement as well as retention under the high-quality job work system (Clark, 2015). On the one hand, under the high-quality job work system, workers will have a good individual performance. For example, employees will have more training opportunities and gain more practical skills, which could be helpful to increase the employees' work efficiency and bring more profits to the organisation (Jellal & Zenou, 1999). On the other hand, if employees' work skills have developed because of increased training opportunities under the high-quality job work system, employees tend to provide better service for customers. And then customers will have positive feedback to the firm or organisations (Schlesinger & Zornitsky, 1991). In all likelihood, it would be a positive circle for an organisation to get the returns and profits.

Besides, the organisation's absenteeism is declined under the work system of good job quality (Gellatly et al, 2016). If the job quality has improved, employees are more willing to work in such a friendly working environment. Due to the increased job quality, the pay and benefits will be increased. According to the theory of performance management, employees need to complete more tasks to gain more benefits and employees are less likely to be absent (Gellatly et al, 2016). In this case, the organisation's absenteeism will be decreased.

Also, the organisational performance benefit from the improvement of job quality, owing to the truth that one of the dimensions of job quality is against gender discrimination and balance work and life well. In this case, female employees are respected and have the motivation to devote themselves to work (Hebl et al, 2016). Meanwhile, employees concentrate more on their work rather than their family and have a better performance as well because good job quality will provide some family support, such as childcare structures (Adame, 2016). Therefore, in this case, employees tend to contribute a great deal to the organisation and the organisational performance will increase eventually.

3. LIMITATION AND CHALLENGES

Some challenges also need to be considered during the process of improving job quality. This part will mainly analyse critically. Braverman (1974) who represented Neo-Marxist's had a negative attitude towards the improvement of job quality, because he thought that the increased control of labor-process of management during the process of improving job quality would destroy individual self-development (Dahl, 2009). Currently, job quality leads to the cost of the corporation and comes at a price to companies (Clark, 2005). Meanwhile, some methods of enhancing job quality also belong to the cost of the government, such as childcare, decreased taxes for employees who have low pay or subsidized public transport. More and more managers attach more importance on how to improve the job

quality but less focus on the cost. Hence, in all likelihood, the greatest challenge is how to design a policy of the job quality and consider the cost at the same time.

4. CONCLUSION

To sum up, taking all the points mentioned above into consideration, the meaning of job quality does not have a unified explanation and there are some aspects to demonstrates the importance of improving job quality. In terms of the concept of job quality, there are plenty of measurement indicators, including objective factors and subjective factors. As for the importance for individuals and organisations, job quality is beneficial for individuals to improve job satisfaction, individual workers' commitment, individual performance while organisations' returns and profits, decreased absenteeism, the organisational performance also benefits from job quality. Last but not least, the cost of improving job quality also need to be considered.

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The Influence of New Media on Ideological and Political Education of College Students and Its Countermeasures

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Abstract: In the development of new media technology, for People's Daily life, study, work has brought great convenience, but the current new media in the ideological and political education of college students has also brought positive impact, but also accompanied by some negative impact. At present, how to effectively carry out ideological and political education in colleges and universities is one of the contents that need to be paid attention to. Based on this, the paper discusses the influence of new media on ideological and political education of college students and the countermeasures.
Keywords: New media; College students; Ideological and political education; Influence

1. INTRODUCTION

Under the background of the rapid improvement of the current level of science and technology, new media has been widely used in people's life. Compared with traditional media, new media has more functions and is more intelligent. At the same time, the forms of information transmission are richer. At present, new media has brought opportunities for the development of ideological education for college students, but it also brings corresponding challenges. Therefore, colleges and universities need to carry out ideological and political education through the positive influence of new media, so as to improve the level of ideological and political education for college students, help them establish correct ideological concepts, and help students firm their own political stance. In order to stimulate the patriotic feelings of college students.

2. THE INFLUENCE OF NEW MEDIA ON IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

2.1 Positive impact

The application of new media has the characteristics of large amount of information, fast communication speed and wide range of communication. the application of new media in the ideological and political education of college students can effectively improve the quality of ideological and political education. Through the advantages of new media, it can also help teachers realize large-scale dissemination of positive energy, ideological and political theories and other knowledge. Since the application of new media technology will not be limited by time and space, and can realize the rapid dissemination of ideology and politics, teachers can increase the communication with students through new media, so as to promote the orderly development of ideological and political education of college students, so that the level and quality of ideological and political education can be significantly improved. the application of new media technology can not only enrich the existing education platform, but also improve the working methods of ideological and political education. the traditional ideological and political education of college students has been unable to meet the development needs of the current society, unable to optimize the ideological concepts of students. With the application of new media, college students' ideological and political education has begun to apply Internet education methods such as wechat and Weibo, which has improved the diversification of ideological and political education. At the same time, the Internet teaching mode is also deeply favored by college students. At the same time, this fresh teaching mode is easier for students to accept, so that the level of ideological and political education can be significantly improved.

2.2 Negative impact

In the new media environment, the new media technology not only brings positive influence in the ideological and political education of college students, but also has some negative influence. For example, the application of new media technology has increased the difficulty of ideological and political education. Now, with the extensive application of the Internet, the information spread is faster and faster, and the scale is expanding. the information received by college students is also very complex, including positive information, but also some negative information, which will affect the establishment of college students' ideas. This is because college students have not been in contact with the society, so they cannot effectively judge the quality of the information they receive, and they cannot resist some negative thoughts, which leads to the influence of some foreign ideas on their ideas [1]. Nowadays, in the diversified Internet environment, new media information has different characteristics in the communication. For example, some malevolent people spread bad information through new media, which will have negative psychological impact on college students after being accepted by college students, thus increasing the difficulty of ideological and political education for college students. the application of new media technology will also have a certain impact on the current ideological and political education mode. With the rapid spread of new media information, it is easy to mislead

college students to establish their ideas, which makes them not have an accurate cognition of the society, but also affects their ability to think independently. Some online games and other information will cause college students to lose themselves in the Internet and cannot correctly judge the quality of information on the Internet. In this case, if universities still adopt the traditional mode of ideological and political education, it will be unable to help students establish healthy ideas and students will reject relevant teaching content. Therefore, colleges and universities should optimize and improve the existing ideological and political education mode, realize the change of ideological and political education concept, and ensure that the ideological and political education mode can meet the development needs of the current era.

3. COUNTERMEASURES TO STRENGTHEN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS UNDER THE NEW MEDIA ENVIRONMENT

3.1 New media expands education platform

In the context of the rapid improvement of information technology, information technology is becoming more and more intelligent, and smart phones are also necessary for college students. Especially under the promotion of 5G network, college teachers can carry out ideological and political education through new media. When carrying out ideological and political education, teachers need to increase the application of new media technology. They can communicate with college students through the network. This form of communication can effectively improve the embarrassment of college students in the communication with teachers. At present, colleges and universities can construct themed websites of ideological and political education, formulate reasonable contents of ideological and political education from the actual perspective of students, improve the cultivation of ideological and political education consciousness of college students, so that college students can actively participate in ideological and political education [2]. Colleges and universities can also develop campus wechat official accounts and official Weibo accounts through the application of new media technology, and publicize typical deeds such as celebrities and events in the official accounts or Weibo, so as to improve the interaction efficiency between students and universities. Compared with the traditional ideological and political education work, the propaganda of ideological and political education through wechat, Weibo and other channels can improve the intensity of propaganda while the effectiveness of propaganda is also significantly improved, which promotes the development of ideological and political education work. With the application of new media technology, the platform of ideological and political education has been effectively broadened and the convenience of ideological and political education has been improved.

3.2 Improve the self-control ability of college students to correctly use new media

At present, new media technology has been widely used in the daily study and life of college students. Colleges and universities should comprehensively analyze the positive and negative influence of new media in ideological and political education, so that colleges and universities can strictly control the negative influence when carrying out ideological and political education work of college students, and give full play to the positive influence brought by new media. Colleges and universities should popularize the disadvantages and advantages of new media technology to students, so as to ensure that college students can have correct thinking when applying new media and avoid their own ideas affected by bad information. Colleges and universities should also regularly carry out lectures, exchange meetings and other activities, mainly to help students have accurate cognition of new media, improve students' self-control ability when using new media, and help students understand the importance of new media.

4. CONCLUSION

To sum up, new media technology has been applied in People's Daily life, and now new media has been applied to the ideological and political education of college students. We should be aware of the influence of new media on ideological and political education, and optimize the existing ideological and political education by applying the advantages of new media. So that they can give full play to the level of ideological and political education, help students to set up correct ideas, and promote the healthy development of college students.

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Path Selection of Ideological and Political Teaching in Higher Vocational Colleges in Network Environment

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Abstract: At the present stage, network technology has penetrated into every field of life, network teaching, network chat, online shopping, online games are a good confirmation. With the rapid development of education today, it is a general trend to use the network for teaching. Internet is a "double-edged sword", it provides great convenience for the ideological and political education of higher vocational colleges, but it is also facing a severe test. Therefore, we must seriously consider how to reasonably use the network to provide effective support for education.

Keywords: Network environment; Higher vocational education; Ideological and political teaching

1. INTRODUCTION

Compared with traditional ideological and political teaching, network technology can not only better meet the needs of ideological and political education, but also make the classroom more interesting. Through the network, teachers can teach online through computers and other electronic terminals, and show their course content to students through pictures, audio, video and text, so as to deepen students' understanding of ideological and political courses.

2. OPPORTUNITIES AND CHALLENGES OF IDEOLOGICAL AND POLITICAL TEACHING IN HIGHER VOCATIONAL COLLEGES IN THE NETWORK ENVIRONMENT

2.1 Opportunities of Ideological and political courses in Higher vocational colleges in the network environment

Network is a kind of information product produced with the passage of time, which is a sign of people's thinking and social development [1]. the rise of the Internet opens ideological and political courses for higher vocational schools, which increases its interest and enables students to better participate in various educational activities. Through the collection of network information, teachers can acquire information at the same time, constantly self-accumulation, self-improvement, and can adapt to the teaching needs of higher vocational colleges, and reasonable modification of the existing curriculum, so as to create a more harmonious classroom atmosphere. In addition, the introduction of network technology in ideological and political courses can effectively promote the integration of teaching resources and make them play a better role in the classroom. Previous vocational college graduates, they are more willing to study in the multimedia classroom, novel, interesting teaching tools and a variety of educational facilities can greatly attract their eyes, so as to effectively reverse the previous classroom single, boring teaching atmosphere, fully embodies the role of education.

2.2 The challenge of ideological and political courses in higher vocational colleges in the network environment

In the network environment, teachers' teaching orientation has been seriously affected. Guiding effect refers to teachers' spiritual inspiration, knowledge imparting and cultural transmission to students in the classroom. In the virtual world of the network, people are often in a vague and unreal world, which will reduce the emotional communication between teachers and students. Under the background of network, the teaching atmosphere of ideological and political education in higher vocational colleges has also been changed in a sense. From the above discussion, we can see that the network, with its own advantages and characteristics, has brought great convenience for educators in teaching. However, due to the diversity and openness of its content, students will be disturbed by a large number of negative information in the process of obtaining information. For those higher vocational college students whose self-cognition and self-control have not been fully formed, massive online garbage will inevitably affect their thinking and action, leading to students unconsciously deviating from their own values.

3. THE EXISTING PROBLEMS IN THE IDEOLOGICAL AND POLITICAL COURSES OF HIGHER VOCATIONAL COLLEGES

3.1 Lack of teaching staff

At present, while carrying out ideological and political work, Chinese universities also meet some problems. In addition, for teachers engaged in ideological and political work in colleges and universities, they often lack of training and understanding of network knowledge when conducting online learning, so that they can not skillfully use modern network technology to teach, so that they can not carry out targeted ideological and political education of students in the network environment.

3.2 Lack of a sound teaching system

At present, many higher vocational colleges have formulated a set of perfect teaching system to strengthen the ideological and political education of higher vocational students. the ideological and political work of higher vocational students plays an important role in the long-term development of students and is the key to ensure the healthy growth of students. However, most

higher vocational colleges have not yet established a set of online ideological and political education system for students. At present, the online teaching of ideological and political theory courses still faces many problems, which seriously restricts the healthy development of students.

4. THE CONSTRUCTION PATH OF HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL COURSES IN THE NETWORK ENVIRONMENT

4.1 Construct Shinkansen teaching means of vocational education

Vocational education Shinkansen is a new education system to adapt to the network age. In the Shinkansen of vocational education, the classroom is mainly student-centered, so teaching must be tailored to the specific situation of the student. In this context, teachers should timely adjust their teaching methods and content, and communicate with students more, in order to timely grasp the learning status of students.

4.2 Further improve the network teaching and cultural system of higher vocational colleges

With the development of society and the rapid improvement of education quality, ideological and political education in colleges and universities must keep pace with the Times, adopt new network technology for ideological and political education, and formulate corresponding teaching plans and teaching objectives for different students. Under the traditional teaching mode, the ideological and political course teaching in higher vocational colleges generally adopts the "cramming" and "ramming" teaching methods, students have relatively limited access to information, and most teachers have a biased concept of "examination". With the continuous development of network technology, it not only has a great impact on the traditional teaching idea, but also promotes the innovation of the way of thinking in higher vocational colleges, so that teachers must break the shackles of teaching materials and better reflect the subjectivity of higher vocational students.

4.3 Construct a scientific and perfect three-dimensional leadership mechanism

Ideological and political teaching is one of the important contents in the curriculum of higher vocational colleges, which can not only effectively control the students' psychological activities, but also lay a good teaching environment for the development of higher vocational colleges. In the future education work, higher vocational colleges must speed up the construction of "three-dimensional" leadership system, fundamentally change the orientation of education reform, and fully reflect the fine quality of higher vocational education and teachers [2]. In view of the current social environment, ideological and political education in colleges and universities is facing many crises and risks. Therefore, ideological and political education in higher vocational colleges must strengthen the control and security management of information system on the basis of using network technology. In addition, in the process of using wechat, QQ, Weibo and other network media to communicate and interact with students, teachers should pay attention to properly guide the issues involved and try to select current hot events to ensure their timeliness.

4.4 Modular network teaching method

The modular network education makes the ideological and political course teaching more purposeful, can timely enrich the ideological and political classroom teaching, and through the modular network teaching can record students' learning status and ideological dynamics in real time, providing convenience for the classroom learning. In practical application, ideological and political teachers can not only manage users effectively, but also access teaching resources according to students' student numbers. the system has an independent learning environment for teachers and students, and others are not allowed to use the system. Teachers can forcibly clean up intruders to ensure a safe and reliable network environment. In addition, ideological and political teachers modularize teaching content and can properly allocate network resources, such as classifying them according to political events and ideological dynamics, so as to make full use of them.

5. CONCLUSION

The ideological and political courses in higher vocational colleges in the network environment are very different from the classroom teaching in the past. It provides convenience for teachers and students, but there are also many hidden dangers. We should always pay attention to and improve the network education mode of ideological and political education in higher vocational colleges and improve the classroom efficiency. Strengthen students' self-discrimination ability, and have a clear cognition of all kinds of harmful temptations filled with the Internet. Only in this way can higher vocational ideological and political education go further under the background of network environment.

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Exploration And Practice of Classroom Teaching Reform in Higher Vocational Colleges

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Abstract: With the continuous progress of society, people are more and more concerned about the education of students, the society has also improved the requirements for the ability of students, in this social background, the current school and educators are actively exploring the classroom teaching model, hoping to enhance the enthusiasm of students to learn, improve the efficiency of teaching. In the new teaching concept, taking students as the main body of classroom teaching has become an important direction of classroom teaching reform. This paper will analyze the significance of classroom teaching reform in higher vocational colleges and put forward some suggestions on classroom reform in higher vocational colleges.
Keywords: Higher vocational education; Classroom; Reform

1. THE PRACTICAL SIGNIFICANCE OF CLASSROOM TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES

1.1 Analysis of the characteristics of classroom teaching in higher vocational colleges

In traditional higher vocational classes, due to the backward teaching concept, teaching tasks are promoted by teachers, students have low autonomy in the classroom, and basically rely on teachers to inculcate knowledge, which is the so-called cramming teaching. This traditional teaching method is relatively low in efficiency, and can no longer adapt to the increasing social needs. After learning in higher vocational classes, students simply memorize the knowledge and cannot apply the knowledge and skills in the future vocational practice, resulting in the phenomenon of "dead reading", which is the result of the teaching classroom with teachers as the main body.

In order to meet the needs of the current society, higher vocational teachers continue to explore classroom teaching, and the emergence of the new teaching method with students as the main body solves the problems existing in the traditional teaching method. the student-oriented teaching method is more adaptable to the needs of students' development. Teachers are no longer the "master" of the class, but the "guide" of the class. This teaching method denies the traditional cramming education, and the teaching method is no longer simply imparted knowledge, but aims to mobilize students' learning enthusiasm and improve their autonomous learning ability. When carrying out teaching activities, teachers stimulate students' thinking ability, fully mobilize students' thinking, and let students release their constrained thinking in class. the student-oriented teaching method is used to enhance students' enthusiasm for learning. Teachers encourage students to think bravely and discuss problems among themselves in a guided way, thus making the stagnant classroom full of vitality. Students acquire knowledge through multiple channels, such as students' thinking, discussion and self-study, instead of just teachers and professors. Students' learning enthusiasm is enhanced, so is their learning efficiency [1].

1.2 Practical significance

In classroom teaching, it is an irresistible trend that the subject of learning changes from teachers to students. It is the rational teaching choice of educators, which is the result of continuous practice and a milestone in the exploration of education mode. For higher vocational class, class is not only a place to receive knowledge, but also a part of students' life, so students should be the subject of classroom learning. Through the student-oriented classroom reform practice in higher vocational colleges, we can see the nature of things through the phenomenon. In the classroom, teachers can create a good learning situation for students through the guidance of teachers. Students want to learn in a happy and democratic classroom, and the improvement of their learning results is obvious to all. To a certain extent, it can promote students' self-cognition ability and let students recognize their own shortcomings. Returning the "right" of the classroom to the students, let the students do the master of the classroom, to achieve the effect of the saying "teach people to fish", help students to obtain the ability to independently analyze and solve problems.

2. CLASSROOM TEACHING REFORM METHOD EXPLORATION

2.1 Create a student-oriented classroom teaching model
The most important thing in the student-oriented classroom teaching mode is to let students participate in the classroom. In the traditional teaching mode, students' participation in the classroom is relatively low, so the primary task for teachers to carry out classroom teaching reform is to stimulate students' learning initiative and promote students to think positively in the classroom. the purpose of creating student-oriented classroom teaching is to cultivate students' thinking and practical ability. Classroom is not only a place for students to accept knowledge, but also a place to promote students' all-round development, especially for

higher vocational classes. Therefore, the teaching focus should be placed on the application of knowledge and practice, so that students can organically combine knowledge with practice. To prepare students for their future career development. For example, when teaching professional knowledge, teachers should carry out relevant practical content according to the content learned in the chapter, and create teaching situation suitable for practice and thinking. Teachers can let students simulate the workplace to promote the understanding and application of knowledge. There are many ways to construct student-centered teaching classrooms, such as case teaching method in which teachers simulate teaching through real cases, task-driven teaching method in which teaching tasks are set for teaching purposes, and hybrid teaching method which combines various teaching methods.

2.2 Formulate classroom teaching strategies with students as the main body

In order to formulate student-oriented teaching strategies, teachers should first clarify the teaching objectives and course positioning, make clear the influence and effect of professional courses on students' career development, and grasp the whole of students' professional courses. Only in this way can they scientifically and reasonably design teaching situations that are conducive to students' development. In the classroom teaching of higher vocational colleges, the primary teaching task is to enhance students' enthusiasm for learning, stimulate students' enthusiasm for learning, so that students have the ability to learn and think independently. In class, teachers should activate the classroom atmosphere, avoid serious and rigid classroom teaching methods, respect students' personality, and give appropriate encouragement when students have their own ideas. Help students build confidence. When carrying out teaching activities, teachers should pay attention to the dynamics of students, try their best to let every student participate in classroom learning, take care of those students who are not too active, and create space for them to play [2].

2.3 Focus on cultivating students' awareness of problems

In the traditional teaching mode, the classroom is very boring and serious, which causes students to have a kind of fear of teachers. When they have questions about learning, they do not dare to ask teachers, and their questions cannot be solved, which hinders their learning progress. Therefore, how to solve students' problems in learning is an important content in the construction of student-oriented classroom reform. However, it is impossible for teachers to know the problems of every student, so it is very important to cultivate students' awareness of problems. Teachers should encourage students to actively ask questions when they encounter problems, and encourage students to dare to ask questions when they encounter problems in class by activating the classroom atmosphere, so that teachers can solve problems in time and understand what students do not understand in learning. In addition, teachers should not only cultivate students' awareness of problems in class, but also encourage students to ask teachers after class if they have questions. According to the questions raised by students after class, teachers can know the shortcomings of students' review and preview, so as to explain to students in class.

3. CONCLUSION

Through exploration and practice, the classroom teaching reform in higher vocational colleges has defined the direction of reform, and the creation of student-oriented classroom is the main direction of reform. Through this reform of education mode, it can effectively stimulate students' learning initiative, make up for the deficiency of traditional classroom education mode, and make the originally boring and rigid classroom atmosphere active. In this kind of learning atmosphere, students can learn to think independently and solve problems independently, so as to achieve the teaching purpose of "teaching fish to them". the teaching mode with students as the main body is an important content of higher vocational teaching classroom reform, which has a guiding role in teaching reform.

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How To Deal with Big Data Computer Information Safely and Efficiently

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Abstract: With the rapid economic development of modern society, the development of computer information processing technology has also improved by leaps and bounds in our country. But at present, computer information processing technology faces some problems, which is no challenge to technicians in related fields. Based on this, this paper first analyzes the problems faced by computer information processing technology, then this paper describes the computer information processing technology, and finally this paper studies the application of computer information processing technology.
Keywords: Big data; Computer information processing; Computer technology

1. INTRODUCTION

Nowadays, if our computer information processing technology wants to have long-term development, we must study and analyze how to safely and efficiently carry out big data computer information processing. First of all, we need to pay attention to the problems faced by computer information processing technology, such as computer operation often suffer from viruses, information is easy to leak, facing the security risks of hacker attacks, clear the adverse impact of these problems; Secondly, in view of these problems and combined with the existing computer information processing technology, design reasonable countermeasures and actively implement; Finally, it is necessary to continuously improve and innovate these measures to ensure their permanence.

2. THE PROBLEMS FACED BY COMPUTER INFORMATION PROCESSING TECHNOLOGY

With the continuous development and improvement of Internet technology, our country ushered in a big data background. In this context, computer information processing technology faces many challenges and problems. For example, with the development of big data technology, personnel in relevant fields must develop new computer information processing technology, but there are big problems in the process of development and research [1]. It can be seen that this development problem can also be regarded as a development opportunity of computer information processing technology. In view of the current problems faced by computer information processing technology, among them, virus infringement, information leakage and security risks faced by hackers are more serious. Technicians in relevant fields should take corresponding measures in view of these problems to ensure rapid and efficient development under the background of big data.

3. COMPUTER INFORMATION PROCESSING TECHNOLOGY

Under the background of big data, there are many kinds of computer information processing technology, such as the first kind, data collection and dissemination. In the process of information processing, the computer usually collects the data in the network, organizes and summarizes the data, and classifies the collected data and information, and finally transfers the sorted data to the database for storage. Then the information stored in the database is transmitted back to the network, namely collection and dissemination [2]. In addition, this work does not require manual intervention, effectively improving the efficiency and quality of data collection and dissemination. the second is information storage. For the storage technology of computer information processing, it needs a large capacity of computer to complete the relevant information storage work. At present, the capacity of computer in our daily life is generally low, which usually cannot meet the actual needs of information storage work. Therefore, according to the actual needs of this technology, we should deal with the transformation and upgrading of computer; Third, information security. No matter what type of information collection or transmission, it is necessary to ensure the security in the process of work. If viruses are encountered in the process of data collection and transmission, it is very likely to cause data loss, and eventually cause an inextinguishable loss. Therefore, technicians in related fields need to pay extra attention to information security issues, set up professional firewalls, and promote the healthy development of computer information processing technology.

4. THE APPLICATION OF COMPUTER INFORMATION PROCESSING TECHNOLOGY

4.1 Redefine the network architecture

In order to effectively improve the processing power of computers in the context of big data, the first step is to redefine the network architecture. Traditional network architecture is usually fixed and can support computer information processing technology [3]. With the advent of the era of big data, network architecture can also play a role in optimizing the structure of computers and computer networks, so the definition of network architecture has also changed. In addition, this technology can promote the rapid and efficient development of network technology, and at the same time play an active role in improving the information processing ability of computers.

4.2 Establish an open mode of transmission

In order to enhance the processing power of computer, the second need to establish open transmission mode. the so-called open mode of transmission is actually made up of optical fiber transmission system. At the same time, the transmission system also has a variety of advantages, one system structure is relatively simple; the self-healing ability of the system is very strong; Three optical fiber transmission system is convenient for later upgrade work. It can be seen that this open transmission mode is conducive to the improvement of computer information processing technology, such as improving the efficiency of information transmission and improving the ability of information processing. In addition, the technology can help computers to separate the hard disk from the data, effectively increasing the processing power of the computer.

4.3 Achieve win-win cooperation between scientific research companies

In order to enhance the processing power of computer, we need to achieve win-win cooperation between scientific research companies again. Under the background of the new era, more and more big data industries have sprung up, and various industries and fields in the society are making reasonable use of Internet technology. If the computer information processing technology and related scientific research companies are organically combined, then we can achieve common progress and common development, and effectively improve the transmission efficiency of data information, and promote the overall promotion and development of Chinese big data technology. Therefore, technology companies in relevant fields should strengthen cooperation with scientific research companies, establish reasonable and professional cooperation agreements, carry out the fields and responsibilities of both parties, and promote the green and healthy development of computer information processing technology and big data technology in our country.

4.4 Information security management level

In order to effectively improve the processing power of computer, finally need to improve the level of information security management. No matter what the industry, security is always the most important part of the content. the same is true for big data computer information processing. In order to avoid viruses and hacker attacks in the process of computer information processing, information security management level should be improved. For example, to establish a reasonable security management mechanism for computer information processing technology, use this mechanism to supervise the work behavior of security personnel, avoid internal spies; Another example is the use of this mechanism to enhance the enthusiasm of staff, take a link between personal interests and enterprise economic benefits; Finally, a professional information security management team is set up, whose main responsibility is to study the security aspects of big data computer information processing.

4.5 Ensuring information security

In order to enhance the processing capacity of the computer, in addition, information security needs to be implemented. First of all, we need to increase the investment in information security management to ensure that there is sufficient funds in the process of scientific research; Secondly, set up a reasonable management mechanism for the safety management team, in order to restrict and supervise the work behavior of the security personnel; Finally, we can actively learn from the good experience of other institutions to avoid more detours in the process of strengthening safety management.

5. CONCLUSION

In a word, it has become an inevitable trend to conduct safe and efficient big data computer information processing under the background of the new era. According to the analysis of this paper, the current computer information processing technology is facing many problems, these problems to a certain extent restrict the green and healthy development of computer information processing, this paper is also targeted at specific elaboration, at the same time, this paper also puts forward several computer information processing technology applications, For example, redefining network architecture, establishing open transmission mode, realizing win-win cooperation between scientific research companies, information security management level, implementing information security guarantee, etc., hope to provide some experience for reference.

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The Application of Blended Teaching Mode Based on Youmu Class Platform in The Teaching Reform of Higher Vocational Nursing Education

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Abstract: Objective: To discuss the application, methods and final effects of blended teaching based on the Youmu class platform in the teaching reform of higher vocational nursing education. Method: Taking the course of Basic Nursing Technology as an example, two parallel classes of senior nursing majors in the school were studied, and an experimental group and a control group were established in turn. the experimental group used a blended teaching method based on the UMC platform, while the control group used the conventional nursing teaching method. Results: Compared with the control group, the experimental group's performance was significantly better than the control group's. the experimental group's senior nursing students also performed significantly better than the control group in terms of independent learning, communication and teamwork. Conclusion: the blended teaching based on UMC has a better effect on stimulating the learning enthusiasm of senior nursing students and improving the learning quality and efficiency of senior nursing students.

Keywords: Youmu class platform; Blended teaching; Higher vocational nursing education

1. INTRODUCTION

Blended teaching is the integration of online and offline teaching together, which can strengthen the learning enthusiasm of senior nursing students and improve their learning performance. For this reason, schools create a blended teaching platform with the aim of increasing teaching reform and enabling higher vocational nursing majors to achieve networked education [1]. This paper takes the course of Basic Nursing Technology as an example, mainly for the teaching of higher vocational nursing professions to adopt a hybrid teaching method based on the Youmu class platform, and is divided into a control group and an experimental group during the teaching period, in which the experimental group applies the hybrid teaching method based on the Youmu class platform, while the control group is based on the conventional nursing teaching method. the results concluded that the experimental group was better than the control group in terms of cultivating higher vocational nursing students learning initiative, learning interest, teamwork ability and learning performance, which fully proved that the blended teaching method

based on the Umoja platform has more teaching advantages.

2. OBJECT

Taking the course "Basic Nursing Technology" as an example, the study was conducted for the higher vocational nursing course, and the teaching period was divided into experimental and control groups in turn, to ensure that there were no significant differences between the two groups in terms of gender, previous examination results, etc. During the nursing teaching period, the experimental group applies a blended teaching method based on the Youmu class platform, while the control group is based on the conventional nursing teaching method.

3. METHODOLOGY

3.1 Experimental group teaching method

Teachers should transmit the course content to the Youmu class platform so that senior nursing students can understand the key points and difficulties in the classroom teaching in advance. Then senior nursing students are required to find the learning tasks through the Internet and establish the key points in the knowledge content. If in the course of pre-study they find problems that are difficult to understand, they are required to discuss them with the teacher online in a timely manner. the teacher is also able to use the online platform to understand the effectiveness of the senior nursing students' pre-study and to arrange the teaching content according to the quality of their pre-study. Teachers should use the platform to obtain teaching data, focus on the learning effect of senior nursing students and the feedback from senior nursing students, and then explain the content that is difficult for senior nursing students to understand until senior nursing students fully understand it. They also conduct teaching seminars to have a comprehensive grasp of the learning situation of senior nursing students to ensure that subsequent teaching can be carried out smoothly [2].

3.2 Teaching methods for the control group

In the control group, the teaching was mainly pre-course pre-reading, classroom lecture and post-course review according to the nursing teaching objectives and teaching contents. the pre-course pre-study was to allow senior nursing students to analyse the teaching content before the class, although there were no clear regulations on the pre-study method. the classroom

lecture is to explain the key points and difficulties encountered by the senior nursing students in the pre-study, so that they can master the teaching content in depth. the post-class review is the teacher's arrangement of the review content, so that senior nursing students can remember what they have learned more deeply.

3.3 Evaluation indicators

Assessment results. Both the experimental group and the control group should adopt the same assessment method, with the usual and final theoretical examination scores occupying 40% and 60% respectively. the final examination questions are mainly in the areas of multiple choice, terminology explanation, short answer and exposition, with a total score of 100 points. the examinations are arranged through the Academic Office and the examinations are closed book. All are marked by the teachers in a uniform stream according to the marking criteria set and the results are also accounted for.

Evaluation of teaching effectiveness. After the completion of the classroom teaching, the quality of learning of the senior nursing students in the experimental and control groups was analysed and evaluated by means of a self-designed questionnaire with five items, any of which had three choices, namely agree, disagree and unsure. This questionnaire was used to further understand the learning effectiveness of the nursing students in the experimental and control groups. Comprehensive learning ability. The self-designed comprehensive learning ability assessment scale for senior nursing students includes three aspects of self-management, knowledge comprehension and teamwork level, with a total score of 10 for each item, and a high score means that senior nursing students have good learning effect.

4. RESULTS

4.1 Comparison of assessment results

The average score of the experimental group was 94.73, the average score of the usual score was 93.16 and the average score of the theoretical score was 85.65, while the average score of the control group was 84.14, the average score of the usual score was 78.14 and the average score of the theoretical score was 76.27. Through comparison, it was understood that the experimental group's performance was significantly better than that of the control group.

4.2 Comparison of teaching effectiveness

Teaching is attractive: 59% of the experimental group chose the "agree" option and 40% of the control group; 37% of the experimental group chose the "not sure" option and 42% of the control group; 2% of the experimental group chose the "disagree" option and 3% of the control group. the proportion of those who chose the "disagree" option was 2% and the proportion of the control group was 3%.

The teaching was enlightening: 71% of the experimental group chose the "agree" option compared to 31% of the control group; 4% of the experimental group chose the "not sure" option compared to 32% of the control group; 0% of the experimental group chose the "disagree" option compared to 9% of the control group.

The results show that the higher level nursing students in the experimental group found the teaching to be sufficiently engaging and stimulating to be significantly better than the control group. This is a good indication that the blended teaching method based on the UMC platform can motivate senior nursing students to learn senior nursing courses and also improve critical thinking.

4.3 Comparison of comprehensive learning ability

The average score of self-management ability of the experimental group was 8.13; the average score of the control group was 5.22; the average score of information acquisition ability of the experimental group was 7.89; the average score of the control group was 6.74; the average score of collaborative cooperation ability of the experimental group was 8.49; the average score of the control group was 8.48.

The results show that the experimental group scored significantly better than the control group on the comprehensive learning ability assessment scale, which fully demonstrates that the blended teaching method based on the UMC platform has a better effect on improving the comprehensive ability of higher vocational nursing students.

5. CONCLUSION

Blended teaching based on the UMC platform can stimulate the learning enthusiasm of senior nursing students, improve the quality of learning and comprehensive ability, and can also lay a good foundation for future learning, so relevant educators should increase the application of blended teaching methods based on the UMC platform.

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Exploration And Practice of Ways for Non-Art Students Majoring in Animation Production Technology to Improve Their Artistic Quality

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Abstract: The enrollment of animation production technology major has expanded in recent years, but Max's report shows that the employment rate of animation production technology major is not very high, especially the turnover rate remains high. the reason for this is that many animation production technology majors are not art students. In some aspects, such as aesthetics, color matching, modeling, etc., they are not qualified enough to meet the requirements of enterprises. This makes it particularly important to improve the artistic quality of non-art students.

Keywords: Animation production technology; Non-art students; Artistic accomplishment

1. INTRODUCTION

In the newly concluded defense of the graduates of the Department of Animation Arts, the number of works of animation production technology is large, and the students can also complete them on time, but the artistic level of the works is not high, and the aesthetic sense is insufficient, which is also an embarrassing situation faced by the animation production technology major.

In recent years, Max's report pointed out that the turnover rate of animation and art graduates remained high, which also reflected that students failed to meet the standards required by enterprises in some aspects, or that students had some difficulty in undertaking certain projects in enterprises. This requires us to improve students' artistic quality in addition to the basic requirements of software technology.

2. FOR THE ABOVE PROBLEMS, ANALYZE THE REASONS

2.1 The proportion of art literacy courses in the curriculum system is too small

The training of students in higher vocational colleges is generally set for three years, especially in the third year, the courses of internship and graduation design will be arranged, so that students can stay in school for up to two and a half years. During this period, the professional courses in the three directions of the Department of Animation Arts also need to learn a large number of necessary software courses. Take the animation production and technology specialty as an example, the 3D software that needs to be learned, such as 3D animation basics (64 class hours), 3D modeling technology (144 class hours), 3D material lighting (72 class hours), 3D animation technology (144 class hours), etc. In addition, students also need to study humanities courses during their freshman year, which accounts for

a part of the class hours. the proportion of courses to cultivate students' artistic quality is relatively small, such as professional compulsory courses, animation sketch (96 class hours), animation modeling design (102 class hours), color composition (64 class hours), etc., and corresponding public compulsory courses, such as higher vocational aesthetic education (16 class hours), art appreciation (16 class hours), etc.

2.1 The proportion of art students in the enrollment is small

In recent years, the enrollment of animation production and production majors is mainly from students of general culture and science. Most students have not received formal art training and are relatively unfamiliar with light, shadow, shape, color and other knowledge.

From the above table, it can be seen that the number of people with painting experience in animation production technology majors of 2015 and 2016 is very small, less than 10%. Therefore, teaching for non-art students is a difficult problem for full-time teachers of animation production technology in higher vocational colleges.

2.3 Inadequate artistic accomplishment of teachers

At present, there are 20 in-service teachers in the department of animation and art, including 11 full-time teachers. Among these 11 full-time teachers, 5 have changed careers from computer information engineering, and 3 have changed careers from pure art teachers. There are very few teachers specialized in animation production and technology. Teachers majoring in computer information engineering have obvious advantages in teaching software technology, but they are slightly inadequate in artistic aesthetics. Pure art teachers have high artistic quality, but the grasp and control of software technology still need better integration.

3. PRELIMINARY EXPLORATION OF WAYS TO IMPROVE ARTISTIC QUALITY

3.1 Teaching reform of art literacy course

Non-art students apply for the animation major and have a strong interest in the animation industry. Full-time teachers should seize the interests of students and start from the interests. From the animation works that students like, from personas, scenes, costumes, props and other aspects, let students' interest change from appreciation to performance skills.

To really cultivate and improve students' artistic quality, we must find the teaching method of animation artistic quality that is suitable for our own education mode. We

cannot blindly copy the traditional training mode or imitate the teaching mode of other colleges. Therefore, it is necessary to reverse the teaching content and teaching methods based on the specific post requirements for the animation production specialty, so as to achieve unlimited possibilities in the limited courses.

3.2 Give full play to the role of the second classroom-a community

Time in class is limited, and students can improve their artistic quality by organizing community activities after class. For example, the picture coloring activities organized by Qiyun Society can cultivate students' color sense. the CosPlay activity held by Manqi Animation Club aims to cultivate students' experience of characters and experience the production and design of animation costumes and props.

3.3 Field investigation of school-enterprise cooperative enterprises

At the end of the fourth semester, students have learned most of the software courses and have preliminary technical capabilities, but they still can't connect with real social cases, so they can organize field visits for school-enterprise cooperation. It can help students get closer to the enterprise environment, understand the job needs, broaden their horizons and improve their artistic quality.

3.4 Training and improvement of teachers' artistic quality

Teachers teach by words and deeds, and use their own artistic quality to create an artistic atmosphere throughout the whole teaching activities and infect students, so it is urgent to improve teachers' artistic quality.

Organize teachers to participate in the professional training of art literacy, especially the teachers of computer professional transformation, which can further improve their art literacy. In teaching activities, in addition to the teaching tasks of software technology, teachers can also use the perspective of artistic literacy to explain and cast classes in many ways, and penetrate artistic literacy into students in the course.

Teachers can go to higher institutions specializing in animation production technology for exchange and study, such as the Animation Department of Communication University of China, to exchange ideas on how to cultivate non-art students' artistic accomplishment in the teaching process.

Teachers should really participate in the production of social projects, participate in the whole process of animation, be familiar with the process of animation production, and measure the artistic level of animation works with high social standards.

4. SPECIFIC IMPLEMENTATION PLAN

4.1 Investigate and analyze the specific teaching activities of the art literacy curriculum of animation production technology specialty in recent years, understand the teaching modules and the most interesting parts of students in the learning process, and further explore the new teaching mode of the art literacy curriculum of animation production technology specialty based on posts and starting from students' interests.

4.2 According to the characteristics of the association, organize and hold activities related to artistic literacy, such as activities similar to the design and production of animation peripheral products, mobilize the enthusiasm of animation production technology students, and create an artistic atmosphere.

4.3 Actively contact the school-enterprise cooperation units, promote the school-enterprise cooperation inspection trip, experience personally, and directly improve the artistic quality.

4.4 Multi-organization of art literacy promotion meetings for full-time teachers majoring in animation production technology can truly achieve artistic sublimation and be applied to the education mode of art literacy of non-art students.

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Feasibility Study on Informatization of Track and Field Training in Higher Vocational Colleges

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Abstract: With the rapid development of information technology in our country, all walks of life are gradually transforming into information, digital and intelligent, so is the education industry. Through the use of information technology, it can not only improve the teaching quality, but also show some abstract content to students intuitively, helping students to better understand the content. For track and field training in higher vocational colleges, the use of information technology can help students better grasp the technical movements, grasp the details of movements, enhance students' interest in track and field training. In this paper, the author analyzes the problems existing in track and field training methods of higher vocational colleges, and analyzes the feasibility of using information technology in track and field training of higher vocational colleges, and finally discusses the countermeasures of using information technology in track and field training of higher vocational colleges.

Keywords: Higher vocational colleges; Track and field training; Information technology; Feasibility; Research

1. THE PROBLEMS OF TRACK AND FIELD TRAINING METHODS IN HIGHER VOCATIONAL COLLEGES

1.1 Traditional track and field training methods are relatively simple

Because the teaching method of the teachers of the vast majority of track and field in our country is still teacher-taught mainly, for example, when developing track and field training period, the teachers demonstrate and explain movements, and then let the students practice, the teachers correct the students' mistakes, and the students improve the movement content, although some students will master the importance of movements gradually, However, the overall training process and methods are quite boring, and students lack the initiative and enthusiasm to learn.

1.2 Traditional track and field training methods lack of intuitiveness

In the traditional track and field teaching process, teachers mainly demonstrate and explain, but there are some situations in the teaching process, such as unclear explanation of movement essentials and no details. As the saying goes: "Details determine success or failure". If students simply imitate the teacher's technical movements in the process of learning track and field, the whole teaching process will be blind. For example, in the process of teaching 100-meter starting posture, the

teacher will repeatedly demonstrate and then let the students practice, but the students cannot know where their problems lie. For example, starting movements and body tilt, if students can understand their technical movements through multimedia at this time, the effect and quality of track and field training of students can be greatly improved [1].

1.3 The information literacy of track and field teachers is not perfect

Due to the imperfect information literacy of track and field teachers, the utilization rate of information technology is not high in most higher vocational colleges at present, and some teachers do not realize the importance of information teaching. Although some teachers are actively improving the teaching form and strengthening the use of information technology, due to the influence of their own abilities, such as the limited grasp of computer technology, the integration effect of information technology and track and field training is not good, which will affect the implementation of track and field training information teaching.

2. THE FEASIBILITY OF INFORMATION APPLICATION IN TRACK AND FIELD TRAINING IN HIGHER VOCATIONAL COLLEGES

2.1 Help students master the movement essentials of track and field training

With the help of information technology, students can intuitively understand the technical movements of track and field training. For example, in the teaching process, relevant videos can be played through multimedia equipment, and the details of various movements can be shown to students in detail through slow play and pause in multimedia, and these contents can be solved one by one, so that students can have a better understanding of movements.

2.2 Track and field training management to scientific and rational development

Using information technology to carry out track and field training scientifically and reasonably makes the whole training plan, process and way more reasonable, and also helps track and field teachers to master students' physical, learning, emotional content and other aspects. In addition, track and field teachers can review the events and test the results of track and field training for students through multimedia equipment, which is of great significance for improving the quality and efficiency of track and field training. Finally, information technology is used to collect and sort out

various training information to improve the overall training effect and improve training ideas.

2.3 Enhance students' interest in physical exercise

In the process of traditional track and field training, due to the reasons of training methods, some students' interest and participation in training are not very high, which will seriously affect the quality of students' training. Therefore, the use of multimedia equipment for students to enhance the interest in track and field training, but also to solve the single, boring problem in track and field training, so that students actively into the track and field training. For example, in the training, multimedia equipment is used to provide video and audio content for students, to create a good training environment for students, and according to these contents for students to create the corresponding teaching situation, improve students' training enthusiasm, which is of great significance for improving the quality and effect of training students.

3. THE USE OF INFORMATION TECHNOLOGY IN TRACK AND FIELD TRAINING IN HIGHER VOCATIONAL COLLEGES

3.1 Track and field teachers to improve the level of information, change the teaching concept

As the guide and organizer of students' learning, teachers of track and field constantly improve their information level and information literacy according to the development of the Times, so as to keep pace with the Times. At the same time, track and field teachers also need to change the previous concept of track and field training, strengthen the emphasis on information teaching, so that information technology can really play a role in track and field training, and information technology can help teachers reasonable planning of teaching content and methods. Finally, higher vocational colleges should pay more attention to this aspect and actively carry out teacher training activities to provide teachers with an environment and opportunity to learn and grow.

3.2 Strengthen the use of information technology and create an information-based teaching environment

Due to the weak configuration of information equipment in most higher vocational colleges, the popularization of information-based teaching is not very good. Therefore, according to this situation, the school needs to strengthen the investment in information equipment, to provide help and support for track and field training. In addition, the school should speed up the investment of track and field training venues, build a multi-functional training environment for students, and use information technology and Internet resources to provide training support for students in higher vocational colleges. Finally, teachers also need to strengthen the use of multimedia technology, change the use of the previous track and field training methods, such as auditory, visual and other multi-angle track and field training, in such a training environment, students will get comprehensive physical and mental

development, but also improve the effect of track and field training [2].

3.3 Establish a sound track and field training information process

A perfect track and field training information process and system can not only provide teachers and students with more training resources, teaching resources, but also improve the quality of track and field training. Therefore, track and field teachers should pay more attention to this aspect and construct a scientific, standardized and perfect track and field training process through the combination of information training and teaching system. Firstly, the development and collection of information resources in track and field training should be strengthened to create a diversified track and field classroom for students. Secondly, the informationized track and field training system is integrated into students' life and study, which can not only expand students' track and field training horizon, but also promote the use efficiency of information resources. Finally, a shared resource system for track and field training is constructed to help teachers enrich teaching content and teaching methods.

4. CONCLUSION

To sum up, in this paper, the author analyzes the problems existing in track and field training methods of higher vocational colleges, such as relatively simple track and field training methods, lack of intuitiveness, and imperfect information literacy of track and field teachers. Moreover, it expounds the feasibility of using informatization in track and field training, such as helping students master the key points of movement in track and field training, developing track and field training management to a scientific and rational level, and improving students' interest in physical exercise. Finally, it improves the informatization level of track and field teachers, changes the teaching concept, and improves the informatization level of track and field teachers. To change the teaching idea, perfect track and field training information process and other relevant countermeasures are discussed.

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The Effectiveness and Application of Integrated Media Platform to Campus Culture in Higher Vocational Colleges

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Abstract: Campus culture has good educational significance and value, especially in the development of students' moral quality and ideological spirit, so in the construction of campus culture need to invest more energy and resources, in order to create an efficient, comprehensive and scientific learning and development environment for students. This paper has carried out a detailed analysis and exploration on the construction of campus culture by the platform of financial media in higher vocational colleges, and put forward the relatively feasible application strategies, in order to share and communicate with the majority of educators.
Keywords: Higher vocational colleges; Financial media platform; Campus culture construction; Effectiveness and application

1. INTRODUCTION

Higher vocational colleges are an important part of our higher education system, but also the main positions for the delivery of technology and employment talents to society. At the present stage, the society's demand for talents changes from the initial emphasis on technology to comprehensive quality, which puts forward higher requirements and standards for the talent training system of higher vocational education. Based on this, campus culture construction, as a means of moral education, should adopt scientific and reasonable strategies in the construction, especially in the background of information and digital education, vocational colleges can use the advantages and effectiveness of the financial media platform, expand the dimension of campus culture construction, improve the quality of campus culture construction, thereby improving the moral quality and cultural literacy of vocational students. This paper first expounds the effectiveness of the integrated media platform in the construction of campus culture, then analyzes the feasibility of the integrated media platform in the construction of campus culture, and finally summarizes the specific application of the integrated media platform in the construction of campus culture.

2. THE EFFECTIVENESS OF THE FINANCIAL MEDIA PLATFORM IN THE CONSTRUCTION OF CAMPUS CULTURE

Higher vocational colleges have invested a lot of energy, financial and material resources in the construction of campus culture, and formed a basic cultural construction system, although it can provide students with good cultural learning conditions, but with the development of the Times and social progress, the traditional system of campus culture construction, gradually showed the problem of mismatch, inadaptation. Thus, the quality of campus culture construction is seriously affected. Based on this, in the context of the era of integrated media, higher vocational colleges have constructed a new campus culture construction system of informatization and digitalization based on the integrated media platform, which has played a very key and important role [1]. For example, the financial media platform replaces the traditional school newspaper, campus radio, publicity window and other methods, and rationally uses network information technology such as mobile phones and computers, which to a certain extent expands the dimension of campus culture, expands the coverage scope of campus culture, and improves the quality and efficiency of campus culture communication. Taking traditional school newspaper culture construction as an example, students can get to know various cultural information through the school newspaper, but the information expression form of the school newspaper is mainly text+pictures, showing dull, static and single problems, which is difficult to stimulate students' interest in obtaining cultural information. On the contrary, the construction way of campus culture in the form of integrating media platform. Culture can be displayed in video, text, pictures, sound and other forms, which is more likely to be supported and respected by students, and it is easier to set off the upsurge of learning campus culture on campus.

3. FEASIBILITY ANALYSIS OF FINANCIAL MEDIA PLATFORM IN CAMPUS CULTURE CONSTRUCTION

Under the reform and development trend of information and digital education, education activities and work need to increase the application of information technology, in order to create an educational environment in line with the development of modern society. Therefore, it is feasible, reasonable and adaptive for higher vocational colleges to use the financial media platform to build campus culture, which plays a very important role in promoting the construction and development of campus culture in higher vocational colleges. First of all, the construction of campus culture by integrating media platforms meets the requirements of current social development for education reform [2]. For example, modern society has entered the era of information and digitalization, and the traditional form of campus culture construction has been

unable to meet the needs of campus culture construction in higher vocational colleges, while the application of financial media platform to implement campus culture construction can be in line with the social development situation, which can optimize the adaptability of cultural construction in higher vocational colleges to a certain extent. Therefore, the integration media platform is feasible in the construction of campus culture. Secondly, at present, the students in higher vocational colleges are mostly "millennials" who are open-minded and full of spirit. Under the background of the information age, this group of students is very familiar with the application and grasp of information technology. In this case, the application of the integration media platform to build campus culture can ensure that cultural communication and cultural content are consistent with the law of students' physical and mental development. Therefore, the application of financial media platform in the construction of campus culture has good feasibility.

4. SPECIFIC APPLICATION DESIGN OF FINANCIAL MEDIA PLATFORM IN CAMPUS CULTURE CONSTRUCTION

The diversified, interactive and rich integrated media platform is an important means for the current campus culture construction of higher vocational colleges, as well as the main way to enhance the educational function of higher vocational colleges. Therefore, higher vocational colleges need to put forward new thinking on the campus culture construction under the integrated media environment. Only master the application of financial media platform to build campus culture, can provide strong support for vocational college personnel training. the following will put forward effective strategies for the application of financial media platform from the four directions of team building, content production and education effect:

4.1 From the team construction

At the present stage, higher vocational colleges have shown the problem of "insufficient power" in the field of campus culture construction of integrated media platform. the main reason lies in the lack of professional integrated media propaganda team in higher vocational colleges, which makes it difficult for integrated media platform to play the effect of campus culture construction. Based on this, higher vocational colleges need to build a high-level media publicity team as soon as possible to promote the informatization and digital transformation process of campus culture construction. For example, the teachers and students of higher vocational colleges should be included in the system of campus culture construction, and teachers and students should be encouraged to use media technology to make suggestions for campus culture construction. Of course, teachers and students can also be regarded as the main body of campus culture construction, so as to improve the quality and efficiency of campus culture construction.

4.2 From the perspective of content production

The traditional school newspaper, campus radio, propaganda window, poster and other methods have problems of singleness and boredom in terms of cultural content. Many higher vocational colleges have the behavioral consciousness and ideological consciousness of cutting corners when applying the platform of integrated media to build campus culture, which to some extent affects the comprehensive benefits of integrated media campus culture construction. For example, many higher vocational colleges directly transfer the contents of the school newspaper, campus radio and posters to the Rongmedia platform, which is difficult to give full play to the advantages and values of the campus culture construction of Rongmedia in the form of "new bottle and old wine". Based on this, when applying financial media platform to build campus culture, higher vocational colleges should not only replace the traditional way of cultural publicity, but also implement innovation and update in the cultural content, so as to fundamentally eliminate the barriers existing in the construction of traditional campus culture.

4.3 from the aspect of education effect

The application of financial media platform in the construction of campus culture has successfully expanded the function of cultural education, created a good ideological quality, moral and spiritual development environment for higher vocational students, and played a vital role in training high-quality and strong technical personnel. For example, in the teaching of professional knowledge and skills, teachers can use the financial media platform to provide students with professional quality education and ideological and political education, so as to help students obtain better conditions for their own and social development.

5. CONCLUSION

To sum up, in the construction of campus culture in higher vocational colleges, the financial media platform not only changes the traditional form of cultural publicity, but also expands the dimension of campus culture education and enrichis the content of campus culture, providing strong support for the talent training of higher vocational colleges.

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Research On Ideological and Political Implementation Path of Higher Vocational Physical Education Curriculum

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Abstract: The ideological and political education function of higher vocational physical education is not only the core and key point of curriculum reform, but also the important content of vocational and technical college education. However, there are still many problems and deficiencies as far as the ideological and political status of higher vocational physical education curriculum is concerned. the ideological and political reform of higher vocational physical education curriculum should be guided by socialist core values and cultivate students' patriotism. Under the guidance of socialist moral standards, cultivate students' awareness of social morality. Based on sports aesthetic education, cultivate students' aesthetic taste. Taking sports competition as the carrier and improving students' comprehensive quality, we can achieve the goal of ideological and political teaching reform in higher vocational colleges.

Keywords: Higher vocational colleges; Physical education courses; Ideology and politics; Implementation path

1. CULTIVATE STUDENTS' SPIRIT OF PATRIOTISM UNDER THE GUIDANCE OF SOCIALIST CORE VALUES

Physical education is an important embodiment of the will of the state. In the course of physical education teaching in higher vocational colleges, the socialist core values must be taken as an important content and guidance, so as to encourage students to correctly recognize the importance of patriotism, enhance their sense of national identity and responsibility, and encourage students to take it as their own code of conduct and value orientation. In order to promote students to form a good ideological consciousness and moral sentiment.

As far as the present situation of PE curriculum ideological and political education in higher vocational colleges is concerned, the main problem exists that teachers of relevant courses do not pay enough attention to PE ideological and political teaching, and do not really integrate socialist core values into PE teaching activities, and cannot fully take it as a key content for education

In the reform of higher vocational physical education curriculum, we should take the socialist core values as the guide and integrate the spirit of patriotism into the teaching content. For example, we should add the content of the development history of Chinese football

in the football teaching and the history of Chinese basketball in the basketball teaching. Through the propaganda and education of the socialist core values and the spirit of patriotism, students can internalize the spirit of patriotism in the heart and externalize it in the practice. Only in this way can students realize that they shoulder the responsibility and mission of the rise and fall of the country and the nation, so as to achieve the cultivation of students' patriotism and the enhancement of national pride and self-confidence.

2. CULTIVATE STUDENTS' AWARENESS OF SOCIAL MORALITY UNDER THE GUIDANCE OF SOCIALIST MORAL NORMS

At present, there is a common problem in the teaching of physical education in higher vocational colleges, that is, teachers often only teach some professional physical education knowledge to students in the course of teaching, but do not pay attention to some socialist moral norms, which leads to students receive professional knowledge at the same time, but ignore the cultivation of students' social morality. Therefore, in the course of teaching, teachers should first guide students ideologically, let students understand the socialist moral norms, and have a certain understanding of its content, and then combined with the physical education teaching content to explain. Let the students master sports knowledge at the same time, cultivate their social morality consciousness. This is especially important for students in higher vocational colleges. Because only with a strong sense of social morality, can we better regulate our behavior and language expression ability, so as to make them better play their ability in the future work.

3. CULTIVATE STUDENTS' AESTHETIC TASTE BASED ON SPORTS AESTHETIC EDUCATION

Beautiful things can always give people enlightenment and perception [1]. As an important carrier of aesthetic education, physical education in higher vocational colleges can carry out aesthetic education for students while improving their aesthetic ability. Through the study and perception of the spirit of physical aesthetics, students can examine life, perceive nature and society from an aesthetic perspective, and finally promote the improvement of students' personality quality. the purpose of ideological and political education of physical education in higher vocational colleges can be realized by interpreting the objective of cultivating students' aesthetic interest. In the ideological and political teaching of physical education in higher

vocational colleges, we should first fully explore the elements of beauty, so as to provide students with opportunities and conditions to discover, feel, experience, perceive and appreciate beauty. Based on "sports aesthetic education", the physical education curriculum in higher vocational colleges can effectively realize the integration of "aesthetic education" and "sports", and examine life, perceive nature and society from an aesthetic perspective. Through the application and implementation of the concept and principle of aesthetic education, higher vocational colleges can create a beautiful atmosphere and environment for students, and through the study and perception of beautiful things, so as to promote students to gain rich aesthetic experience when they are happy physically and mentally. At the same time, higher vocational colleges should take students as the foundation, educate people as the foundation, and start from students' reality to develop the Chinese and American elements of physical education curriculum. Higher vocational colleges can achieve this goal by training and improving students' aesthetic ability. For example, teachers can adopt a variety of teaching methods, such as painting teaching method, music appreciation method, art appreciation method, etc., to train students' aesthetic ability. Through the body training of students to enhance aesthetic feeling, through the language training of students to improve aesthetic ability. Physical education curriculum can fully reflect the elements and connotation of beauty. Therefore, sports aesthetic education can be combined with ideological and political education to achieve the goal of ideological and political education based on sports aesthetic education [2].

4. TAKE SPORTS COMPETITION AS THE CARRIER TO IMPROVE STUDENTS' COMPREHENSIVE QUALITY

As an important part of physical education curriculum, sports competition has an irreplaceable positive impact on students' ideas, behaviors and physical qualities. Therefore, in the ideological and political implementation of higher vocational physical education curriculum, it is necessary to take sports competition as the carrier, through constantly innovating the organization mode of higher vocational physical competition, so that students can significantly improve their comprehensive quality in the process of participating in activities. For example, carry out sports meeting in higher vocational colleges. To encourage students to actively participate in various sports competitions, not only can give play to students' independent initiative, let them actively participate in activities, but also can constantly improve their physical quality in practice.

To this end, schools should give full consideration to students' interests and hobbies and provide them with as many opportunities and platforms to participate in competitions as possible. For example, students can be organized to participate in some sports-related campus activities and competitions, such as various sports meetings. In this way, students can not only feel the team spirit and collective sense of honor brought by unity and concerted efforts, but also enable them to exercise their will quality and improve their physical quality in the process of participating in various activities.

In short, in the reform of ideological and political teaching of higher vocational physical education curriculum, it is necessary to give full play to the role of teachers and students. For higher vocational colleges, only by further strengthening the reform of physical education and constantly innovating and enriching the content and form of ideological and political teaching of physical education in higher vocational colleges can we provide students with more quality, more scientific and more effective ideological and political education of physical education.

5. CONCLUSION

The ideological and political teaching reform of higher vocational physical education is not only an important measure to carry out the fundamental task of cultivating morality and talents under the background of the new era, but also an important content of the reform of vocational education and teaching. the ideological and political teaching reform of higher vocational physical education plays an important role in strengthening the ideological and political education of students and improving the comprehensive quality of students. It helps to promote the improvement of the teaching level and quality of higher vocational physical education, so as to provide guarantee for the quality of personnel training. However, in the practical work, there are still many problems and deficiencies in the reform of ideological and political teaching of physical education in higher vocational colleges. In this regard, higher vocational colleges should set up correct ideas of ideological and political education in physical education courses, improve relevant educational systems and mechanisms, and make full use of the combination of online and offline ways to broaden the way of ideological and political education in physical education courses in higher vocational colleges.

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Research On the Development of Archives Work in Higher Vocational Colleges Under the Background Of "Double High Plan"

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Abstract: With the reform and innovation of education in our country, great changes have taken place in many ways of education and teaching. Among them, the archives management in vocational colleges and universities has received much attention from everyone. In addition, the full implementation of "double high plan" brings a new development opportunity to archives management. Like actively improve the way of archives management, develop a set of mature archives management system, improve the professional level of vocational college archives personnel, improve the efficiency of archives management. In this paper, the author analyzes the problems existing in the archives management of higher vocational colleges, and discusses the development ways of the archives work in higher vocational colleges under the background of "double high Plan".

Keywords: Double-height Plan; Higher vocational colleges; Archival work; Development; Research

1. THE PROBLEMS OF ARCHIVES MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

1.1 The amount of student files is gradually increasing

Due to the continuous advancement of the talent training policy, higher vocational colleges are also constantly relaxing the enrollment policy, resulting in the gradual increase of the number of student archives, coupled with some archival materials in previous years, which leads to the low efficiency of archives management in higher vocational colleges, lack of manpower and other situations. For example, the personnel department of higher vocational colleges cannot find out the information of students timely and accurately when dealing with students' enrollment, attendance, dropout and other aspects, and quickly handle the files for students according to the information content. However, due to the shortage of archival managers in higher vocational colleges, the efficiency of archival work is greatly affected [1]. Other higher vocational colleges and universities have not popularized information file management, still using the traditional paper file management, this situation has brought a great burden to the archives staff, and the high intensity of the work process will also let the archives staff work errors, deviations from the work record.

1.2 The comprehensive quality of archives personnel needs to be improved

The archives management work of higher vocational colleges is not only for writing records and document processing, but also need to deal with other contents and problems, so as a higher vocational college archives management personnel must have a higher quality level. And with the comprehensive development of information technology and Internet technology, some higher vocational colleges have gradually changed from the previous paper file management to information file management, so as archival staff must have a certain information technology ability, so as to help them in the face of new technical means and management methods, can quickly use on the ground. However, at present, the archivists in higher vocational colleges are mainly elderly women and older personnel. Their ability to accept new knowledge and new skills is limited, which makes it difficult for them to complete the archival work with high quality and efficiency under the background of the development of information technology.

2. THE DEVELOPMENT OF ARCHIVES IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF "DOUBLE HIGH PLAN"

"Double-high Plan" mainly refers to the construction plan of high-level schools and majors with Chinese characteristics. In this development background, there are higher requirements and implementation standards for the archives management of higher vocational colleges. Therefore, the author takes "Double-high Plan" as the standard to carry out the optimization measures for the archives management of higher vocational colleges

2.1 Improving the construction of archives teams in higher vocational colleges

In order to help higher vocational colleges to better carry out the archives management work, the school must strengthen the importance of the construction of the internal archives team, the training, recruitment, selection of archival personnel as the key content, these content is also the basis of high quality, high efficiency, high level archives work. First of all, higher vocational colleges should realize the integration and optimization of internal archives personnel and teams. In the recruitment stage, it is necessary to pay attention to the selection of archives personnel and constantly inject "fresh blood" into higher vocational colleges. Secondly, the school also needs to actively carry out personnel training, such as some information file management content, information management technology,

professional knowledge content and new file management concept, which can not only meet the requirements of the archives management of higher vocational colleges under the background of the "double high plan" development, but also improve the efficiency and quality of the archives work of higher vocational colleges.

2.2 Establish a platform for information archives management

At present, our country is in a critical period of information development, many industries are gradually transforming to information, intelligent and digital, as higher vocational colleges also need to pay more attention to this, more information content into the archives management of higher vocational colleges, to promote the transformation of archives management to information, and it is also an important way to improve the archives management of higher vocational colleges. Therefore, the author strengthens the implementation of information management of archives from the following aspects: In the process of carrying out the information management of archives, technical support and help are needed. Vocational colleges not only need to be equipped with relevant information equipment, but also need to be equipped with professional personnel for operation. the information management of archives is itself a huge project. Archival technicians should make reasonable use of information software to transform paper archives, and classify archival materials according to relevant national standards [2]. the school itself is a unit with a large population, and the annual turnover of staff is also relatively large, which brings great pressure to the information construction of school archives. Therefore, information technology personnel and professional archives information equipment are the key to effectively develop archives management.

Secondly, due to the comprehensive popularization of information archives management, the security of information data has also been the focus of social attention. In this era of big data, everyone's information data has great value, especially the impact and harm brought by the leakage of students' personal private information can not be predicted, such as some criminals steal others' information and sell it to others. In order to profiteering, these problems need to cause the attention of higher vocational colleges. Therefore, higher vocational colleges must pay more attention to information security management after transforming students' paper file data into information data, such as arranging special personnel to supervise and manage the information system in archival information management. If there is a problem with archival equipment, it needs to be reported in time and repaired as soon as possible. Higher vocational colleges also need to establish a high security factor, good stability of the virus firewall, improve the security of the entire file system. Finally, the archives department also strengthens the division of the contents of the management personnel's responsibilities and rights, so that they are respectively in control and responsible for their own accounts, to improve the security of the entire archive information management.

2.3 Establish a sound archives management mechanism

Under the development background of "double high Plan", higher vocational colleges must constantly improve the archives management mechanism and improve the level and quality of archives management in order to do a good job in archives management. First of all, for the higher vocational college archives management personnel to set up the corresponding work evaluation mechanism, the use of scientific reward and punishment mechanism, to promote the archives work better to carry out, at the same time, this can also stimulate the enthusiasm of the archives staff and work enthusiasm. Secondly, higher vocational colleges also need to form a series of archives management methods such as collection, sorting and archiving around the contents of student archives, and carry out archives management with standardized management requirements, which can promote the implementation of high quality and high efficiency of archives. Finally, the school should improve the personnel promotion mechanism, to solve the past in higher vocational colleges archives personnel "health work" "pension position", such as through the development of business training activities, skills training activities, archives management seminars, in the process of improving the archives management team, constantly improve the quality of archives personnel and archives management work.

3. CONCLUSION

To sum up, in this paper, the author through the higher vocational college archives management work of the increasing amount of student archives, archives personnel to improve the comprehensive quality of the problems to be analyzed, and to improve the construction of higher vocational college archives team, the establishment of information archives management platform, the construction of perfect archives management mechanism and other development countermeasures are discussed.

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Exploration And Practice of Civilization Construction in Higher Vocational Colleges-- Take Zibo Vocational Institute as An Example

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Abstract: Colleges and universities shoulder the fundamental task of establishing morality and cultivating people, and the responsibility and mission of cultivating socialist successors with all-round development of morality, intelligence, physique, beauty and labor. the construction of civilized campus in higher vocational colleges is conducive to improving the level of campus civilization, improving the civilized quality and ideological and moral realm of teachers and students, building a beautiful campus, and improving the recognition of teachers and students on the campus, so as to achieve the goal of environmental education and cultural education.
Keywords: Higher vocational colleges; Establishment of civilized campus; Exploration and practice

1. INTRODUCTION

Building a civilized campus is an inevitable requirement for colleges and universities to adhere to the socialist direction of running schools, and is a soul-casting project to help young students buckle the first button in life. Higher vocational colleges should focus on the fundamental task of establishing morality and cultivating people, focus on cultivating and practicing the socialist core values, and enhance the achievements of civilization construction in higher vocational colleges from the aspects of strengthening ideological and political coloring, party building navigation, cultural infiltration, and environmental construction. Next, we will take the practice of Zibo Vocational Institute as an example to explore the construction of civilized campus in higher vocational colleges.

2. STRENGTHEN IDEOLOGICAL AND POLITICAL COLORING AND IMPROVE THE EFFECTIVENESS OF EDUCATION

The establishment of civilization needs the guarantee of ideological and political work. Pay attention to the top-level design, establish the school's leading group for the construction of spiritual civilization, the leading group for ideological and political work, the leading group for the "three aspects of education" and other leading organizations, continue to promote the comprehensive reform of "three aspects of education" for six years, and explore and form the "one line, three dimensions and six coordination" education mechanism with school characteristics. In recent years, the college has incubated "National Party Construction Model Branch", "Provincial Party Construction Model Branch", "National University Ideological and Political Work

Quality Project" and other ideological and political quality products.

The education of patriotism and love for the school and revolutionary tradition will be included in the talent training program of the school, and the socialist core values will be integrated into the whole process of talent training. Select the backbone of teachers and students to participate in the "Green Horse Project" and train young Marxists; Give full play to the professional advantages of colleges and departments, build a "one department and one place" volunteer service base, and create a "Zixiaoqing" volunteer service brand. the school has more than 10000 people participating in volunteer service every year. the "Xiaoqing School" children's care plan volunteer service project won the bronze medal in the 6th China Youth Volunteer Service Project Competition. the General Party Branch of the School of Business Administration was selected as the national key service team for "three rural" social practice in the 2022 summer. Teachers and students won one first prize and two second prizes in the Shandong Provincial College Ideological and Political Short Video Competition.

3. STRENGTHEN THE LEADERSHIP OF THE PARTY BUILDING AND MAINTAIN THE QUALITY OF TEACHERS FOREVER

The establishment of civilization needs the guidance of Party building. the school consolidates the main responsibility of the party committee to comprehensively and strictly govern the party, deepens the implementation of the spirit of the "eight provisions" of the central government, vigorously promotes the inspection within the school, and strengthens efficiency construction. Adhere to the principal responsibility system under the leadership of the Party Committee, effectively strengthen political construction, and vigorously create a good political environment. the school cadre team is in a high spirit, and has a solid work style. the school leadership has been continuously excellent in the annual assessment. the school has successfully passed the provincial evaluation of the mid-term performance of the "double high plan", and the reform and development experience has been broadcast on CCTV news twice.

Establish a leading group for the construction of teachers' ethics and conduct, construct the assessment standards of teachers' ethics and conduct from seven dimensions according to the requirements of the "four haves" teachers in the new era, and implement the "one

vote veto" system for the misconduct of teachers' ethics. We will build a brand of "building morality and strengthening ability, and practicing with ingenuity" teacher ethics education, carry out professional ethics education for in-service teachers, set up a headmaster's teaching quality award, select teachers' ethics pacesetters, invite national model workers, chief technicians and other master craftsmen to open lectures in the school, and play an exemplary role in driving. In recent years, the school has emerged a group of typical talents from the National Special Support Plan (Ten Thousand Talents Plan), national famous teachers, national college Huang Danian style teacher team, provincial college Huang Danian style teacher team, teaching and educating models, the most beautiful teachers, exemplary individual and so on.

4. STRENGTHEN CULTURAL INFILTRATION AND SHAPE THE SPIRITUAL CORE

The establishment of civilization needs cultural infiltration. Adhering to the principle of "building a school with culture", the school has carried out research on cultural education for 16 years, organically integrated the essence of Qi culture into ideological and political education, and created the excellent traditional Chinese cultural education brand with regional characteristics of "Qidi ingenuity". Take cultural activities as the starting point to guide students to carry forward the Chinese spirit and spread Chinese values. Continuously carry out the activities of reading Chinese classics, deeply carry out the theme activities of "Our Festivals", and pass on the essence of Chinese folk culture to students. From time to time, we will carry out activities such as the "Top Chinese Scholars" Challenge, etiquette competition, the introduction of Chinese excellent traditional culture into the campus and the introduction of elegant art into the campus, and set up student associations related to Chinese excellent traditional culture to nourish the students' moral integrity. the "Qidi ingenuity" cultural education brand was selected as the "one school, one product" campus cultural brand and the Chinese traditional virtue brand project of the national vocational colleges, and the school was selected as the first batch of Chinese excellent traditional culture inheritance demonstration schools in Shandong Province.

5. STRENGTHEN ENVIRONMENT CONSTRUCTION AND OPTIMIZE CAMPUS ATMOSPHERE

The construction of civilization needs to constantly optimize the campus cultural environment. According to the development context of campus landscape culture construction, integrate the culture of "Qidi ingenuity" to carry out top-level planning and design. the building group highlights the characteristics of Qidi culture and professionalism, name the campus logo with the theme of "virtue" and "craftsman", create a campus landscape that integrates nature and culture, build a humanistic campus environment that advocates beauty and learning, and give play to the function of environmental education. Adhere to the principle of service-oriented, improve the safety management organization, implement the "full time coverage", "one department and one police" and "three in one" working mechanism, and the Ministry of Education issues a bulletin to promote relevant practices. Strengthen the construction of network ideological and political positions, open characteristic ideological and political brand columns, form the network ideological and political media matrix of "two micro-enterprises, one shaking and one number", build the network ideological and political work sub-center (new media work center) of colleges and universities in Shandong Province, and select the first batch of Shandong education and media construction pilot units to create a clear and clear network cultural space.

The establishment of civilized campus is a systematic work involving ideological and political, party building, culture and other aspects. Higher vocational colleges should attach great importance to the establishment of civilization. Each college should actively explore new ways to create civilization that are suitable for the actual situation of the college, broaden the idea of civilization creation, and improve the effect of civilization creation.

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Application Of Artificial Intelligence Technology in Computer Network Development

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Abstract: Under the background of "Internet +", computer network technology is gradually applied widely in various fields, and the demand for advanced technology is increasing, which greatly improves the requirements of artificial intelligence. In order to meet the needs of users for computer network technology, the active application of artificial intelligence technology has become an inevitable development trend. With the advent of the information age, artificial intelligence technology is accelerating and becoming the driving force for the long-term development of society. It is becoming more and more important in all aspects of people's life and work. In order to promote the rapid development of the society, the adoption of artificial intelligence technology, effectively improve the quality of service, expand the scope of application, and promote the development of the whole social life towards intelligent and advanced direction. Based on this, this paper introduces the application value of artificial intelligence technology, and discusses the application of artificial intelligence technology in the development of computer network.

Keywords: Computer network: Development: Artificial intelligence technology: Application

1. INTRODUCTION

With the rapid development of computer technology, people's life and production begin to rely too much on advanced technology. When people collect and apply information, they need to rely on the support of high-end technology such as network and computer, and computer and Internet have become an important part of people's life, production and learning, gradually changing the social production mode and living environment, providing them with a lot of convenience. Greatly improve the level of intelligence. Therefore, the close integration of industrial intelligence and computer network plays a decisive role in the development of computer network.

2. WE WILL STRENGTHEN CYBER SECURITY MANAGEMENT

2.1 Intelligent monitoring

Artificial intelligence itself has a very high automatic recognition function, considering the user's operation instructions, CPU, parameter sequence, data package and so on for detailed investigation and retrieval, accurately find the computer hidden inside the dangerous virus. Its own internal configuration of neural network system, through the operation function to identify data information, targeted processing, compared with the normal operation of the data arrangement method, accurate coding, greatly improve the stability of computer network system operation, ensure that the information will not be damaged by network activities during the transmission of its integrity, to avoid the loss of resources. In addition, by combining the knowledge and content stored in the database, artificial intelligence can accurately locate software problems and extract all the factors of problems from the source code, so as to provide many conveniences for processing personnel and repair faults in as short a time as possible [1].

2.2 Firewall establishment

AI technology itself has a strong risk defense function, which can quickly block risky programs from entering the system, cut off the way of virus transmission, and greatly improve the level of computer network defense. On the one hand, smart technology uses expert systems to keep tabs on the types of viruses and the content of the attacks. When the virus attacks the system, through online comparison, once the structure coding program is unified, it will immediately cut off the way of information transmission, block all kinds of data transmission channels, and ensure the stability of computer operation. On the other hand, artificial intelligence technology, with its strong logical computing ability, builds a functional firewall system, uses the expert system to constantly update the firewall function, completely blocks all kinds of viruses, and automatically simulates the invasion process, resulting in changes in the substructure arrangement form, and immediately carries out high-quality processing of the virus successfully invaded. When the malicious program is antivirus, No longer leave toxic information, further improve the security of the user system.

2.3 Saving costs

First of all, artificial intelligence technology replaces manual operation and transforms complex manual operation process into automatic operation mode, which not only reduces error probability in system operation, but also reduces cost input and gains more benefits. For example, the upload and download of the original computer network data information must be fully checked and inspected with the help of manual support, carefully analyze whether the data meets the network security protocol, and then compare with all kinds of information in the database to remove the contents that do not meet the regulations. the application of artificial

intelligence technology to upgrade this process comprehensively, its own use of monitoring system to distinguish it intelligently, timely detect junk software and bad information, through the data mining function, immediately eradicate the root cause of the problem, completely solve this problem. Secondly, the application of artificial intelligence technology greatly improves the running speed and shortens the running time of computers. Especially in the operation and maintenance stage, the repair software is used to reduce the probability of data error and effectively reduce the cost [2].

3. IMPROVE THE EFFICIENCY OF PROBLEM HANDLING

Computer network has efficient problem solving function, according to the user's application needs, scientific construction of perfect problem solving scheme, but the application of AI technology can quickly improve the efficiency of problem solving. Now, our AI technology comes with high-quality virtual simulation function. Before problem solving, it can build a digital model in the virtual environment and present the whole process of the problem. Before designing the corresponding problem solving countermeasures, it can find out the hidden problems inside the program in time and select the appropriate treatment method to apply in the problem, which greatly improves the quality and efficiency of problem solving. In addition, artificial intelligence technology can simplify the problem, the past complex technology is split, the formation of a low difficulty problem, to do targeted processing, to assist the computer without external program support, but also rely on their own security defense system, immediately repair the problem, further optimize the system.

4. STRENGTHEN INFORMATION FILTERING

In the process of computer network operation, users are very likely to face the organization or institution privately sent junk information, such information not only cause trouble to users, but also in the long-term accumulation of equipment, affect the system running speed, and even lead to the entire system in an unstable state. When the relevant personnel find these problems, they will immediately take corresponding optimization measures to filter the information, so as to effectively deal with them. If artificial intelligence technology is integrated with computer network, it can not only prevent the inclusion of such junk information, but also carry out real-time monitoring of the existing junk information in the system in the specific application process, and carry out in-depth cleaning regularly when necessary to ensure the safe operation of the system. In addition, for the operation of computer network systems

and equipment, artificial intelligence protection devices can be placed in the system to strictly supervise various information received by users, such as the channels and sources of information transmission, analyze whether the content hides bad information threatening the computer system, and effectively filter it, so as to ensure the accuracy of the information received by users and effectively enhance its security. In addition, when users use the protection devices installed on computers, they should also classify and integrate the received information according to user requirements, so as to ensure that users can find the required information in a short time and realize personalized requirements [3].

5. CONCLUSION

The application of artificial intelligence technology in the development of computer network has given full play to its obvious advantages and provided a lot of convenience for people's life and production. the research and development of artificial intelligence technology is based on the activity law of human brain thinking, with the help of computer network to extract fuzzy data information, distinguish, analyze and process it, accurately calculate and analyze the results, improve the efficiency of data information processing, save the cost of computer network management, and enhance the stability of network system operation. For the current application of artificial intelligence in the development of computer network, combined with computer network technology, comprehensive collection and processing of valuable data information, the construction of a perfect computer network system management and evaluation system, better meet the needs of users for information data collection.

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Research On Control Principle of Pure Electric Motor Drive System

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Abstract: In recent years, pure electric vehicles quickly poured into people's life and were gradually accepted by everyone. However, short driving range of vehicles is the main problem faced by users. the power output of the electric motor drive system of pure electric vehicles directly affects the dynamic performance of the car, and its energy consumption directly affects the driving range of the car. This paper studies the control strategy of electric drive system of pure electric vehicle, and provides a theoretical basis for the influencing factors of vehicle range and the fault repair of electric drive system.
KeyWords: New energy vehicles; Pure electric vehicle; Electric motor drive system; Control strategy

1. INTRODUCTION

Although the Chinese auto market in 2018 experienced its first year-on-year decline after 28 years of continuous growth, it continued to maintain a rapid growth momentum in the field of new energy vehicles. According to the statistics of China Association of Automobile Manufacturers, the annual production and sales of new energy vehicles reached 1.27 million and 1.256 million respectively from January to December, with year-on-year growth of 59.9% and 61.7% respectively. the total sales volume of pure electric vehicles (sedans, SUVs, MPVS), which account for the largest proportion among new energy vehicles, from January to December 2018 was 746, 947, up 64.6% compared with the same period in 2017. From the above data analysis, we can see that the development space of new energy vehicles is huge, and pure electric vehicles are still in an absolutely dominant position.

However, pure electric vehicle as machinery, electronics, energy, automobile, information technology, computer and other high-tech integration of typical products, is moving towards intelligent, digital, lightweight and sharing direction, in recent years, the development and research of the key technology of pure electric vehicle has made great progress, but there are still some problems need to be solved:

1.1 Short driving range after a full charge;

1.2 AC charging time is long, generally full charge needs 6-8 hours;

1.3 The dynamic performance is not ideal;

1.4 Battery cycle life is short, frequent replacement and high price. It can be seen that the motor drive system is a reliable guarantee to improve the dynamic performance and driving range of the vehicle.

2. ELECTRIC DRIVE SYSTEM STRUCTURE OF PURE ELECTRIC VEHICLE

Motor drive system is one of the three core components of pure electric vehicle, is the vehicle driving actuator, its characteristics determine the main performance indicators of the vehicle, directly affect the vehicle's power, economy and comfort. the driving motor system is mainly composed of the driving motor, the motor controller and the cooling system. Its structural principle is shown in Figure 1:

2.1 Driving motor

At present, there are many types of driving motors suitable for pure electric vehicles, such as DC motor, permanent magnet synchronous motor, three-phase asynchronous motor and switched reluctance motor, etc. At present, about 90% of electric vehicles use permanent magnet synchronous motor, which has the advantages of high efficiency, small size, light weight and high reliability.

In addition to the stator, rotor (permanent magnet), front and rear end covers and other components, the permanent magnet synchronous motor also uses a temperature sensor to detect the temperature of the motor winding, and a rotary transformer to detect the position and speed of the motor rotor, so as to better control the working condition of the motor.
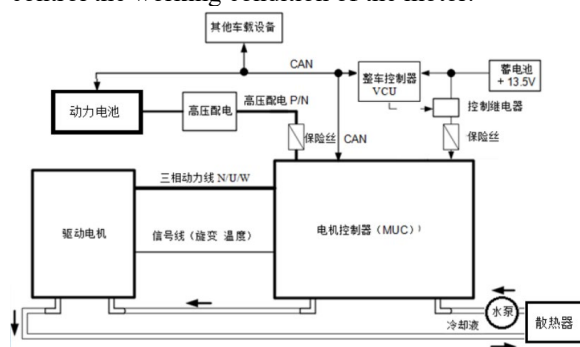

Fig. 1 Structure principle of motor drive system

2.2 Motor Controller

The main function of motor controller is to control the driving motor. the working process is to convert the direct current provided by the power battery into three-phase alternating current required by the motor through the inverter, and realize the control of the motor by controlling the frequency and voltage of the three-phase input current of the power motor and cooperating with the feedback value of the motor speed sensor and temperature sensor, and finally realize the forward, backward and energy recovery of the whole vehicle. the circuit principle of the motor controller is shown in Figure 2.
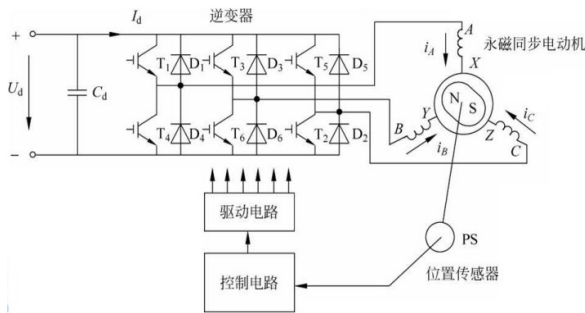
Fig. 2 Circuit principle of motor controller

2.3 Cooling System

The function of pure electric vehicle cooling is to heat the on-board charger, motor controller and driving motor to ensure that it works at the most appropriate temperature. the cooling system consists of a water pump, radiator, expansion tank, fan, pipe, control unit and temperature sensor. the flow direction of the coolant is that the cooling water with high temperature enters the vehicle charger after being cooled by the radiator, then enters the motor controller and finally enters the radiator through the motor for cooling. See Figure 1.

3. ELECTRIC DRIVE SYSTEM CONTROL POLICY

3.1 Control strategy of motor controller

3.1.1 Drive. the inverter converts the direct current provided by the power battery into three-phase alternating current with adjustable voltage and frequency. the power supply motor is used to drive the car to run.

3.1.2 Running speed control: according to the driver's control input to the vehicle (such as accelerator pedal), and to the vehicle charger to send corresponding instructions, motor controller control module using PWM control to change the inverter output three-phase AC voltage and frequency can change the motor speed, so as to speed the car.

3.1.3 Running direction control: by changing the switching sequence of IGBT in the inverter, the phase sequence of three-phase AC output can be changed, that is, the phase sequence of three-phase AC connected to the stator three-phase winding of three-phase asynchronous motor is changed, the three-phase asynchronous motor reverses, thus changing the running direction of the car.

3.2 Control strategy of cooling system

3.2.1 When the controller detects that the driving motor temperature is greater than or equal to 45 ℃, less than 50℃, the fan starts in low gear; When the temperature is greater than or equal to 50℃, the cooling fan starts at high speed; When the temperature drops to 40℃, the cooling fan stops working. When the temperature is greater than 120℃ and less than or equal to 140℃, the vehicle power reduction to run; When the temperature is higher than 140℃, stop the machine.

3.2.2When the controller detects that the heat dissipation substrate temperature of the motor controller is greater than or equal to 75℃, the cooling fan will start at a low speed. When the temperature is higher than 80℃, the cooling fan starts at high speed. When the temperature drops to 75℃, the cooling fan stops working. When the temperature is between 75℃ and 85℃, the vehicle runs with reduced power; When the temperature is higher than 85℃, the vehicle overtemperature protection, stop it.

4 CONCLUSION

This paper describes the control principle of electric motor drive system of pure electric vehicle, which can facilitate electric vehicle users to understand the composition and working process of pure electric drive system, so as to better use the vehicle; It is also convenient for maintenance and service personnel to judge and analyze the common faults of the motor drive system.

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